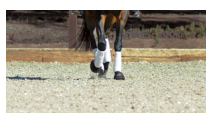


Dramatic water conservation is one of new footing material's many benefits.

With California's record-breaking drought well into its fourth year, news of a top quality arena footing that retains water five times longer than normal footing sounds a little too good to be true. But Premier Equestrian's 14 years in the business lend credibility to that claim, and both common sense and science back it up.



Led by principals Heidi Zorn and Mark Neihart, Premier has been distributing arena products since 1999 and developing its own arena textiles for the last four. As horse owners, Heidi and Mark's priority has always been horse health, longevity and performance. "For The Horse" is the company's motto.

The Utah company's new Premier HT footing drastically reduces the amount of water needed to maintain an ideal riding surface. The "HT" stands for hydration technology. Using a patented process, Premier HT footing textiles are infused with a super absorbent polymer that enables the textiles to catch and hold onto water. That's opposed to traditional footing textiles, which are made of polyester that doesn't absorb much water and instead loses the increasingly precious liquid to drainage and evaporation. Premier HT holds onto the water, which then is released gradually into the surface keeping the footing perfectly hydrated. The HT technology is completely safe for horse and human, passing the most stringent toxicology testing, assures Premier President Heidi Zorn.

Ready In Late August

In development for the last year and on track and taking orders for late-August deliveries, Premier HT is currently undergoing third party testing. As Premier Equestrian CEO and lead developer for this product, Mark explains, "We want to make sure when we make claims about the product we can back it up with science. Early tests show a dry-out rate of up to five times longer than traditional textile footings. This means using five times less water, saving time and money. It also means more time riding your horse and less time managing the arena."

August 2015 - Drought Buster

Written by CRM

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PREMIER HT

www.PremierEquine.com