

# Include hardscaping in your master plan

**Encourage customers to look beyond the green. Paint them a picture that includes edging and paving stone.**



**DeWitt's interlocking landscape "timbers" made from recycled plastic.**

■ Everybody talks about added value, and there *is* something you can do about it.

Make 'hardscaping'—paving stones, edging, brick, or timber—part of job.

How do you sell hardscaping? Start from square one and make it part of the initial sale, advises Daniel Zwier, ASLA,

president of PermaLoc Corporation, Holland, Mich..

Zwier realizes, however, that the landscaper often has to juggle budget variables, and sometimes hardscaping is put on hold.

"The budget determines how far past the 'green' material you can go," he says, as does location or trends. In some parts of the country, for instance, irrigation is considered a more important, and necessary, add-on.

"It falls to the contractor, or design/build professional to place a high enough emphasis on edging," explains Zwier. "A lot of salesmanship goes into it."

Hardscaping—even an element as simple as aluminum edging, can be erased from the blueprint once people start shopping for price. As Zwier notes, "when shopping for price, it's the aesthetics that suffer."

The challenge, says Zwier, is to achieve a balance between the homeowner's goals as perceived by the contractor and the potential the site has to offer.

Zwier encourages landscape contractors to imagine and communicate to the customer "the full potential the site has to offer," from the edging to the paving stones, to the number of chairs or tables placed around the site. Avoid the "I can do it for less" debate.

"Paint the picture for them," says Zwier, to help customers see what you see in a landscape."

If you know they're eventually going to spend the money on edging, but can afford to buy it now, encourage them to act sooner rather than later.

This month's LM Reports is meant to provide you with the names of some of the companies that provide edging or paving materials to the professional landscape contractor/specifier.

—Terry McIver



**PermaLoc edging is the final touch to this residential walkway.**



**Bomanite Corporation's Patène Artectura paving stone.**



**Hardscaping supplies for the landscaper**

**Manufacturer**

**Product**

Argee Corporation  
**Circle No. 311**

"Patio Pal" bricklaying guides for easy placement of paving bricks. Fit modular bricks, standard size bricks and 8- by 16-inch pavers. Patterns interlock on sand base; holes allow for complete drainage of fertilizers, water and control products. For use on driveways, walkways and patios.

Bomanite Corporation  
**Circle No. 312**

The Patène Arctectura is a new systems approach to concrete flooring and pavements, designed for diversity. Melds creative techniques in coloring, patterns, texturing and finishing to achieve customized results. Ideal for walkways, driveways, entry ways, pool decks, patios, and court-yards. Usually installed by licensed Bomanite contractors.

Brick Stop  
**Circle No. 313**

Brick retaining system is made of flexible aluminum used to line bricks in straight or curved patterns. Made to prevent the shifting and movement of brick pavers. Patented design lets you form 90-degree angles without cutting. "Either side" installation reduces time required. For walkways, driveways and patios.

DeWitt Company  
**Circle No. 314**

The DeWitt Landscape Timber is a lightweight, interlocking "timber" made of 100 percent recycled plastic. Use as a single-layer landscaping system or in multiple-layered, raised garden beds. When stacked, the timbers interlock and are secured at the corners with pins.

Fabrico, Inc.  
**Circle No. 315**

Professional Quality landscape fabric and No Sag patio underliners. Products stop about 95 percent of the weeds from growing up through bark or stone. Non-woven polypropylene is sturdy, easy to use. Water, air and fertilizers and herbicides pass through.

Garick Corporation  
**Circle No. 316**

Wide variety of wall stone; Gravelite and Livlite shale clay and slate; bulk mulch, boulders and "Kids Karpet" for playgrounds. 48-hour delivery.

*continued on page 16*

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**LM REPORTS**

Oly-Ola Sales, Inc.  
**Circle No. 317**

Five types of poly/vinyl edgings, including one to secure brick pavers.

Paver Systems, Inc.  
**Circle No. 318**

Interlocking concrete paving stones for residential applications in the Southeastern United States. Two patented designs: Uni--Decor and Symetry. Installed in a variety of classic patterns, circles, fans and custom designs.

PermaLoc Corporation  
**Circle No. 319**

StructurEdge aluminum paving restraint for use in areas where stone and turf meet. Patented interlocking Snap-Down Splicing System for fast, permanent installation; for curvilinear and straight applications.

Valley View Specialties Co.  
**Circle No. 320**

Five types of Diamond-Loc polyethylene edgings. High concentration of ultra-violet inhibitors ensure long lasting, trouble-free results.

Versa-Loc  
**Circle No. 321**

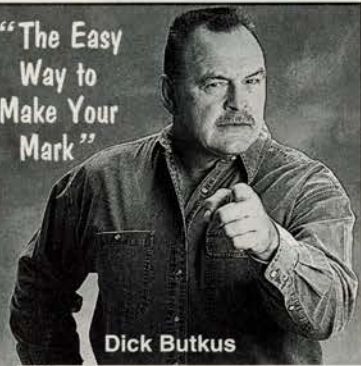
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**Versa-Loc interlocking modular units are easy to install.**

*List may not include all suppliers*

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*Dick Butkus*

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