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Nichols Brosch Wurst Wolfe & Associates Inc.

Offering Unique Architectural Solutions

Heavenly Greens

Artificial Lawns Made Perfect

Produced by Chuck McKenna & Written by Molly Shaw

Heavenly Greens has perfected outdoor spaces through artificial turf installations for 12 years. From backyards to rooftop gardens, the San Jose, Calif.-based company – true to its name – has it covered. Heavenly Greens provides completely turnkey solutions that rival traditional lawns for residential and commercial applications. The company has taken off in a newly developing market, focusing on the best of the best products while working with the world's top manufacturers.

The company was founded in 2001 by Dan Theis, owner and president of Heavenly Greens, as he saw an opportunity to jump into the rapidly changing artificial turf market. Theis was able to outsell the competition by exceeding lower quality products, eliminating shortcuts and offering green answers.

“Our products, some of which are 100 percent recyclable, are

used to satisfy specific installation requirements,” explains Theis. “We are achieving LEED certification and helping homeowners enhance their properties. We have the correct product to help you with your project.”

The company has grown significantly over the past decade and is now capable of servicing clients throughout Northern California. “We’ve performed more than 8,000 installations at homes, businesses, golf courses, dog kennels, children day care centers and more, so we know how to do the job right the first time,” explains Theis.

Operating as a full-service distributor and installer, Heavenly Greens targets all types of turf applications. “We’re on the front end of an emerging market that’s only been around for 15 to 16 years,” details Brad Borgman, sales and business development





director at Heavenly Greens. “We were the first full-service company in the Bay Area to be doing this.”

Borgman has been immersed in the landscaping business for over 15 years, coming from a landscaping design background, thus enhancing passion for his line of work. “It’s interesting to be a part of such a young industry,” shares Borgman. “Along with that comes the ability to meet our counterparts all across the country and see what’s new, upcoming and what they’re doing. Teaming up with architects and assisting with the design process is always very rewarding.”

Better Than the Real Thing

Heavenly Greens understands the maintenance and frustrations in trying to upkeep a natural grass lawn, especially for homeowners with pets. The company offers turf products that look and feel like the real thing but require little to no maintenance and last for 15 years and more.

“We help solve the challenges of traditional lawns,” says Borgman. “Our services are ideal for pet owners who are trying to avoid staining, muddy paws, pet allergies, etc. These pet products are becoming increasingly more advanced.”

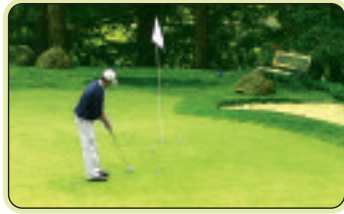
The advantage of a backyard from Heavenly Greens is durability and longevity. Products last so long that the company hasn’t seen a lot of repeat business yet. “Most of our business is generated through referrals,” shares Borgman. “We’ve had a few customers looking to replace their turf lawns, but most of them won’t need the service for many years because it holds up over time.”

The company offers maintenance upon request; however, according to Borgman, generally up-keep for the turf isn’t something the homeowner can’t handle. “We’ll go back and treat



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the area to keep it looking fresh and lush, especially in high use areas,” he details.

Heavenly Greens controls the quality of its products by self-performing every aspect of the installation. “We are a contractor so we keep everything in-house,” reveals Borgman. “It’s a big part of controlling quality assurance.”

The company relies on long-standing relationships with vendors and suppliers alike to enhance its reputation. “One of the ways we run a tight ship is maintaining our core vendors,” says Borgman. “We are lucky enough to work with highly recognized manufacturers.” One of the company’s most trusted suppliers is the well-known FieldTurf.

Green Grass, Even Greener Benefits

For Heavenly Greens, it is easy being green; not only do products offer longevity and low maintenance, the company also ensures environmentally friendly effects. Installing a Heavenly Greens artificial grass system in a home’s backyard can save a whopping 56,000 gallons of water per year. When it comes to carbon footprints, according to Borgman, there is no comparison between natural grass and Heavenly Greens turf.

Heavenly Greens installs products that are lead-free and recyclable, as the product is made in Georgia in a triple ISO-certified plant. FieldTurf is also a member of the U.S. Green Building Council. By choosing one of Heavenly Greens turfs, clients are reducing the impact and use of water resources,

harmful pesticides, fertilizers, fungicides and herbicides. Artificial turf significantly lowers the use of natural gas and other fossil fuels needed to produce lawn care chemicals along, with eliminating fuel-powered mowing and grass clippings that end up in landfills.

The company is notably one of the first in its industry to offer 100-percent recyclable systems. After artificial grass is removed at the end of its life, the product can be reused to make school bags, batting cages, barn mats, top dressing for natural grass, lining for highway barrels and road bases, as well as tote bags and t-shirts.

The Heavenly Greens team is also promoting sustainability in urban areas with the installation of rooftop gardens. “We recently completed a design for a hotel in San Francisco,” recalls Borgman. “We did a whole rooftop garden with artificial turf that was about 4,000 square feet with great views of the Bay. This application is becoming very popular as the demand for rooftop gardens increases.”

Although Heavenly Greens has certainly found its niche in a new market, the company has felt the effects of a struggling economy. “We’ve seen the ups and downs,” describes Borgman. “But we’ve already made the mistakes our newer competitors are just learning about now. As long as we illustrate to the customer why we are the go-to company, well, the decision is a pretty easy one for the consumer.” Staying true to its name, Heavenly Greens continues to remain at the top of the industry by providing the highest quality products accompanied by the finest service. •