

**YOUR SALES**

\$500,000

\$400,000

\$300,000

\$200,000

\$100,000

**YEAR**

2007

2008

# 19TH HOLE MIXER

## 2009

The 19th Hole Mixers are preplanned network parties that are an effective way to gain additional exposure for your company and increase sales. Why would a customer get involved in a 19th Hole Mixer? The answer is simple. They get excited about showing off and bragging about their new green to their golf buddies.

**JEFF CREECH**

**OF IMAGINEERS**

**75+ attendees**

**Expects to sell**

**20 to 25 jobs this year**

**ROBERT PINEAU**

**OF COUNTY LANDSCAPE PRODUCTS**

**40+ attendees**

**Sold 7**

**installs from this event**

### **STEPS TO A SUCCESSFUL 19TH HOLE MIXER:**

Once the green is installed ask your customer if they would like to show off their new golf training aid to their buddies. This will give them an idea of a guest list.

Golfers love to show off their new accessories! Let your customer know that this is not only a way to entertain their friends and family, but also lets others tryout their green.

Set a time and a date for the mixer and send out invitations at least 1 week prior to the event.

Attend the mixer and demonstrate the benefits of the green.

Just like the Build a Green Day – You have the opportunity to get to know the guest and begin qualifying potential sales leads. This will generate more Build a Green Days, more turn key installations and more landscaping/hardscaping sales.



# YOUR MODEL DISPLAY



BEFORE



**With a profit margin of 60% that's \$54,000.00 in profit made by using existing equipment and employees!**

Customers crave simplicity but are flooded with sales people and companies with the "best" product. You must convince your customers that your company provides a hassle-free and truly unique product that is of the best quality. A Display Green or lawn built with precision and detail makes a great first impression and strengthens your reputation as the trustworthy leader in your market.

To sell All Pro products the only requirement is to install a single display. Do it now and reap the benefits! Either build your own or approach a customer with a discount deal in exchange for use of their green or lawn as your Display Green.

DURING



## INSTALLING A DISPLAY HELPS YOU IN MANY WAYS.

- A lawn or green display is a great sales tool
- The install process helps you to believe in the product
- A simple and easy add-on service to increase revenues
- Use existing equipment & employees year round

The investment pays for itself – sell one green or lawn to breakeven or .... Install one for an existing customer at cost and have no out of pocket expense.

If building your own display isn't an option- approach a customer with this proposition: an installation at cost on his/her property with permission to use it as a display. With one job you have a display and a customer referral!

AFTER



**EXAMPLE: Dave Matz of Atlanta Landscape Group invested \$645 in a 12x18 green. In just 4 months he sold \$90,000 of putting greens. With a profit margin of 60% that's \$54,000 in profit made by using equipment and employees he already had.**

Contractors "go the extra mile" to create spectacular displays – See our new Golfscapes or Lawnsapes Pictoral magazines. Fringe, sand traps, lighting, patios, retaining walls, water gardens, and traditional landscape plants demonstrate the variety of options offered for customers if shown on the display. They also let the customer know these "extras" are available to them while creating additional revenue & profit margins for you.

# LAWNscapes

**All Pro Industries will offer a solid addition to your commercial and residential projects. We manufacture professional synthetic grass turf.**

**SYNTHETIC GRASS** is one of the most efficient and effective solutions to the drought affecting much of the United States. Completely eliminating the need for watering – synthetic grass offers a green, lifelike landscape all year round with no dead spots, weeds, mowing, irrigation, or chemicals – it's virtually maintenance-free.

All Pro offers synthetic grass as a leading environmental solution to the increasingly serious drought conditions. Environmentally conscious architects, developers, builders, and contractors are already responding by offering synthetic grass – be on the cutting edge of these changes and **"GO GREEN – GO SYNTHETIC GRASS IN YOUR NEXT PROJECT."**

## **NEW SYNTHETIC LAWN INSTALL ONLINE TRAINING VIDEO**

This NEW Step-By-Step Training video shows the installation of 1000 sq. ft. of lawn turf that was installed at an O'Charley's Restaurant.

The 15 minute video includes:

- Step-By-Step Installation
- Estimating The Job
- Natural Sod VS. Synthetic Turf Cost Comparison
- How To Market & Sell The Product

[www.allprogreens.com/lawns](http://www.allprogreens.com/lawns)

**Increase Sales, Maximize Profits,  
and Give your customers a beautiful  
and maintenance free lawn!**



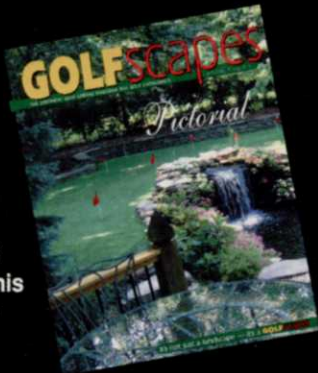
# A MARKETING ARSENAL TO EXPLODE YOUR BUSINESS

Take advantage of the many marketing tools we have available to you. We've done all the research and hard work developing attractive and educational materials so you don't have to. Tried and true, these tools are extremely effective in helping you sell our products. Our goal is to help you work smarter...not harder. Use these tools to your advantage.

## Pictorial Magazine

A 32-page full-color magazine gives you the power of 150 pictures. The best way to sell a husband on a golf green is by showing his wife the many beautiful landscape options she can have around the green. Contractors tell us that this is the most effective sales tool they have.

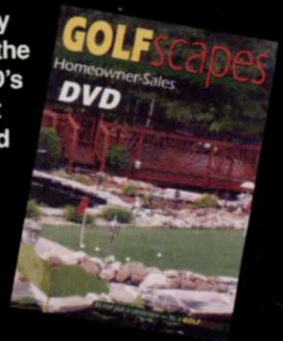
**\$2.50 each**



## Installation, Homeowner and Homeowner Sales DVD's

Getting the customer emotionally involved is important in closing the sale; so we developed three DVD's for you. These DVD's are great at generating customer interest and excitement in owning a green in their own backyard.

Customers interested in a turn-key installation by you will want to watch the **Sales DVD**.



Train your crew and yourself with the **Contractor Installation DVD**.

Do-it-yourselfers or Build A Green Day clients need a **Homeowner Installation DVD**. **\$2.50 each**

## Sales Brochure

Our newly updated quad-fold brochure ignites the imagination. It displays over 20 possible green shapes and designs. This tool helps you sell customers on larger greens by reinforcing the value of a well landscaped yard.

**\$30.00 per 100**



## Postcards

Postcards are a great follow up tool for prospective customers. Sending one postcard every week for five weeks after you give an estimate is an excellent way to get called back. The postcards reinforce the advantages of a synthetic green and keep it fresh on your customers' minds. **\$20.00 per 100**



## Build A Green Day Brochures

This valuable brochure will appeal to the customers that can't afford a turn-key installation. Educate your customers about the Build A Green program and explain how they can have a green for a very reasonable price using this beautiful full-color brochure. You may save a day's work, but you won't lose a day's pay.

**\$30.00 per 100**



## Artificial Lawn Turf Brochure

This full-color tri-fold brochure, complete with alluring pictures, shows customers the beauty of our low maintenance, water wise artificial lawn turf. It also explains the many benefits of All Pro baby friendly, pet approved and environmentally friendly turf.

**\$30.00 per 50**



## Replicated Websites

A great sales tool designed to educate and inform your customers.

These websites are carbon copies of our corporate website. Your site will be personalized with all your contact information. **\$36.00 per month**



Enter All Pro Industries

# PHOTO CONTEST



**\$10,000.00** in cash prizes

Enter photos of your prize-winning golf green or lawn installations. Simply choose a category below that best demonstrates the type of green(s) or lawns you have installed.

## CATEGORIES:

1. **BEST STAND-ALONE GREEN** – an installation of a green only
2. **BEST GREEN WITH A BORDER** – an installation including a retaining wall, concrete wall, fringe, patio, walkway, etc.
3. **BEST LANDSCAPED GREEN** – an installation with added landscape: plants, bushes, trees, flower garden, mounds, rock garden, etc.
4. **BEST GREEN WITH A WATER FEATURE** – an installation with an added water feature: waterfall, water garden, pond, water hazard, creek, etc.
5. **BEST LAWN** – an installation residential or commercial use.
6. **BEST LAWN OR GREEN TRANSFORMATION INSTALLATION** – an installation where the most dramatic change occurred from before, during, to after.

**Prizes for each category will be awarded as follows:**

- 1st Prize \$800.00
- 2nd Prize \$400.00
- 3rd Prize \$200.00
- 5 Runner-ups \$50.00 each

## RULES / GUIDELINES:

- Pick a category(s) to enter
- ALL photos must be mailed or emailed to us
- Size of photo must be a minimum of 4 x 6
- Emailed photos must have a resolution of at least 2048 pixels by 1536 pixels or 300 dpi. Email photos to [allpro2265@yahoo.com](mailto:allpro2265@yahoo.com).
- All photos MUST have name, address, phone #, and size of green on the back or in the email.
- Take photos at the time of day when no shadows appear, best time is usually when sky is overcast. Also take photos from many angles.
- One green or lawn can only be entered once but submit as many in as many categories as you'd like (can't enter the same one twice)
- **DEADLINE** for entries is **DECEMBER 1, 2009**

### Disclaimer:

All photos become the exclusive property of All Pro Industries Inc. We reserve the right to use the photos and testimonials prior to the announcement of the winners and anytime after for sales, marketing, and publishing purposes. Purchase not necessary, void in some states.

**Winners will be announced and contacted by December 20th, 2009. Winning photos will be featured on our web site. Get snapping and get those photos into All Pro Putting Industries Photo Contest today!**



# CUT YOUR LABOR CUT YOUR COST

## INCREASE YOUR PROFITS



Anyone that has ever installed a synthetic turf surface knows that sweeping in the infill is the most labor intensive part of the job.

Our revolutionary RDS (Rotational Delivery System) Custom Power Broom incorporates a custom rigid brush, custom gear control, custom caster wheel attachment and debris guard to reduce your labor of sweeping in the infill by 80%.

80% Labor Reduction Rate = Increase in Per Job Profit

Pays for itself in a SINGLE 24 X 30 job.

## MINIMIZE YOUR LABOR. MAXIMIZE YOUR PROFITS.

An Atlanta contractor saved two full days of labor using our innovative product thus increasing his job profit significantly.

## HOW DOES THE RDS WORK?

The RDS uses a custom rigid bristle wound in a spiral pattern to evenly and quickly distribute the infill while blossoming the synthetic turf fiber.

The custom gear slows the RPM's of the brush to allow the infill to be swept into our dense synthetic turf instead of being knocked out with standard power brooms.

The debris guard knocks any additional infill back into the synthetic surface.

The custom caster wheel allows the operator to cover almost 4 feet of surface in one pass and walk the broom instead of carrying it.

Our unique combination of the 2-cycle engine, custom rigid bristle brush, custom gear control, custom caster wheel and debris guard saves you time, money, and increases your per job profit.

Build A Green Days provide an excellent opportunity for the RDS Power Broom. In these cases a full day job can be cut in half, ensuring an increase in profit.

**SIMPLE. EASY. QUICK.** Assembly completed in MINUTES. Online step by step instruction provided to assemble and operate your new RDS Custom Power Broom.



# BEFORE AND AFTER



## Golf Green Kit

1 - 12.25' x 30' golf green =	368 sq. ft. @ \$2.85 per sq. ft.	\$1,047.38
1 - 12.25' x 15' golf green =	184 sq. ft. @ \$2.85 per sq. ft.	523.69
1 - 12.25' x 5' Fringe =	61 sq. ft. @ \$3.30 per sq. ft.	202.13
5 Flags/Poles @ 24.00 ea.		120.00
5 Cups @ 8.75 ea.		43.75
5 Cup Sleeves @ \$10.00 ea.		50.00
1 Quart Adhesive/Seam Tape @ \$15.00 ea.		15.00
Freight - Estimated		233.00
<b>Golf Green Kit Total</b>		<b>\$2,234.95</b>



Stone Base ( 10 tons) @ \$20.00 per ton	200.00
Coal Slag or Copper Slag Infill	
(34 - 100 lb bags @ \$12.00 ea.)	408.00
Geo Textile Under layment (12 x 60)	30.00
Plate Compactor Rental (1 day)	60.00
Labor (3 men for 1 1/2 days)	
@ \$25.00 per man hour	900.00
Misc	200.00
<b>Additional Materials Costs</b>	<b>\$1,798.00</b>

## Selling Price

Golf Green (613 sq.ft. @ \$13.50 per sq. ft.)	\$8,275.50
Actual Cost (\$6.58 per sq.ft.)	4,032.95
<b>JOB PROFIT - (\$6.63 per sq.ft.) or 50%</b>	<b>\$4,062.55</b>



## Lawn Turf Kit

One 12.25 x 35 =	429 sq. ft. @ 3.30 per sq. ft.	\$1,415.70
One 12.25 x 45 =	564 sq. ft. @ 3.30 per sq. ft.	1,861.20
Freight Estimated		256.84
<b>Lawn Turf Kit Total</b>		<b>\$3,533.74</b>

Stone Base ( 16 tons)	
@ \$15.00 per ton	240.00
Infill - Sand (55 100lb bags)	
@ 5.00 each	275.00
Plate Compactor & Sod Cutter Rental (1 day)	120.00
Labor 3 men	
@ 20.00 per man hour (1 day) - 8 hrs each	720.00
Misc: Weed Barrier, Nails, Blades, Edging, Etc.	250.00
<b>Additional Materials Costs</b>	<b>\$1,290.00</b>

Selling Price (993 sq. ft. @ \$8.50 per sq. ft.)	\$8,440.50
Actual Cost (\$4.85 per sq.ft.)	4,823.74
<b>Job Profit (\$3.64 per sq. ft.)</b>	<b>\$3,616.76</b>



# CO-OP ADVERTISING

Our new Co-op Advertising Program allows you to reach a wider range of clients, increase company awareness, and generate new leads and sales in your area. You will also have the opportunity to earn product credit, called **GREENBACKS**, for up to half of the advertising dollars that you spend!

"The Co-op Advertising Program has been a Huge PLUS for us. We received over \$2000 in product credits for our advertising efforts."

Dewayne Gallatin – One Putt

## HERE'S HOW IT WORKS

- Promote and advertise synthetic golf greens and synthetic lawns in your area.
- Turn in a copy of your advertising receipt and a copy of the ad with the publication via newspaper, magazine, radio, television, trade shows, etc. to All Pro within 30 days.
- The portion of the ad that promotes golf greens will be eligible for **GREENBACKS**.
- You earn product credits for up to 50% of your advertising dollars spent promoting greens. All Pro will credit your account up to \$500 per month in **GREENBACKS**.
- Product credits include putting green turf, fringe turf, lawn turf, cups, flags, pictorial magazines, brochures, DVD's, postcards, etc.
- Redeem your **GREENBACKS** within 12 months – Use it or Lose it.
- Product credit can't exceed 50% of a single purchase of All Pro products.
- A minimum of 10% of product credit is applied to marketing material only – Pictorials, brochures, DVD's, postcards, etc.
- When calling to place an order, you will be updated on the **GREENBACKS** you have accumulated.

[www.allprogreens.com/training](http://www.allprogreens.com/training)

### DISTRIBUTION CENTERS:

**Pondsaway**  
2800 B. South Rodeo Gulch Road  
Soquel, CA. 95073  
800-353-4957

**Bedford Glen Garden Center**  
43 Bedford Glen Road  
Bedford, OH. 44146  
866-864-7619

**All Pro Industries Inc.**  
306 Joy Street  
Ft. Oglethorpe, GA 30742  
800-334-9005





# It's time to revisit customer service

**M**arket conditions are tough by any standard. Customers are taking a hard look at budgets; competitors are looking for new work to grow — and they are looking at taking your accounts. The last thing you need this year is a customer service glitch. We both know that could open a door you do not want opened.

I think the economic conditions call for a close examination of your own company behaviors relative to managing the customer relationship. There are some tendencies that could become destructive if not managed.

## Manage cost, but don't overmanage

Customers are looking at cost, so you may not be getting as many enhancements as usual. Most companies are looking at *managing* costs. There is a fine line here. Yes, you need to eliminate waste and perhaps even cut back on hours, eliminate overtime or freeze pay.

All these things, done with balance, are good. In doing so, you are looking internally, not externally, at your customer. If customers are inadvertently victimized by any of your actions, however, you pay double. Beware of any mixed messages you send to employees in this regard, as they may think that the internal cost reduction is the only important thing.

## Manage your weak links

All companies have some weak links — be it among the crews, account managers, supervisors or managers. Now is the time to catch them before they fail. If you recognize the weak links, they must be watched and propped up like never before.

You may gain some satisfaction out of blaming them for failure, but it is failure just the same. Don't let them harm a client relationship, not now and preferably not ever. Proactively manage the weak so as not to let them let you down.

## Emphasize the basics

Customers for the most part are not horticulturists; however, they know a weed when they see one. They also can see stress or brown spots in an irrigated lawn. They pay for flower displays and know when they do or do not look good.

Do not let a slip-up in the basics tarnish your relationship or let a competitor in the door. An obvious service glitch now may be all it takes to set in motion a contract review or bid process. Or worse yet, a competitor may use one as a way to get a foot in the door. Stress the basics with your team. Do not let them fail.

## Be proactive

This becomes a cliché, but clients refer to it all the time. Every property needs an extra set of eyes. Account managers sometimes miss the obvious because they see the property too often. More than ever, you as owners and senior managers need to be touching jobs and customers, looking for the early warning signs. Be hyper-observant and hyper-vigilant.

There is nothing new here, just a heightened level of importance in a takeaway market.

**Beware of any mixed messages you send to employees ... as they may think that the internal cost reduction is the only important thing.**



# LANDSCAPING GOES TO THE

# DOGS

Environmentally friendly landscaping is part and parcel of today's 'green' animal shelter

BY **DEBRA J. WHITE**

NORTH AMERICAN ANIMAL shelters are going green. Besides solar powered buildings with double-paned windows and occupancy sensors to control lighting, animal shelters incorporate eco-friendly landscaping as part of their green vision to save unwanted animals — and the environment.

Since the Tompkins County SPCA opened in Ithaca, NY, in 2004, the first to earn Leadership in Energy and Environmental Design (LEED) certification, additional shelters have fol-

lowed in places as far reaching as Texas, California, Rhode Island and Manitoba, Canada. At press time, green shelters are under construction in Michigan, while others are in the planning stages.

Environmental laws and consumer preference for green shelters will increase demand for eco-friendly landscaping. For example, the Virginia Beach SPCA recently won a grant to launch a series of green projects. Among them are a storm water management program and the capture and use of animal waste to benefit landscaping.

## **Vegetative roofing**

The Robert Potter League for Animals opened in Middletown, RI, in November 2008, and counts vegetative roofing

among its many green features. Located on wetlands, Potter is close to Bailey Brook, which feeds into a drinking water supply.

“Storm water runoff picks up toxic waste as it drains into our sewer system and into ponds, brooks and eventually the ocean,” notes Pat Heller, Potter’s director of development. “Vegetative roofing cuts down on water pollution.”

Apex Green Roofs of Somerville, MA, planted an assortment of lavenders, alliums, sedums and grasses known for their tolerance to wind, heat and drought. Once the 3,000 plants are in full bloom, they will insulate Potter, limit storm water runoff, reduce the heat island effect and improve air quality.

Green roofing lowers summer