



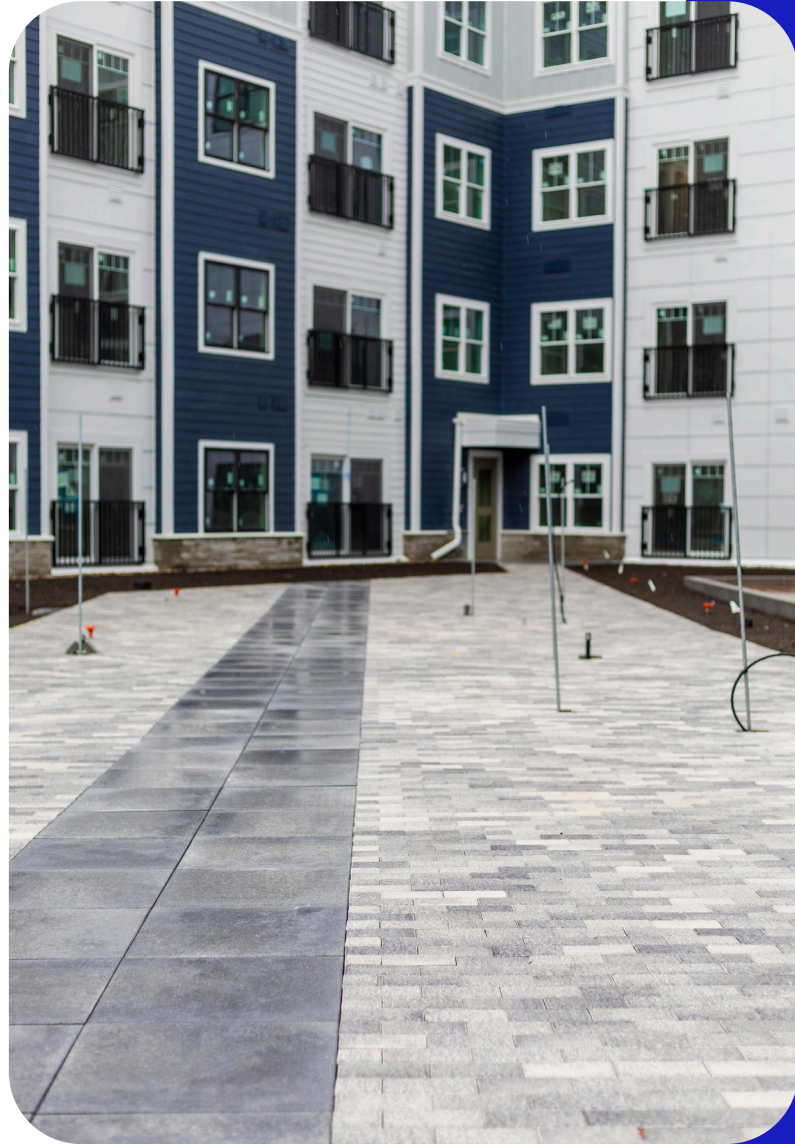
Commercial Landscape Construction

YOUR VISION. OUR EXPERTISE.

EAQLandscape.com | 860.633.0115 | info@eaquinn.com

EAQ
LANDSCAPE CONTRACTING
Est. 1984
When Quality Matters

WHERE WE SERVE



LOCAL EXCELLENCE

Our services cover Connecticut, Massachusetts, Rhode Island, New Hampshire, Maine, & Vermont.

Connecticut:

- West Hartford County
- New Haven County
- New London County
- Middlesex County
- Litchfield County
- Windham County
- Fairfield County

Massachusetts:

- Worcester County
- Essex County
- Suffolk County
- Plymouth County

Rhode Island:

- Providence County
- Kent County
- Newport County
- Washington County
- Bristol County

New Hampshire:

- Hillsborough County
- Rockingham County
- Merrimack County

Maine:

- York County

Vermont:

- Windham County
- Bennington County

Commercial Installation

CORE COMPETENCIES



Landscape Installation



Turf & Athletic Field Installation



Mulch Blowing



Irrigation



Invasive Plant Removal & Remediation



Wetlands Creation/Seeding



Hardscape Installations



Site Amenities



Hydroseeding



Erosion Control



Green Roofs



Value Engineering

WHAT SETS EAQ LANDSCAPE APART?

1

COMMUNICATION

Each project is assigned a Project Manager and Superintendent, along with their direct contact information to ensure constant accessibility. Superintendents undergo training to exhibit responsiveness and attentiveness to all involved parties.

2

PROACTIVE

We utilize a company-wide continuous improvement philosophy, with the goal to build an intimate knowledge of each project to ensure a seamless installation.

3

COST CONSCIOUS

We take a fiscally responsible approach to all of our customer's projects installation needs without sacrificing quality.

4

BACK OFFICE SUPPORT

Our back office team excels in proactivity, consistently ensuring the prompt delivery of essential documentation and timely billing processes. We have implemented a robust system for rapid response to inquiries, ensuring that any questions or concerns are addressed with utmost speed and accuracy.

5

SAFETY

Employees undergo background checks, pre-employment drug tests, attend weekly safety meetings, and hold OSHA-10 certification. All superintendents hold OSHA-30 certifications. EA Quinn maintains a top-tier workers' compensation EMR rating.

6

HIGHLY TRAINED STAFF

Employees frequently attend seminars on best practices, latest trends and proper equipment use. Our knowledge and attention to detail outpaces the competition.

7

PROFESSIONALISM

Employees are dressed in uniforms. All trucks and equipment are branded and easily recognizable. Employees strive to foster good relationships and coordination with other trades for a seamless installation on projects.

POET HILL

Landscape Design and Installation

GENERAL CONTRACTOR:

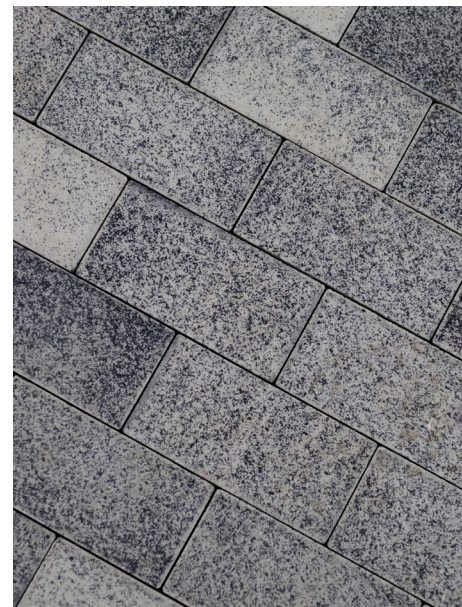
Callahan Construction Managers

LOCATION:

Worcester, MA

PROJECT SCOPE:

- Planting
- Seeding
- Sodding
- Steel Edging
- Decorative Stone
- Unit Pavers
- Roof Deck Pedestal Paver System
- Courtyard Green Roof
- Site Amenities
- Irrigation
- Fencing
- Line Stripping



QUINNIPIAC

Landscape Design and Installation



GENERAL CONTRACTOR:

Mizzy Construction

LOCATION:

Hamden, CT

PROJECT SCOPE:

- Planting
- Seeding
- Sodding
- Steel Edging
- Riverstone
- Unit Pavers



CONNECTICUT COLLEGE

Landscape Design and Installation

Cro Plex Quad



GENERAL CONTRACTOR:

Consigli Construction Company

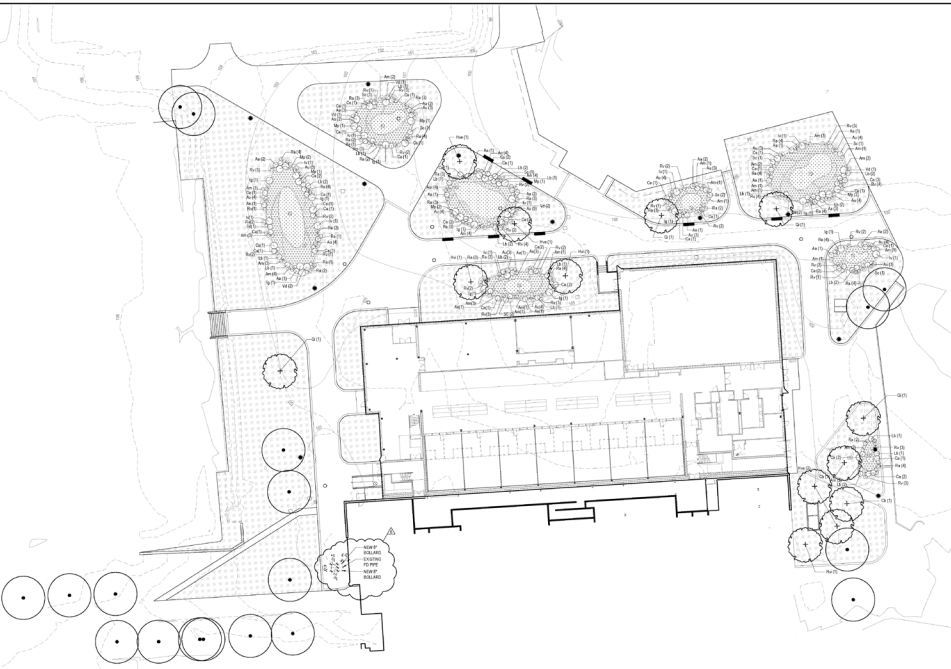
LOCATION:

New London, CT

PROJECT SCOPE:

- Planting
- Mulching
- Seeding
- Sodding
- Unilock Artline Pavers
- Bike Racks
- Benches
- Stone Ottoman





1 LANDSCAPE PLANTING PLAN
11-2017

KEY	QTY	BOTANICAL NAME	COMMON NAME	SIZE/CONTAINER	COMMENTS
TREES					
Cb	3	Carpinus betulus	European hornbeam	4"-4.5" cal.	B & B
Hve	4	Hamamelis vernalis	Vernal witchhazel	6'-8' height	B & B
Hvi	3	Hamamelis virginiana	Common witchhazel	6'-8' height	B & B
Qi	4	Quercus imbricaria	Shingle oak	4"-4.5" cal.	B & B
SHRUBS					
Au	70	Arctostaphylos uva-ursi	Bearberry	#3 container	
Aa	27	Aronia arbutifolia	Red chokeberry	#3 container	
Am	55	Aronia melanocarpa	Black chokeberry	#3 container	
Ca	41	Clethra alnifolia	Sweet pepperbush	#5 container	
Cs	8	Cornus sericea	Red-twig dogwood	#7 container	
Iz	10	Ilex glabra	Inkberry	#7 container	
Iv	9	Ilex verticillata	Winterberry	#7 container	
Lb	26	Lindera benzoin	Spicebush	#5 container	
Mp	10	Myrica pensylvanica	Bayberry	#7 container	
Rv	66	Rhododendron viscosum	Swamp azalea	#3 container	
Ra	81	Rhus aromatica	Fragrant sumac	#3 container	
Sc	12	Sambucus canadensis	Elderberry	#5 container	
Vd	7	Viburnum dentatum	Arrowwood	#7 container	
GRASSES AND PERENNIALS					
	3200 sf	Ernst Retention Basin Floor Mix-ERNMIX-126: Bottom, Wet Zone			slope/middle zone @ 0.5 -1.0 lb./1000 square feet
	1900 sf	Ernst Retention Basin Floor Mix-ERNMIX-126: Bottom, Wet Zone			bottom/wet zone @ 0.5 -1.0 lb./1000 square feet
LAWN					
	33630 sf	Seeded Lawn			area in square foot

GENERAL CONTRACTOR:

FIP Construction

LOCATION:

Hartford, CT

PROJECT SCOPE:

- Planting
- Mulching
- Seeding
- Sodding
- Cobblestone Edging
- Irrigation

CONCORD MIDDLE SCHOOL

Landscape Design and Installation

GENERAL CONTRACTOR:

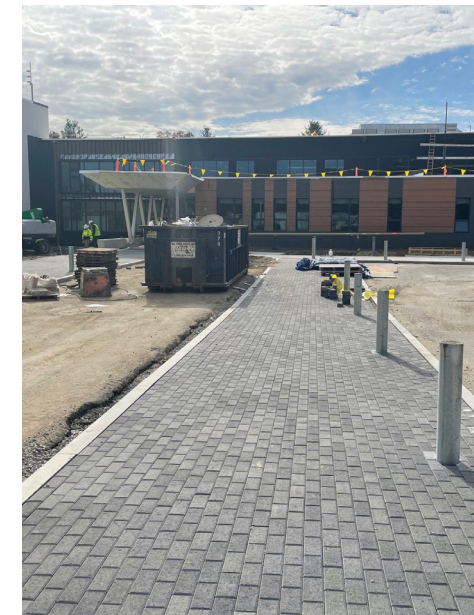
CTA Construction Managers

LOCATION:

Concord, MA

PROJECT SCOPE:

- Planting
- Mulching
- Seeding
- Sodding
- Turf Pavers
- Athletic Field Irrigation
- Athletic Field Seeding
- Ideal Boston Colonial Pavers
- Stabilized Stone Dust Walkways





GENERAL CONTRACTOR:

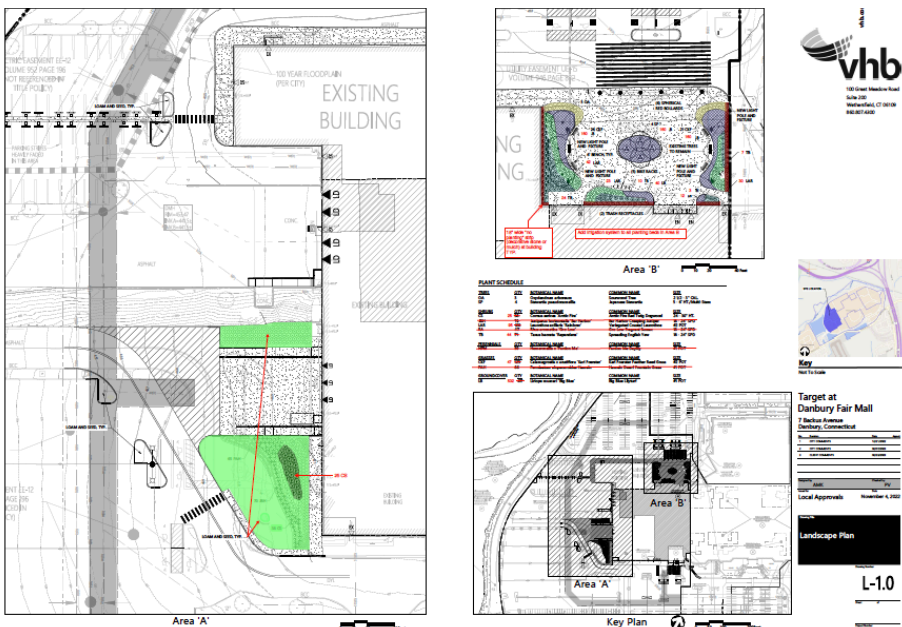
Red Technologies

LOCATION:

Danbury, CT

PROJECT SCOPE:

- Irrigation
- Planting
- Mulching



GFI Partners Hopedale

Landscape Design & Installation



GENERAL CONTRACTOR:

Arco National Construction

LOCATION:

Hopedale, MA

PROJECT SCOPE:

- Drip Edges (the stone & edging at building perimeters)
- Planting
- Lawn Hydroseeding
- Detention Basin Hydroseeding
- Meadow Mix Hydroseeding



UCONN NORTH HILLSIDE ROAD ENTRANCE

College Campus Landscape Install



GENERAL CONTRACTOR:

Milton C. Beebe & Sons

LOCATION:

Storrs, CT

PROJECT SCOPE:

- Natural Stone Walls
- Apple Orchard Installation (225 trees)
- Meadow Planting
- Sod Installation
- Plantings
- Hydroseeding



EAST HARTFORD WAREHOUSES

Landscape & Lawn Installation



GENERAL CONTRACTOR:

ARCO National Construction

LOCATION:

East Hartford, CT

PROJECT SCOPE:

- Plantings
- Mulch
- Hydroseeding
- Irrigation



CREC MUSEUM ACADEMY

Landscape & Athletic Field Installation



GENERAL CONTRACTOR:

Bartlett Brainard Eacott

LOCATION:

Bloomfield, CT

PROJECT SCOPE:

- Athletic Field Installation
- Plantings
- Wetlands
- Hydroseeding

ORCHARD HILL ELEMENTARY SCHOOL

Landscape Design & Install



CONTRACTOR:

Gilbane Construction

LOCATION:

South Windsor, CT

PROJECT SCOPE:

- Athletic Field Installation
- Plantings
- Wetland Restoration
- Playground Mulch
- Hydroseeding



CHARTER OAK GREENWAY BIKEPATH

Hydroseeding & Erosion Control



CONTRACTOR:

Guerrera Construction

LOCATION:

Manchester/Bolton, CT

PROJECT SCOPE: (DOT)

- Plantings
- Erosion Control
- Hydroseeding
- Invasive Species Removal



CABLE NETWORK HEADQUARTERS

Landscape Design & Install

CONTRACTOR:

The Associated Construction Co.

LOCATION:

Bristol, CT

PROJECT SCOPE:

- Outdoor Terrace
- Porcelain Pavers
- Natural Stone Walls
- Plantings
- Irrigation
- Sod
- Mulch
- Sitting Walls



UCONN STEM RESIDENCE HALL

College Campus Landscape Install



GENERAL CONTRACTOR:

KBE Building Corp.

LOCATION:

Storrs, CT

PROJECT SCOPE:

- Plantings
- Erosion Control
- Sod Installation
- Hydroseeding

MISS PORTER'S SCHOOL

Private School Hardscape Installation

CONTRACTOR:

Mizzy Construction Inc

LOCATION:

Farmington, CT

PROJECT SCOPE:

- Paver Roadway
- Paver Crosswalks
- Cobblestone Walkways
- Plantings
- Hydroseeding



GLEN LOCHEN MALL

Plantings & Hardscape



CONTRACTOR:

SCT Holdings

LOCATION:

Glastonbury, CT

PROJECT SCOPE:

- Hardscape
- Plantings
- Retaining Walls
- Flatwork

HARTFORD HEALTH CARE STONINGTON

Landscape & Lawn Installation



CONTRACTOR:

FIP Construction Inc.

LOCATION:

Stonington, CT

PROJECT SCOPE:

- Plantings
- Wildflower Meadow
- Mulch
- Irrigation
- Hydroseeding



ANTHOLOGY SENIOR LIVING

Plantings & Sod Installation



GENERAL CONTRACTOR:

EMJ Construction

LOCATION:

Farmington, CT

PROJECT SCOPE:

- Plantings
- Sodding
- Permeable Paver Parking Area
- Irrigation
- Hydroseeding

THE TANNERY APARTMENTS

Landscape & Lawn Installation

GENERAL CONTRACTOR:

The Associated Construction Company

LOCATION:

Glastonbury, CT

PROJECT SCOPE:

- Planting
- Lawn Installation
- Irrigation
- Value Engineering
- Design/Planning



MAPLEWOOD AT SOUTHPORT

Landscape & Hardscape Installation



GENERAL CONTRACTOR:

KBE Building Corporation

LOCATION:

Southport, CT

PROJECT SCOPE:

- Plantings
- Rain Gardens
- Irrigation
- Sod Installation
- Brick Parking Lot
- Cobblestone Aprons
- Bluestone Patios



THE HARTFORD INSURANCE COMPANY

Large Tree Installation



CUSTOMER:

John Moriarty & Associates Inc

LOCATION:

Hartford, CT

PROJECT SCOPE:

- Installation of (4) 7" Caliper Yellowwood Trees at the East Tower Patio
- Natural Stone Walls
- Patio Plantings
- Sod Installation
- Irrigation



CT SCIENCE CENTER

Green Roof



CUSTOMER:

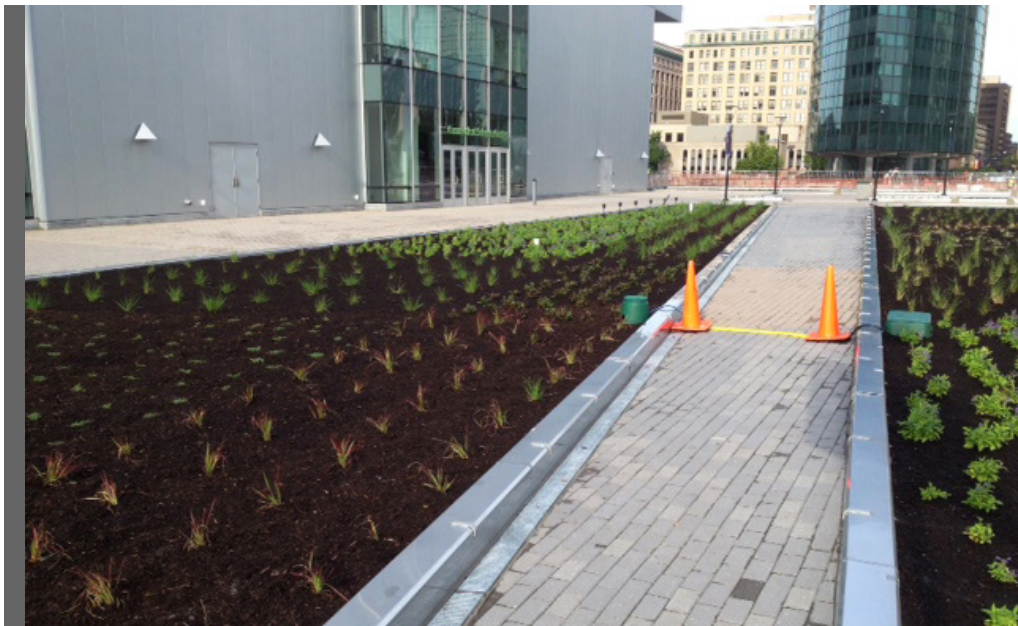
Connecticut Office of Policy and Management

LOCATION:

Hartford, CT

PROJECT SCOPE:

- Served as prime contractor
- Installed green roof approved nursery plants
- Installed 400 yards of light weight soil media and mulch via blower truck onto roof top terraces



LIVEWELL

Landscape Design & Installation



CONTRACTOR:

C.E. Floyd Company

LOCATION:

Plantsville, CT

PROJECT SCOPE:

- Pavers
- Plantings
- Mulching
- Irrigation
- Sod Installation
- Hydroseeding



POST UNIVERSITY

Landscape Design & Installation



CONTRACTOR:

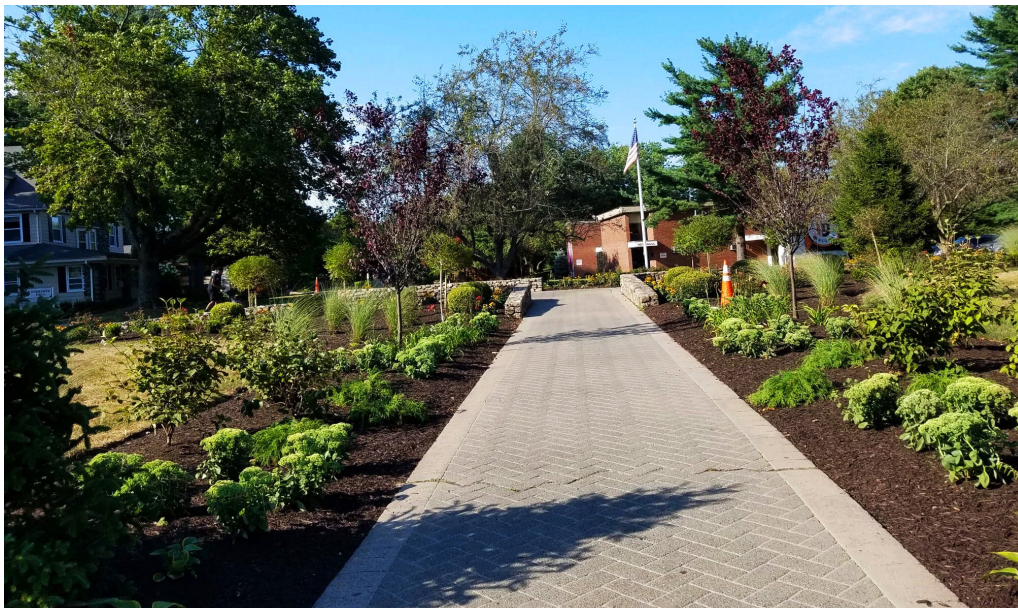
Post University

LOCATION:

Waterbury, CT

PROJECT SCOPE:

- Design Services
- Pavers
- Plantings
- Mulch
- Irrigation



PUTNAM BRIDGE TRAIL CONNECTION

Landscape Design & Installation

CONTRACTOR:

Richards Corporation

LOCATION:

Glastonbury/Wethersfield, CT

PROJECT SCOPE: (DOT)

- Planting
- Mulching
- Erosion Control
- Turf Establishment



ROUTE 2 IMPROVEMENTS

Landscape Design & Installation



CONTRACTOR:

Empire Paving Inc.

LOCATION:

East Hartford, CT

PROJECT SCOPE: (DOT)

- Sedimentation Control Installation
- Protective Fencing Installation
- Planting
- Mulching
- Erosion Control
- Turf Establishment
- Invasive Control



ROCKLAND ELEMENTARY SCHOOL

Landscape Design & Installation



CONTRACTOR:

Brait Builders Corporation

LOCATION:

Rockland, MA

PROJECT SCOPE:

- Planting
- Mulching
- Sod Installation
- Hydroseeding
- Erosion Control
- Landscape Boulders
- Site Amenities



WATERSTONE ON HIGH RIDGE

Landscape Design & Installation



CONTRACTOR:

C.E. Floyd Company

LOCATION:

Stamford, CT

PROJECT SCOPE:

- Planting
- Mulching
- Irrigation
- Sod Installation
- Hydroseeding
- Lightweight Soil Installation
- Landscape Boulders
- Metal Planter Installation



TRADER'S ROW APARTMENTS

Landscape Design & Installation



CONTRACTOR:

Stateside Construction Group Inc.

LOCATION:

Salem, MA

PROJECT SCOPE:

- Planting
- Mulching
- Irrigation
- Sod Installation
- Hydroseeding
- Grass Paver Installation
- Synthetic Turf Installation
- Site Amenities



BLANCHE A. AMES ELEMENTARY SCHOOL

Landscape Design & Installation



CONTRACTOR:

Brait Builders Corporation

LOCATION:

Easton, MA

PROJECT SCOPE:

- Planting
- Mulching
- Athletic Field Sod Installation
- Hydroseeding
- Site Amenities



WHAT OUR CUSTOMERS ARE SAYING



I have used EAQ Landscape since first working with them in 2007. They pay attention to detail, and their professionalism is second to none. If the client isn't happy they will always make it right and stand behind their materials and workmanship. In 13 years of doing work for me, never once have they waived or taken shortcuts. They are the best landscaping company I have worked with.

- A. Robert



I appreciate how painless you guys have made this project. Certainly far above and beyond any other landscaper that I have ever worked with.

- Andrew Campbell



Honestly, if it were up to me, you would be on all of our projects. You guys are the best we've worked.

- Matt



EAQ Landscape provides a team approach to working with other subcontractors. Always willing to others help out in an effort to get the job done on time. Pleasure to be involved with on a job.

- Dwayne



Working with EAQ Landscape has been a great experience. Poncho is fabulous! EAQ Landscape is one of the few companies I don't have to worry about on this job!

- Rick



Everything looks terrific. I was very impressed with your teams, especially with respect to adhering to the safety standards. I did not have to remind them of anything. I think I can count on one hand the number of contractors that I did not have to point out a safety item.

- John



You guys have been tremendous to work with this past year plus and hope we can continue that building relationship for years to come.

- Brian

More About Us

AWARDS & HONORS



- NALP Safety Awards
- Disney Supplier of the Year
- Best of Hartford (every year since 2011)
- Best of Business, Commercial Landscaper
- 2025 Landscape Construction Company of the Year
- HBJ 2017 & 2018
- Glastonbury Chamber of Commerce Business of the Year
- ABC Diamond Award for Safety, 2022
- ABC Silver Award for Safety, 2023
- ABC Platinum Award for Safety, 2024, & 2025
- ABC Specialty Contractor of the Year Award 2023





MATT BAGSHAW

President

Matt has more than 20 years experience in the landscaping business. He has a degree in turf science from the University of Connecticut and is very involved in various landscaping associations. He serves on the National Association of Landscape Professionals Government Affairs Committee.



KYLE DOOLITTLE

Commercial Install Division Manager

Kyle has more than 20 years of experience in the estimating, project management & business development field, within the commercial installation market. Kyle is a graduate of Delaware Valley College with a bachelor's degree in Ornamental Horticulture and is an active member in the Associated Builders & Contractors Connecticut Chapter.



TRAVIS GRANATO

Landscape Installation Supervisor/Estimator

Travis joined EAQ Landscape in May of 2018 as a summer intern, and continued to work each summer at EAQ Landscape during his college career. Travis graduated from Boston University in May 2021 with a Bachelors in Operations and became a full time employee at EAQ Landscape. Travis has his Osha 30 certificate and he is an active member in the Associated Builders & Contractors Connecticut Chapter.



MARK LECLAIR

Safety Compliance Officer / Mulch Install Supervisor

Mark has 28 years of experience in the outsourced contract labor, professional and software services industries. As a former COO, Operational Senior Vice President and business process improvement leader, he brings to EAQ Landscape experience with increasing quality and efficiency while reducing risk and overall cost. Mark is also a commercial driver and equipment operator.



CRYSTAL MCCLEERY
Procurement/Contracts Administrator

Crystal joined the EAQ Landscape team in 2022. She has 14 years of prior experience in the insurance industry where she gained a wide array of administrative skills and performed various roles, including claims adjuster and auditor. She is a graduate of Manchester Community College with a degree in business office technology. She is also a Notary Public.



KODY ARMANDO
Landscape Field Supervisor

Kody began his career at EAQ Landscape Landscape Contracting as a Fertilization Tech in 2014. He holds his applicator license as well as OSHA 30. Kody graduated from UCONN with a degree in Turfgrass and Ornamental Horticulture.



QUINN CONROY
Landscape Production Specialist

Quinn joined EA Quinn Landscape Contracting in 2021, working summers during college gaining hands-on experience in planting and installation. After earning a Business Management degree from Nazareth University in 2024, he became a full-time Landscape Production Specialist. He holds an OSHA 10 certification and was an AllAmerican collegiate lacrosse player.

AFFILIATIONS & CERTIFICATIONS

AFFILIATIONS



CERTIFICATIONS



COMPLETED PROJECTS



DOT/TRANSPORTATION PROJECTS

Avon Mountain/Route 44 Road Reconstruction #04-0123
Baker Hollow Rd Reconstruction Windsor, CT
Bridgeport Intermodal Train Station
Charter Oak Greenway Bike Path, Manchester-Bolton
Connecticut Science Center Rooftop Planting #63-656
DOT 28-202, Colchester, CT
DOT 41-317 Route 2, East Hartford, CT
DOT 55-142 Route 202 & 10, Granby, CT
DOT 138-249 Moses Wheeler Bridge, Stratford
Derby Bridge Replacement #36-189
Falcon Park, Meriden, CT
Hammonasset State Park, Madison, CT
Howard Ave. I-95 Bridge Replacement #92-0603
Kent Bridge Replacement #67-0115
Killingworth Rotary #069-0076
Litchfield Highway Project #73-173
New Haven Bridge Replacement #92-603
Old Saybrook Sea Wall Replacement #105-206
Old Saybrook Sea Wall #105-208
Old Saybrook Train Station
Portland road reconstruction project #112-111
Westbrook Railroad Station
Windham Transit Facility

STATE & MUNICIPAL PROJECTS

Day Kimball Hospital, Plainfield, CT
Elm Grove Housing project upgrades, West Hartford, CT
Falcon Park Flood Storage Area, Meriden, CT
Farmington River Trail, Farmington, CT
Glastonbury Bus Yard, Glastonbury, CT
Hartford Public Library, Hartford, CT
Higganum Streetscape, Higganum, CT
Howell Cheney Tech School, Manchester, CT
Library Park Phase 2 Waterbury, CT
Metzner Park, Hartford, CT
Mill Street Park, Waterbury, CT
New Britain RockCats Stadium, New Britain, CT
Rentschler Field Drainage Improvements, East Hartford, CT
Rentschler Field South Klondike Parking Lots, East Hartford, CT
Silver Lane Roadway Expansion, East Hartford, CT
Spencer Street Road Improvements, Manchester, CT
Sucker Brook Dam, Winchester, CT
Tweed Airport, New Haven, CT
Veterans Memorial Park & Pool Improvements Middletown, CT
Village for Families and Children, Hartford, CT
Webb Deane Stevens Museum, Wethersfield, CT

K-12 SCHOOLS

Blanche A. Ames Elementary School, Easton, MA
Bristol Memorial Boulevard Intradistrict Arts Magnet School, Bristol, CT
Consolidated Early Learning Academy, New Fairfield, CT
CREC Museum Academy, Bloomfield, CT
Dennis-Yarmouth Intermediate School, West Yarmouth, MA
Ella T. Grasso Technical High School, Groton, CT
Great Path Academy, Manchester, CT
Latimer Lane School Simsbury, CT
Nayaug Elementary School, South Glastonbury, CT
Orchard Hill Elementary School, South Windsor, CT
Oxford Middle School, Oxford, CT
Stanley Park & Aquatics Improvement, New Britain, CT
Rockland Elementary School, Rockland, MA
RHAM Campus Improvements, Hebron, CT
Westbrook Middle/High School, Westbrook, CT
Wheeler School, Plainville, CT

UNIVERSITIES

Connecticut College – East Parking Lot New London, CT
Post University, Waterbury, CT
Quinnipiac University, Hamden, CT
Southern CT University, New Haven, CT
UConn North Hillside, Storrs, CT
UConn STEM Dormitory, Storrs, CT
UConn Main Accumulation Area, Storrs, CT
UConn UITS Modular Building, Storrs, CT
University of Hartford Performing Arts Center, West Hartford, CT
University of New Haven Grad Center, Orange, CT
Weslyan University, Middletown, CT
Yale Lewis Walpole Library, Farmington

COMPLETED PROJECTS



PRIVATE CONSTRUCTION

1st NE Credit Union, East Hartford, CT
159 Day Hill Rd Manufacturing Facility Windsor, CT
75 Plain St Warehouse Hopedale, MA
Amazon Warehouse, Wallingford, CT
Anthology, Farmington, CT
Artisan at Hudson, Hudson, MA
Arburg, Rocky Hill, CT
Big Y, Marlborough, CT
Big Y Express, Westfield, MA
Belltown, East Hampton, CT
The Bridges at Norwalk, Norwalk, CT
Bucks Corner Shopping Plaza, Glastonbury, CT
Camber Bedford Industrial, Bedford, MA
Carrabas Restaurant, West Springfield, MA
Cedar Pointe Phase 1 Newington, CT
Chase Bank, Glastonbury, CT
Chase Bank Guilford, CT
Cheshire Academy East Campus Improvements, Cheshire, CT
Chick-Fil-A, West Hartford, CT
Childrens Home, Cromwell, CT
Church Hill Village, Newtown, CT
Church of St. Patrick Cathedral, Farmington, CT
CT River Community Bank, Glastonbury, CT
Cumberland Farms, Portland & Quaker Hill
CVS Bloomfield, Colchester, CT
Emeritus, Farmington, CT
Eppendorf, Enfield, CT
Farmington Soccer Facility, Farmington, CT
Fox Run Mall, Glastonbury, CT
Glen Lochen, Glastonbury, CT
Greystar, Bridgewater, MA

Hearth Assisted Living Facility, Glastonbury, CT
Hoffman Motors, West Simsbury, CT
Home Depot, Glastonbury, CT
Incord Colchester, CT
International Sports Network, Bristol, CT
Jordan Furniture, New Haven, CT
Langan Volkswagen, Glastonbury & Vernon, CT
Lenard Engineering, Glastonbury, CT
Loomis Applewood Amherst, MA
Lorensen Toyota, Westbrook, CT
Love's Travel Stop, Willington, CT
Middletown Nissan, Middletown, CT
MP Howland Andover Spec, Andover, MA
Mr. Sparkle Car Wash, West Hartford, CT
NAGOG Park, Acton, MA
National Development Lowes DC East Hartford, CT
NBPIII, Shrewsbury, MA
New England Cold Storage, Sturbridge, MA
The Vero at Orange, Orange, CT
Orthopedic Associates, Rocky Hill, CT
The Pond House Elizabeth Park, Hartford, CT
Price Chopper, Storrs, CT
Project Eagle, Plymouth, MA
Reflexite, Avon, CT
Residence at Fort Trumbull New London, CT
The Residents at Westport, Westport, CT
Scannell Devens, MA
Simon Ford, Norwich, CT
Simon Foundation, Bloomfield, CT
Staples, Glastonbury & Branford, CT
Store Space Vernon, CT

The Landing, North Haven, CT
The Tannery, Glastonbury, CT
Trader's Row, Salem, MA
Tryon Farms, Glastonbury, CT
Walgreens, Vernon State & Municipal Projects
Yale New Haven Hospital Medical Offices, New Haven, CT



EAQ
LANDSCAPE CONTRACTING
Est. 1984

When Quality Matters