

FOR IMMEDIATE RELEASE

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## **ForeverLawn Announces New Location serving Des Moines**

Des Moines, IA – January 31, 2017 - ForeverLawn, the artificial grass industry leader, announced the grand opening of a new dealership, ForeverLawn Des Moines. The new location is part of the company's plan to expand operations throughout North America with the opening of several new independently-owned dealerships. This new local branch of ForeverLawn is now offering residents and businesses in the Des Moines area the same quality synthetic turf products and expert installation services selected by world-renowned facilities such as Walt Disney World and Home Depot, and recommended by home improvement experts such as Jason Cameron, host of DIY Network's *Desperate Landscapes*, *Sledgehammer*, and *Man Caves*. Due to its realistic appearance and high performance in drought-ridden areas, ForeverLawn has also been featured on *The Today Show*, *The Martha Stewart Show*, *The Wall Street Journal*, and more.

ForeverLawn Des Moines is an exclusive dealer of ForeverLawn artificial grass products, including the company's popular DuPont™ ForeverLawn® Select Synthetic Grass line. "ForeverLawn products are durable," said Tim McNamara, owner of ForeverLawn Des Moines. "That is critical when you're talking about the Midwest area, specifically Iowa. Winter brings cold temperatures and lots of snow; summer brings the heat. ForeverLawn products are impervious to these elements, remaining green year-round."

In addition to providing superior synthetic grass solutions for landscaping, ForeverLawn Des Moines also offers specialized options for pets, children, golf, and sports applications. A unique safety system is available to create safe, accessible playgrounds, and the grass can even be installed indoors in sporting and pet facilities. "Customers are using synthetic grass in so many ways today, not just the backyard," said McNamara. "Putting greens are extremely popular but we've also had requests for trade shows, cemeteries, dog pads in the house, plant rooms, and landscaping around flowers. Our ForeverLawn Kansas City dealership even helped a customer create a gnome village. The possibilities are truly endless."

As a company with over twelve years' experience in the industry, ForeverLawn is also uniquely positioned to offer a superior ten-year warranty. The ForeverLawn Closed Loop Warranty System



(CLWS) tracks the purchase from manufacturing through installation, and registers the details directly with ForeverLawn, Inc., for the best possible customer experience in the unlikely event of a warranty claim. Unlike many synthetic turf companies, who may not have the longevity to match the warranty they offer, ForeverLawn has the ability and the experience to truly stand behind their promise.

ForeverLawn Des Moines services businesses and homeowners in the Des Moines area. Their phone number is 515.350.5868, and they can be found online at [dsm.foreverlawn.com](http://dsm.foreverlawn.com).

For more information about ForeverLawn, visit [foreverlawn.com](http://foreverlawn.com).

## **About ForeverLawn**

ForeverLawn provides innovative synthetic grass products to create better landscapes worldwide. In areas where real grass is difficult to grow or maintain—due to high traffic or poor conditions—ForeverLawn offers a natural-looking alternative that is beautiful, functional and durable. In addition to its landscape lines, ForeverLawn also offers specialty products including SplashGrass, K9Grass, SportsGrass, Playground Grass, and GolfGreens. ForeverLawn—Grass without limits.

For more information on ForeverLawn or its product lines, call ForeverLawn Des Moines at 515.350.5868, or visit [www.foreverlawn.com](http://www.foreverlawn.com).

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