



September 2014

[www.equestriansurfaces.com](http://www.equestriansurfaces.com) | [www.attwood.in](http://www.attwood.in) | [www.aesurfaces.co.uk](http://www.aesurfaces.co.uk)

[www.twitter.com/attwoodsurfaces](https://twitter.com/attwoodsurfaces) | <https://www.facebook.com/pages/Attwood-Equestrian-Surfaces/206417536069985?fref=ts>

---

## FEATURED

### We're coming to China!

We're excited about launching our high-end footings in China, and the China Horse Fair 2014 in Beijing is the perfect opportunity for us to connect with the Chinese Equestrian Community and showcase our offerings.



If you're interested in high-quality polymer based footings, which require no watering and little maintenance, and last up to 5 times longer than conventional wax based footings, look no further!

We will be present in booth A47 at the New China International Exhibition Center (NCIEC) in Beijing, between 20th and 22nd October 2014. To know more about our company and our products, please do visit our booth. You can also drop us an email at [info@equestriansurfaces.com](mailto:info@equestriansurfaces.com) and [info@attwood.in](mailto:info@attwood.in), and we will be happy to get back to you.

---



## WHAT'S NEW

### Featured Product - Pinnacle

Pinnacle Footing is a polymer coated sand, blended with a poly micro fiber. We only use the best quality and safest ingredients and can provide the MSDS (material safety data sheet) on all the materials.

Pinnacle footing has been installed in 41 States in the USA. We individually formulate the footing for use indoors and outdoors and for a range of climatic conditions. We are highly regarded in the US Eventing world where the footing must perform for both dressage and jumping.

The US Eventing Team regularly train with Coach David O'Connor at facilities on Attwood Equestrian Surfaces arenas. David has two Attwood arenas at his home facility in The Plains, Virginia.

Unlike the majority of our competition, our footing contains no wax. We coat our sand with a highly stable polymer. One advantage of polymer is it barely changes the properties of the footing as the temperature changes, unlike wax, which will melt at elevated temperatures and harden at low temperatures, significantly changing the riding characteristics.

Wax coated footings are extremely sticky especially at higher temperatures. While the polymer does have a level of tackiness it does not stick to everything!

The ingredients used in Pinnacle are highly refined and very pure. Over time Pinnacle footing does not change colour and become dark and black. The darkening of wax based footings is caused by degradation and indicative of poor quality ingredients. In sunny environments a lighter coloured surface can remain as much as 30°C cooler. A cooler surface is important to both horse and rider and can drastically reduce the amount of water required to keep the temperature down.

Why don't our competitors use polymers in their formulations? They tend to be more expensive, and the process to coat the sand is significantly more complex. We also have a patent protecting all footing which is made using our polymers.

To know more about Pinnacle, visit our websites at [www.equestriansurfaces.com](http://www.equestriansurfaces.com), [www.attwood.in](http://www.attwood.in) and [www.aesurfaces.co.uk](http://www.aesurfaces.co.uk), and fill out the contact forms, and we will get back to you!

## Attwood Equestrian Surfaces at the Menlo Charity Horse Show



If you've been around in California, chances are that you've heard about the Menlo Charity Horse Show, and probably even visited us. We have been extremely busy over the last month, installing our proprietary GGT footings on two temporary 25,000 sq ft warm up arenas. Because the arenas were laid over a polo turf, the challenge was to install the footings without damaging the underlying polo surface.

To know how we did, listen to this short interview by Nick,  
<https://www.facebook.com/photo.php?v=10204360129272932&set=vb.1520983118&type=2&theater>



Upcoming Events - World Equestrian Games 2014

S	M	T	W	T	F	S
						<b>23</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>
<b>31</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>				

WEG 2014 Calender

<b>Dates</b>	<b>Events</b>
<i>August 23</i>	<i>Opening Ceremony</i>
<i>August 25</i>	<i>Dressage Team Grand Prix</i>
<i>August 26</i>	<i>Reining Team Competition &amp; Individual</i>
<i>August 27</i>	<i>Horse Ball: Day 1</i>
<i>August 28</i>	<i>Endurance Race</i>
<i>August 29</i>	<i>Eventing (Dressage Test)</i>
<i>August 30</i>	<i>Eventing (Cross Country)</i>
<i>August 31</i>	<i>Eventing (Jumping Test)</i>
<i>September 2</i>	<i>Vaulting Compulsory Tests</i>
<i>September 3</i>	<i>Vaulting Free Tests</i>
<i>September 4</i>	<i>Driving (Driven Dressage)</i>
<i>September 5</i>	<i>Vaulting Finals</i>
<i>September 6</i>	<i>Polo Exhibition</i>
<i>September 7</i>	<i>Obstacle Cone Driving</i>

For live updates on the World Equestrian Games, head over to our twitter account, [www.twitter.com/attwoods-surfaces](http://www.twitter.com/attwoods-surfaces). Next month's newsletter will also carry a detailed story on the Games.