

Premier Equestrian discontinues sale and distribution of GGT-Footing

Premier Equestrian, the Official Footing Supplier of the United States Equestrian Federation, is discontinuing the sale and distribution of GGT products. Premier Equestrian's team of global footing experts provide customers with extensive knowledge of riding surfaces, while always keeping the horse's well being as the top priority.



Premier Equestrian, which had been North America's largest distributor of GGT arena footing products, has spent the past two years specifically researching the biomechanics of riding surfaces and has been working on developing advanced high performance footing that meets the criteria of the latest footing research findings. With the goal of promoting the horse's optimum health and performance, Premier Equestrian has chosen to no longer distribute German Geo Textile (GGT) footing.

"The very latest and quite possibly the best footing research available at this time comes from a study commissioned by the FEI," states Mark Neihart, CEO of Premier Equestrian. "That study, called the FEI Equine Surfaces White Paper, validated much of our in-house research and added to our knowledge base. The study also confirms some of the concerns our team has had about GGT-Footing products."

Premier Equestrian has formulated all their footing products prioritizing the characteristics outlined in the FEI Equine Surfaces White Paper, specifically firmness, cushioning, rebound, and grip. "These are the elements we measure all footings by," says Neihart. "With that in mind, we have decided to replace our GGT offering with our newly reformulated ProTex® Arena Footing. This move was made with the goal of assuring the health of our customers' horses, providing the market with a superior alternative to GGT, and continuing our reputation of

providing high-quality products at reasonable prices.

“The one thing about GGT is that it is widely used, giving us a very solid history of its performance, both good and bad,” he continues. “Our products ArenaAid® and Master’s Blend® specifically were developed to address GGT’s tendency to create a very hard surface and its requirement to use very specific and expensive sand.”

Rigorous Tests

Premier Equestrian has been a leading provider of arena footing for the past decade. In pursuit of the ideal arena surface Premier Equestrian has compiled extensive footing research data from top trainers, farriers, veterinarians and biomechanical engineers. The goal is to promote the health and longevity of all equine athletes. The materials used to create Premier Equestrian’s footing products are rigorously tested in their in-house research lab. The company takes a scientific approach to sand gradation and textile additives to create arena surfaces that enhance the performance and health of the horse. As equestrian themselves, Premier’s team also tests their footings on their own horses, making their motivation and quest for the best a very personal goal.

For equestrians who are considering upgrading their footing, Premier Equestrian is working to make the transition very cost effective. “We are currently developing an incentive program for our customers who have purchased GGT in the past and want to upgrade to the next level of footing,” says Neihart. He also points out that Premier Equestrian offers free consultation and sand analysis reports to help customers choose the optimum riding surface.

For people who want to know more about the science behind footing, Premier Equestrian has produced a video called How Arena Surfaces Affect Horse Biomechanics. The video has quickly become a must watch, explaining how an ideal arena surface allows a horse to move efficiently through every phase of footfall. The video’s easy-to-understand animations describe how surface characteristics—firmness, cushioning, rebound, grip and cupping—work together to minimize concussion, absorb shock, provide support and return energy back to the horse. Equestrians are encouraged to watch the video at <http://premierequestrian.com/category/Horse-Arena-Footing.html>.

Premier Equestrian strives to help all equestrians understand differences in arenas and footing

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surfaces. “We do it for the horse,” Neihart says with a smile.

Press release provided by Premier Equestrian. For more information about the company's footing additives, products, and consultation with footing experts, visit www.PremierEquestrian.com or call 800-611-6109.