

PRODUCT BRAND KIT



SPORTS COATINGS AND SURFACING SOLUTIONS

PRODUCT BRAND OVERVIEW

Acrytech Sports Coatings deliver a complete, professional-grade sports surfacing solution engineered for performance, durability, and long-term reliability.

Built to perform and engineered to last, Acrytech is trusted by court builders, contractors, sports facilities, and professional organizations seeking consistent, high-quality playing surfaces across a wide range of sports applications.

As the Official Surface of the Professional Pickleball Association (PPA), Acrytech represents professional-level performance, proven consistency, and long-term surface reliability.

BRAND POSITIONING

Partners may use the following approved benefit messaging:

Professional-Level Performance

Engineered for consistent playability, traction, and surface reliability.

Long-Term Durability

Designed to withstand heavy use, changing climates, and demanding environments over time.

Climate Reliability

Formulated to resist color fading, peeling, and surface breakdown across varying environmental conditions.

Long-Term Durability

Engineered for long-lasting performance and built to hold up under demanding use environments over time.

Advanced Technology

Built with 100% self-crosslinking formulations designed for durability, adhesion, and consistent finish quality.

Trusted by the Pros

As the Official Surface of the Professional Pickleball Association (PPA), Acrytech is trusted for professional-level consistency, performance, and playability.

APPROVED MARKETING COPY

Option 1

- Acrytech Sports Coatings deliver a professional-grade sports surfacing solution engineered for durability, consistent playability, and long-term performance. As the Official Surface of the Professional Pickleball Association (PPA), Acrytech is trusted for professional-level surface consistency across pickleball, tennis, basketball, and multi-sport applications.

Option 2

- As a certified Acrytech installer, we provide professional acrylic sports surfacing systems designed for projects seeking durability, performance, and long-term surface reliability. Trusted by the PPA, Acrytech coatings are engineered to perform across a wide range of sports and climate conditions.

Option 3

- Acrytech is an advanced sports coating system engineered to provide professional-level playability, consistent traction, and long-term durability across a wide range of court applications. As the Official Surface of the PPA, Acrytech is trusted for elite-level performance and consistency.

Option 4

- Built with advanced self-crosslinking technology, Acrytech delivers a complete sports surfacing solution designed for long-lasting performance, vibrant color retention, and reliable installation results. Trusted by professional organizations including the PPA, Acrytech is engineered for demanding court environments.

LOGO USAGE GUIDELINES

- Use only official Acrytech logos provided by AT Sports
- When appropriate, reference Acrytech as “A Division of AT Sports”
- Avoid combining the logo with other graphics
- Avoid creating alternate versions of the logo

CLOSING STATEMENT

The content and messaging in this guide are intended to help partners accurately represent Acrytech across websites, proposals, and marketing materials while maintaining consistent product positioning and brand standards.

Partners are encouraged to use, adapt, and integrate this approved copy into their existing marketing structure and customer communication materials as needed.

Any newly created marketing content, product claims, or messaging outside of the approved language provided in this document should be reviewed and approved by the AT Sports Marketing Department prior to publication or distribution.

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