

## Pavan Kumar

head – Marketing and Branding, FieldTurf Tarkett India



The artificial grass is made from recycled materials and is environment-friendly. It is also 'lead-free' meaning it is highly safe and non-allergic for even kids to play on. It also saves water and reduces the use of fertiliser capabilities.

installed is then 'infilled' with a layer of silica sand & rubber granules, which keeps the fibre upright and provides the right level of shock absorbency & deformability."

With all the aesthetic appearance of grass, this next-generation artificial grass is extremely soft and safe. Avers Kumar, "The artificial grass is made from recycled materials and is environment-friendly. It is also 'lead-free' meaning it is highly safe and non-allergic for even kids to play on." Besides, its 'look-feel-n-play' like grass nature, artificial grass is absolutely fade-resistant even when exposed to extreme temperature conditions and are also fire-retardant. Efficiency and cost-effectiveness are the two main aspects that a customer takes into account while buying any item for outdoor usage.

Having proved the efficiency part of artificial grass, Kumar explains its cost-effectiveness. He says, "Investment in artificial grass is obviously premium than that of natural grass. But if we consider the cost of ownership factors and life of grass, it is evident that

artificial grass has its advantages. Besides, it saves water and reduces the use of fertilisers. Artificial grass deducts all the efforts that a grass owner makes to keep his natural lawn green."

### Into the future...

As the purchasing power and aspirations of people soar, more and more goods will be produced to satisfy the growing needs. Warrier asserts, "The outlook of the consumer goods industry looks very upbeat. The growth stimulus provided by progressive policies will only bring in more employment and more disposable incomes. This in turn will lead to better standards of living. All in all, as long as the aspiring middle class keeps growing, this industry will also flourish along with it."

With their high performance properties, engineering plastics have not only gained popularity in heavy-duty sectors including automotive, electrical & electronics but also have been in demand as far as daily-life supplies are concerned.

These states, "In the Indian consumer goods industry, engineering plastics still have a low penetration, thereby providing a tremendous opportunity for growth. There would be a trend in the industry towards miniaturisation without compensating on design & performance, which would require higher usage of engineering polymers."

The contribution of the plastics industry to the economic growth of countries across the world has been tremendous.

Bedi avers, "Over the years, plastics has been replacing traditional materials and entering new bastions by way of technological innovations that have increased the performance limits - be it heat, impact, ductility, modulus, colour, flow, chemical resistance, etc. There is tremendous scope to further improve its penetration over time by providing innovative features and new benefits to consumers and manufacturers alike."

Today, it is difficult to imagine a house without plastics. The rising purchasing power is clearly driving the demand for 'aesthetic and innovative' plastic products.

In fact, researchers today are trying to make a television set (made of plastics) that will roll up in your living room! With such advancements, plastics indeed offers an enormous growth potential in view of India's growth and the fast changing lifestyle of its people. 

