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**Annika Sorenstam Announces Investment in Capillary Concrete®**

***Revolutionary Bunker Liner Technology Aids Drainage and Hydration,  
Promotes Reduced Turf Irrigation***

(ORLANDO, Fla.) – Annika Sorenstam – 10-time major winner and World Golf Hall of Famer – announces a new partnership with Capillary Concrete® through the purchase of shares. She will help promote the company’s revolutionary bunker liner technology and new environmentally friendly sports turf system.

Capillary Concrete® is an easy to apply, homogeneous and pervious bunker liner, with the highest strength and durability on the market. The system’s capillary properties keep sand moist and playable. At the same time, it promotes improved drainage to ensure sand remains in place after rain, avoiding costly washouts even on severely flashed bunker faces.

The system has also shown great potential when it comes to reducing irrigation of sports turf. Water savings of up to 90% and improved plant quality have been documented.

“We’re extremely honored to team with Annika,” says Martin Sternberg, CGCS, founder of Capillary Concrete®. “Her global brand, personal integrity, and experience playing and designing courses around the world make her an ideal spokesperson for our company as we ramp up our visibility in the marketplace.”

“Martin has developed a groundbreaking system that is transforming how bunkers are built and maintained,” says Annika, 2014 recipient of the Golf Course Superintendent Association of America’s (GCSAA) Old Tom Morris Award. “The patented Capillary Concrete® material has proven itself in bunkers in the toughest climates around the world. The possibilities of this application are endless, and I am very excited to now be part of the company.”

Capillary Concrete® will exhibit at this week’s PGA Merchandise Show in Orlando, Fla. (Booth #1993), and simultaneously at the British and International Golf Greenkeepers Association show in Harrogate, England (Booth #C4).

Two major orders totaling 115 bunkers are also being announced this week. The first is [Dolce Fregate Provence](#), a luxury resort and golf course on the western Côte d’Azur, France designed by Ronald Fream from Golfplan. It will undertake a full renovation of all bunkers starting Feb. 2, 2015. The second is the very exclusive, *Golf Digest* Top 100-ranked [Canyata Golf Club](#) in Marshall, Ill., USA designed by Michael Benkusky of Michael Benkusky Golf Course Design. It is similarly set for a complete bunker upgrade, to be overseen by Golf Course Superintendent Stephen Hope. Both clubs have selected Capillary

Concrete® as the best material on the market to produce perfect bunker conditions and free up time for grounds crews to further enhance grass quality.

Major championship venues like Atlanta Athletic Club are among the many courses worldwide benefiting from Capillary Concrete®. The club installed Capillary Concrete® to firm up all bunker faces and avoid plugged-ball lies in advance of last year's U.S. Amateur Championship. Distributors carrying Capillary Concrete® worldwide include:

- Australia - Renworx
- China - [Jinnan Huaqing Golf turf Co.,Ltd](#)
- France - [GreenMix](#)
- Germany - [Course Support](#)
- Ireland - [Cropcare](#)
- Japan - [Toyo Green Co.,Ltd](#)
- Korea - [Daejung Golf Engineering Co Ltd](#)
- Norway - [PGM A/S](#)
- Sweden - [Svensk Jordelit AB](#)
- United Kingdom - [Border Sports Services Ltd](#)
- United States - [Ewing Irrigation](#)

Sternberg, a PGA member since 30 years, became the first European to earn *Certified Golf Course Superintendent* status from the GCSAA in 1992. He also enjoys extensive golf course construction experience from his work with family-owned Sternberg Golf Services AB. In addition to his Capillary Concrete® duties, he also co-owns and manages 1,500-member Torrekulla Golf Klubb in Gothenburg, Sweden.

For more information about Capillary Concrete: [martin@capillaryconcrete.com](mailto:martin@capillaryconcrete.com), [www.capillaryconcrete.com](http://www.capillaryconcrete.com), [Facebook](#), [YouTube](#), <https://twitter.com/MartinSternberg>

For more information about Annika and ANNIKA Course Design: [www.annikasorenstam.com](http://www.annikasorenstam.com), [YouTube](#), <http://annikasorenstam.com/coursedesign/>

### **About Capillary Concrete®**

Capillary Concrete® is a worldwide patented (*some markets still under application*) material that has the unique capability to move moisture up and down through capillary action and gravitation. Capillary Concrete® revolutionizes bunker liner technology with its unique drainage characteristics and ability to provide perfect playing conditions in any weather. Capillary Concrete® is safe and easy to apply. The homogenous mixture of aggregates and proprietary admixture creates a strong, cost-effective and long-lasting solution for bunker care.

### **About ANNIKA Course Design**

ANNIKA Course Design has completed three courses globally: the ANNIKA Course at Mission Hills Golf Club in Shenzhen, China; Euphoria Golf Estate & Hydro in the Waterberg region of South Africa's Limpopo Province; and Golden Bay Golf Resort in TaeAn, South Korea. Annika's credits also include The 27 Club in Tianjin, China where each hole is designed by a different major champion; Estonian Golf & Country Club in Tallinn, Estonia, which will be her first design in Europe; and Olivion in Belek, Turkey, which is slated to follow.

Annika's design philosophy seeks to capture the natural character of the landscape while preserving the environment, spirit and traditions of the game. Also of paramount importance is designing courses that are enjoyable for golfers of any age, gender or skill level. To accomplish this, she creates holes with a variety of tees and generous landing areas. Hazards are cleverly placed to challenge the better player without being overly penal to mid- and high-handicappers, while green complexes expertly balance fun, visual appeal and strategic elements.

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