

*water,  
grow,  
replace.*



# the process



**1.** The pack arrives in the post it contains everything needed to successfully grow the grass along with the ticket itself. Multiple tickets can be enclosed in the pack and are inserted before the pack is finally sealed. The customer opens the pack by cutting off the top section of the bag, then stands it on a flat surface. The ticket(s) can then be removed from the soil before following the instructions found on the reverse.



**2.** After carefully following the growing instructions and waiting a few days, grass will begin to grow out of the top of the bag and start the process of converting CO<sub>2</sub> into O<sub>2</sub> helping to replace the O<sub>2</sub> that will be used at the event.



**3.** Each ticket contains a unique code on the reverse which can be used in conjunction with the web address where further information can be found, e.g. the festival line up, directions etc. The printed web address is unique to each festival or event, to make it easy to find out which ticket is for which event.



**4.** On the day of the festival the customer takes the ticket with them as proof of purchase. The barcode on the end of the ticket is then scanned at the festival entrance. Between the day the grass began growing and the day of the festival, the grass will have put back plenty of O<sub>2</sub> into the atmosphere.

