

INTERNATIONAL GREENKEEPERS FOR HIRE

Grassmed - Pitch Sticker Project



From the Italians themselves, Giovanni tells us what the sticker project is.

The project was made to make known to a wider audience the wonders that the groundsman manages to arrange, keeping his pitch seen by hundreds or thousands of fans, in the matches where their champions express their playing fantasies:

For example, imagine at a Champions Cup final or World Cup matches, where much attention is paid to the engineering of the stadium, its technology, and security, with a futuristic or architectural sustainable look. However, the real spectacle will take place in the playing rectangle, which will have the watchful eye of the spectator for over 90 minutes of play, on their team, their favorites, and the conditions of the pitch in which they play.

The 12th man on the field is the pitch itself; and the guarantee of a match being played safely, where the gladiators play, run and collide, whatever the pedoclimatic conditions, the characteristics of the grass whether natural, reinforced or synthetic, are given by the meticulous and preventive work that every groundsman/woman must conduct before and immediately after each match, using techniques provided by increasingly cutting-edge tools and machines, and products that, with their research studies aimed more and more at the sustainability of resources, will ensure that they will increasingly bear the brunt of the power exerted each time the players step on the pitch.

Who are we addressing?

To all clubs

For all categories of all sports that have a natural grass playing field, as with such a sticker album, we at GrAssMed along with other International Groundsman Associations, are working on a new project that we hope will emphasize the hard work, determination, professionalism, and importance of land managers around the world.

We are working on a sticker album project, like those seen during the World Cup and European competitions, which contains players, managers and stadiums. The goal is to have a profile picture and an image of the surface of the stadium or workplace that the turf manager produces, so each pitch can have the opportunity to cultivate its own groundsman in its own staff.

To sports television broadcasters,

Following the Premier League, we hear such words from eminent groundsman: More than protecting the players, there were viewers to think about. If the Premier League wanted to present itself as a sleek global brand, it needed a product that looked good on television. Muddy, irregular pitches would not be good. Broadcasters have started asking for "fields similar to pool tables," Calderwood said. According to Geoff Webb, CEO of the Grounds Management Association, which represents British gardeners, some broadcasters have even entered contracts that the pitches must be in excellent condition.

To players' insurance

That even if every association or sports club is covered for civil liability (too little to cover major injuries) every player must or should insure himself personally, for his greater injury tranquillity.

And right here the insurance companies should interact with the clubs, to monitor the state and conditions of the playing fields, through tools and data, now accessible and thus ascertain the causes of the player's injury, too often without giving causes, although there is a very high number of injuries per year in Italy (muscle stress, fatigue, inflammation, dislocations etc.) and no defendants.

