

Michelle Balicki
Marketing Manager, SYNLawn

Laura Mason
Sales Manager, SYNLawn

Michelle Balicki, SYNLawn Marketing Manager and Laura Mason, Sales Manager, have both worked directly with architects, landscape architects, designers, contractors and the like, to continue to educate the public on the many benefits of incorporating SYNLawn into their landscape designs. Through their roles, they have been actively involved in trade shows and other architect related events to create a better understanding of how their biobased products can assist with areas such as water savings and other environmental concerns as a sustainable alternative to natural grass. They continue their outreach with the US Government, as well as other national marketing efforts, to help consumers understand the differences between the artificial grass products available in the market place so agencies can choose wisely. You will be some of the first to see their newly updated AIA Video, which of course will earn you a CEU credit in the HSW (health, safety and wellness) category.