

Joe Wadkins: The Pioneer of Synthetic Turf Innovation



Joe Wadkins, widely recognized as “**ASK JW**”, is a global authority in the synthetic turf industry. Renowned for his groundbreaking contributions, JW is set to make a highly anticipated return to Australia as keynote speaker at the annual National Conference of the **Sports & Play Industry Association**, where he will share his deep insights on the seamless fusion of psychology and expert craftsmanship within the synthetic turf industry. This unique perspective is poised to redefine best practices and spark new innovations, making this event a must-attend for professionals and enthusiasts alike.

For decades, JW has been a prominent figure in the industry, earning a global reputation for his vast knowledge and unwavering commitment to fostering trust and integrity within the field. His expertise is in high demand worldwide, spanning consultancy, design, training, and installation services across a diverse range of applications, including landscape projects, football, soccer, baseball, golf greens, pet facilities, rooftops, bocce courts, playgrounds, tennis, and the rapidly growing sport of pickleball.

JW's unparalleled expertise has led to collaborations with some of the world's leading architects, engineers, and designers. His work has earned him significant recognition, including twice being honoured for outstanding synthetic turf installations on the famous Las Vegas Strip Medians and at numerous high-end resorts. Certified in H.I.C & GMAX Testing, JW has been instrumental in the development, engineering, and construction of safety surfaces for commercial playgrounds. He also contributes valuable knowledge to the industry through his "ASK JW" columns, vlogs, and online articles, aimed at helping contractors grow their businesses and solve the most pressing challenges in the synthetic turf industry.

Beyond his extensive expertise, JW is an innovator at heart, holding multiple patents for his pioneering inventions, including the **SUPERSEAM TOOLS**, **SUPERSEAM ADHESIVES**, and the **TURFBRUSH**. These proprietary tools and processes have revolutionized the industry, particularly in achieving undetectable seam integration.

Joe Wadkins' passion for the synthetic turf industry goes beyond words—it's reflected in his every endeavour. His commitment to #helpingothers and his relentless pursuit of excellence are the driving forces behind his enduring success.

Don't miss this unique opportunity to learn from JW, register to attend the SAPIA National Conference at Mantra On Salt Beach, Kingscliff in northern New South Wales, Australia on Friday 6 September 2024. Full details can be found on SAPIA's website www.sapia.org.au