



DSV United Kingdom Limited

Top Dawkins Barn

Banbury

OX17 1FE

www.dsv-uk.co.uk

RELEASE DATE: December 2025

DSV Seeds: Exclusive Cultivars for Top-Level Sports Turf

DSV Seeds will be exhibiting at BTME 2026 on stand 213, with a spotlight on its flagship turf mix, PRO Pitch. Renowned for delivering top performance on winter sports pitches, PRO Pitch contains the highest-ranking perennial ryegrass cultivar, offering exceptional wear tolerance, rapid recovery, and fast establishment.

A key highlight for 2026 is the inclusion of the Flanell cultivar – exclusively available in PRO Pitch through EuroGrass next year. Flanell is notable not only for its performance but also for its strong genetic colour, producing a dark green sward that's highly sought after in high-end sporting facilities and televised events. "We believe we can offer something genetically darker, delivering both performance and a more camera-friendly appearance," says Sam Horner from DSV Seeds.

DSV will also showcase Eurogala, a fine perennial ryegrass cultivar that performs across both sports turf and high-quality lawns and greens. Ranked highly in the lawns and greens table, Eurogala will feature in DSV's rye greens mix and PRO Summer Sport mix, making it a versatile choice for golf, cricket, and tennis applications where performance and visual quality are equally important.

Alongside PRO Pitch and Eurogala, visitors can also expect to find out more about DSV's other EuroGrass mixtures including:

PRO Links Fairway – a 100% fescue mix designed for links fairway use, offering extreme drought resistance and low input requirements, and containing the new 'Mentor' hard fescue cultivar.

PRO Summer Sport – ideal for cricket squares, tennis courts, and golf tees

PRO Multi Sport – a versatile, drought-tolerant option for schools and shared-use pitches

The DSV team will be on hand throughout the three-day show to provide expert advice and guidance to turf managers, grounds teams, and sports facility operators, ensuring visitors can explore the latest innovations in high-performance turf solutions.

Please visit www.dsv-uk.co.uk/products/amenity for more information and follow on social media @EuroGrassUKSeed.



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Photo caption: DSV Seeds will be exhibiting at BTME 2026 on stand 213.

About DSV United Kingdom Limited

DSV has been established in the UK for over 40 years with an exemplary track record of providing the best seed for many popular agricultural crops including oilseed rape, grasses, winter wheat, barley, maize, cover crops, lupins and linseed.

Part of an International plant breeder based in Germany and with subsidiaries across the world, DSV UK operates from its breeding and trials centre at Wardington in Oxfordshire comprising of around 50ha of land used to breed winter wheat and forages and for National List trials of wheat and grass.