

PRESS RELEASE

**Artificial grass
manufacturer Feelds
accelerates growth
with new investors**



feelds

Feelds, Belgian specialist in high quality artificial grass, joins forces with three new investors. Manu Tuytens, Marc Verleyen and Walter Mastelinck will be joining the Board of Directors, bringing a capital injection and a substantial amount of knowledge and experience to the table. With this, the Belgian company plans to support its commercial growth.



Werner Goemaere, Founder & Managing Director of Feelds, explains.

“Our company is in the middle of a growth spurt. We want to strengthen that growth by bringing in extra expertise. With the arrival of these three partners, we’ll gain a lot of knowhow, both on a strategic and operational level.”

Board of Directors



Werner Goemaere



Walter Mastelinck



Manu Tuytens



Marc Verleyen

Expanding the sales team for international expansion

Feelds manufactures artificial grass for the leisure & landscaping market. “Our focus lies on residential and leisure projects, both for the professional and private market. Think private gardens, gardens for schools and playgrounds but also decorative yards for hotels and companies, both nationally and abroad. With this capital increase, we want to upscale our international expansion. The extra financial resources will be used to expand our sales team, while **we’ll keep investing in product innovation.**”



Years of combined experience

“The new investors are of great added value to our company, because of their **extensive expertise**.

Marc Verleyen has over 30 years of experience in numerous management positions and carries an established reputation within the textile world.

Walter Mastelinck is an experienced entrepreneur who has assisted many companies on a strategic level in the middle of a growth phase”. As co-owner of Concordia Textiles, **Manu Tuytens** also brings a great deal of know-how to the Board. Manu Tuytens:

“The combined experience of this team mainly consists of understanding the market, extensive product knowledge and knowing how to act quickly.”



Artificial grass as a growing market

Marc Verleyen sees the use of sustainable artificial grass become increasingly important in the coming years. “Artificial grass is gaining more and more ground in comparison to natural grass, and with good reason. It requires less maintenance and is more resistant when used intensively, which is interesting for both busy young families as well as the older generation, who no longer wish to maintain a large lawn. With global warming and an increasing number of droughts, the frequent lawn watering and the loss of water that comes with it, it is becoming increasingly clear that artificial grass is a great alternative. In addition, it’s an ideal solution for places where natural grass won’t grow.”



Growth potential on two levels

Walter Mastelinck supports this idea. “The artificial grass industry is showing a lot of growth potential. At the same time, we believe in Feelds’ story. **Feelds offers a high quality product to a higher market segment through an elaborated global dealer network.** Werner’s experience in the sector combined with his strong team, that’s what we believe in.”



Walter Mastelinck

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About Feelds

Managing Director Werner Goemaere has over 20 years of experience in the textile industry and founded Feelds in **2016**. The company from Waregem, Belgium, is active in **27 countries** in and outside of Europe and focuses on a higher market segment that is looking for **quality and sustainability**.



**For questions
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