



John Holmes (middle) with GCBAA Jeff Bine (left) Justin Apel.

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**ATLAS TURF INTERNATIONAL
BRINGS PERSONAL TURFGRASS
SERVICE TO ASIA**

In the worldwide golf market, Asia is a power player. Even amidst challenging economic times, changing government regulations, and speculations about golf’s future, many would rightly say that the momentum of golf growth is strongest in Asia. Atlas Turf International Limited recognizes Asia’s importance in the golf industry and offers a personal focus on the region.

» TURFGRASS SERVICES

Removing the international barriers to turfgrass innovations is the goal of Atlas Turf International Limited. Incorporated in Hong Kong, Atlas Turf was established with the primary purpose of serving international markets. Going beyond the role of a typical exporter, Atlas Turf strives to partner with each client to offer the highest quality turfgrass meeting the specific needs and conditions of each project. Personal relationships, specialized service, and attention to detail are the principles under which the company operates. The scope of service is international, but for Atlas Turf, the focus is local.

“Dealing with international golf course development for many years, I’ve found that each project is as different as the people behind them,” said Atlas Turf President John Holmes. “While we can build on the knowledge we acquire from each job experience, our success rests in approaching every new project as one-of-a-kind with its own unique conditions, requiring its own unique solution.”

What sets Atlas Turf apart from other suppliers of turfgrass can be summed up in three points: a superior product offering, distribution expertise, and personal service. Any one of these differentiating characteristics carries value for quality golf projects in Asia. However, to combine the three offers customers a solution rather than a product.

Representing the highest quality turfgrasses available and offering a variety of selections, Atlas Turf is able to provide the right product for each job. Atlas Turf partners with customers to conduct a thorough analysis of the project’s specific conditions. This analysis takes into account the goals of the project; soil, water, and climatic conditions; the turfgrass budget; and the long term maintenance capabilities. What works for a renovation project on a coastal site in Indonesia may be completely different from a new construction project in mainland China.

No matter what variety of grass the job calls for, a quality product is guaranteed Atlas Turf represents licensed turfgrasses certified by independent control agencies. The benefits of professional research, industry expertise, and quality control come with every product.

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Once the turfgrass selection is made, getting the product to the site is the next order of business. No matter how remote, Atlas Turf has the logistics expertise to maneuver the complexities of international distribution channels and import regulations. With years of experience, Atlas Turf representatives have perfected the process of getting quality turfgrass to its destination in quality condition. To further support the customer, Atlas Turf offers on-site nursery options and is in the process of developing a farm location in Asia.

Service beyond the sale assists customers in meeting their project goals. Atlas Turf partners with customers to ensure that grow-in is achieved properly and that the maintenance requirements of the turfgrass are fully understood with a maintenance plan in place.

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“For IMG's warm season projects, our first and only choice for the turfgrass requirements is Atlas Turf. We have worked closely with John and his team now for about the past 10-12 years. They carry our top preferred grass, Platinum TE Paspalum, as well as MiniVerde Ultra Dwarf Bermudagrass and now Celebration Bermudagrass. John has worked with us now in about 6-7 different countries and the results have always been excellent. The grass arrives when promised, and it is always in good health, which makes the nursery and course grow-ins that much easier and faster. The turf supplied by Atlas is top notch and the finished products speak for themselves, as witnessed at The Montgomerie Links in Vietnam and the new Kings Course at Dragon Lake in China.”

— Steve Shepherdson, senior design associate and project manager of IMG

“Supporting this industry and taking part in its forward development is our ongoing purpose. Supplying turfgrass may be our occupation, but at the heart of this business is a commitment to solid relationships, investments of time, energy, and resources toward the advancement of the industry, and a true love for the game of golf.” — John Holmes


Since the establishment of Atlas Turf and during the years leading up to this venture, Holmes has worked with some of the top golf course architects to help create some of the most high-profile projects in the world. The building blocks of his career include time as a superintendent, golf course builder, and supplier. With over 25 years of experience in the golf industry, Holmes made the decision early to become part of golf's development and growth internationally. Over the years, Holmes has participated in over 300 projects in over 45 countries, the majority of them being in Asia.

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When the Asian Golf Industry Federation (AGIF) was formed three years ago, Holmes took part in its inception. The purpose of the



The Montgomerie Links. Photo courtesy of Tom Breazeale



“When it comes time to choose a turfgrass variety and a supplier, we immediately contact John at Atlas Turf. We have used John’s services before and his reputation and performance are unquestioned, and we know that we can depend on Atlas to meet our discerning demands.”

— Chris Ch’ng, managing director of Hainan White Horse Construction & Development Company Limited, who is currently constructing the first Tom Doak golf course in Asia in the centre of Haikou City in Hainan, China.





“Holmes has been involved with the Asia Pacific Golf Summit during each of its five years and will participate again in 2012 as a speaker and panelist.”

organization is to support and advance the golf industry in Asia. Fully aligned with this purpose, Atlas Turf backs their efforts with Holmes serving as the group's vice president. Similarly, Holmes has been involved with the Asia Pacific Golf Summit during each of its five years and will participate again in 2012 as a speaker and panelist. To further support international alliances and teamwork within the golf industry worldwide, Holmes serves as the international chair of the Golf Course Builders Association of America.

Actively investing in the future of golf in Asia is a decided practice for Atlas Turf. “Supporting this industry and taking part in its forward development is our ongoing purpose,” said Holmes. “Supplying turfgrass may be our occupation, but at the heart of this business is a commitment to solid relationships, investments of time, energy, and resources toward the advancement of the industry, and a true love for the game of golf.”

“Over the years of my involvement in the construction and management of top quality golf courses in Asia, I staunchly adopt the principle that each component of a job is carefully considered to be certain that the finished project exemplifies the level of quality we are known for,” said

QUALITY TURFGRASS VARIETIES

Atlas Turf International offers both warm and cool season turfgrasses to meet the needs of golf course projects throughout the world.

WARM SEASON

Atlas Turf offers a wide selection of turfgrass varieties including paspalum, bermudagrass, ultra dwarf bermudagrass, and zoysia. Featured varieties include Platinum TE Paspalum and Celebration® Bermudagrass.

COOL SEASON

Partnering with Pure Seed and Tee 2 Green, Atlas Turf now offers a full selection of cool season turfgrasses including bentgrass, fescue, Kentucky bluegrass, and perennial ryegrass.

RECENT PROJECTS OF ATLAS TURF INTERNATIONAL LTD

- White Horse Golf Club — Hainan, China
- DLF Golf and Country Club — Gurgaon, India 
- Desaru Golf and Country Club — Johor Bahru, Malaysia
- Saujana Golf and Country Club — Kuala Lumpur, Malaysia 
- Noria Golf Club — Marrakech, Morocco
- Sembawang Golf and Country Club — Singapore
- Saigon Country Club — Ho Chi Minh City, Vietnam
- Twin Doves Golf Club — Binh Duong, Vietnam

Chris Ch'ng, managing director of Hainan White Horse Construction & Development Company Limited, who is currently constructing the first Tom Doak golf course in Asia in the centre of Haikou City in Hainan, China. “When it comes time to choose a turfgrass variety and a supplier, we immediately contact John at Atlas Turf. We have used John’s services before and his reputation and performance are unquestioned, and we know that we can depend on Atlas to meet our discerning demands.”

Beyond the golf industry, turfgrass opportunities in Asia abound. Green spaces and sports fields – including baseball, cricket, soccer, and more – also seek high quality turf cultivated to meet their unique challenges and conditions. Atlas Turf partnered with the Aspire Soccer Facility in Doha, Qatar and is currently working on multiple sports projects in the Far East.

Outside of green spaces and athletics, specialized grasses are in demand for infrastructure projects including roadways, airports, erosion control and more. Reclamation offers another area of opportunity as more and more land is repurposed. Atlas Turf is exploring each of these business segments with the goal of providing effective grassing solutions.