

Watershed Geo's Patent Pending [HydroTurf™ Advanced Revetment Technology](#) Wins Honorable Mention Award for the 2014 [IFF Innovation Award](#)



[2014 IFF Innovation Award](#) Honorable Mention for [Watershed Geo's Hydro Turf Advanced Revetment Technology](#)

**FOR IMMEDIATE RELEASE**

Watershed Geo, LLC  
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Alpharetta, GA – The Industrial Fabrics Foundation (IFF) recently announced the recipients of the 2014 IFF Innovation Award. [Watershed Geo's HydroTurf™ Advanced Revetment Technology](#) (Patent Pending) was recognized with the Honorable Mention Award. Foundation representatives announced the innovation awards during [Specialty Fabrics Expo](#) 2014 and [Advanced Textiles Expo](#), October 7 – 9, 2014, in Minneapolis, MN. According to [IFF's website](#), "Imagination and inspiration are the driving forces behind innovation. What starts as a great idea isn't innovation unless transformed into action. The ability to inspire others is vital to innovation. The drive for improvement; the willingness to challenge the normal; the passion and belief in what you are doing – these are the characteristics of great innovators."

[HydroTurf™](#) is a unique, fiber-reinforced concrete armoring technology which is used to prevent erosion under severe hydraulic conditions. It consists of a high-friction, structured geomembrane with an integrated drainage layer overlain by an engineered synthetic turf which is in-filled with a high-strength HydroBinder™ concrete. [HydroTurf™](#) provides innovative benefits over traditional revetment solutions (i.e., [rock riprap](#), [concrete paving](#), [articulated concrete block](#), etc). These benefits include superior hydraulic performance; lower construction and maintenance costs; rapid, low impact and scalable installation; reduction in carbon footprint; and the aesthetics of natural turf.

The IFF Innovation Award aims to inspire companies from around the globe to not only come up with great ideas, but to make them happen. The Foundation wants to tell the stories of incredible companies who are leading the way to uncharted territories.

Some of these uncharted territories for Hydro Turf Advanced Revetment Technology include:

- The distinct innovation is illustrated by having no other erosion revetment product that has the performance, sustainability, and aesthetics of [HydroTurf™](#).

- A new market is created due to the components of the [HydroTurf™](#) consist of a Synthetic Turf and Geomembrane. It is the only specialty fabric / geosynthetic system in the hardened, erosion armoring / revetment market.
- [HydroTurf™](#) is extremely practical by being comprised of readily available materials (synthetic turf, geomembrane, and concrete infill) which have known installation procedures.
- [HydroTurf™](#) is 30 to 50% less costly than traditional revetment systems which creates a great value proposition as it performs better and is less costly.

“We are honored to be named as an Honorable Mention for the 2014 IFF Innovation Award. We appreciate the Foundation recognizing the Innovative methods of Watershed Geo (through our HydroTurf™ Advanced Revetment Technology) that is deeply rooted in the organization to challenge traditional solutions,” said Brad Cooley, Vice President of Civil Applications for Watershed Geo. “HydroTurf™ is just beginning to gain traction. Currently, there are approximately 10 project installations in United States and Europe; 20 projects that will bid to install Q1 2015 in the US and Canada, and another 60 projects that are under consideration / design in North America, South America, Europe and the Middle East.”

### **About Watershed Geo**

Based in Alpharetta, GA, Watershed Geo is a geo-synthetic company specializing in engineered products that solve earth's greatest challenges with solutions that reduce risks, require virtually no maintenance and stand the test of time that far exceed the performance of traditional methods through the highest levels of testing. Through best-in-class materials and extreme engineering, our goal is to unearth solutions that eliminate plaguing industry issues while delivering more aesthetically-pleasing and effective results. The company's in house polymer scientists, geotechnical engineers and hydrologists have worked with multiple universities and private research labs to achieve unprecedented performance for its products. Watershed Geo's stable of products include:

- [ClosureTurf™](#) (landfill and ash impoundment closures)
- [HydroTurf™](#) (high hydraulic shear protections - Revetment)
- [VersaCap™](#) (odor prevention, emission control, and leachate reduction)
- LFG low pressure valves (GCCS system shutdown protection)

### **About Industrial Fabrics Foundation**

The Industrial Fabrics Foundation has been the philanthropic voice of the specialty fabrics industry for nearly 20 years. During this time IFF has provided \$248,000 in scholarships for higher education and grants for research, development and industry awareness.

As an industry foundation, IFF brings voices and resources together to advance the specialty fabrics industry. Close strategic alignment with the industry enables the Foundation to share information and support the future of the industry. IFF can do more through collaboration. The Foundation's work is guided and focused by a vision and mission which benefits the entire specialty fabric industry.