

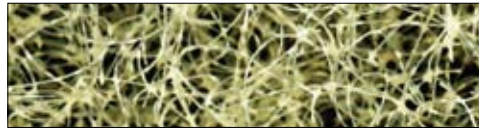
PRODUCT DATA



In most cases, articulating a product's features and benefits comes down to descriptive statements. Whether or not those statements are based in fact is, in many cases, irrelevant to a sales person trying to make a sale.

When introducing Sandtrapper, IVI-GOLF defined a very simple set of principles – create a durable product that has a framework for stabilizing sand geometries under water flow conditions. Simple yet effective. Over time, Sandtrapper's competition has made incorrect claims concerning performance and presented endless charts listing meaningless statistics.

To clarify important product characteristics and apply meaning to technical terminology, we've created the following tables:



SANDTRAPPER



THE OTHER GUYS

	SANDTRAPPER	THE OTHER GUYS
Fiber Thickness	200 denier	25/45 denier
Weight	16 oz. sq. yd.	12 oz. sq. yd.
Thickness	.81 inches	1.0 inches
Tensile Strength	59.4 lbs.	30 lbs.
Compression	43.5 lbs.	25 lbs.
Permittivity	7.22 sec ⁻¹	3.5 sec ⁻¹
Flow Rate	567.27 gpm/sq. ft.	250 gpm/ sq. ft.

IMPORTANT TERMINOLOGY

Fiber Thickness	The thickness of fibers used in a bunker liner material is directly related to its performance. The greater the thickness (denier) of a fiber, the greater its durability, the greater its resistance to tearing, the greater its resistance to compression.
Weight	A product's weight is directly related to the amount of product. In this case, weight is more importantly linked to the amount of binder used in the securing synthetic fibers.
Tensile Strength	The tensile strength of a material is measured in terms of the amount of force needed to tear apart the material. In this case the greater the tensile strength, the greater its durability.
Compression	Measured in terms of the amount of weight necessary to deflect a material to 50%. In this case, compression is linked to a product's ability to maintain its three dimensional matrix. The greater the compression strength, the greater its ability to maintain integrity and consistent water flow over time.
Permittivity	Measured in terms of water flow across the fabric (perpendicular). In this case, permittivity is directly linked a product's ability to move water. The greater the permeability, the better the drainage performance.
Flow Rate	Measured in terms of volume, flow rate is linked to the product's ability to move a quantity of water. In this case, the greater the flow rate, the better the drainage performance.