VALUABLE Selling & Marketing Tool!

It’s getting tougher and tougher to sell against competitors that offer turf from China or even cheap turf made in the USA. Yes, its true…even some US made turf manufacturers are using low grade resins, which is the main ingredient in turf yarn. Most of the low quality turf is coming from China. We recommend showing the attached, two page, **BUYER BEWARE** bulletin to your potential customers. Print several copies and include in your marketing material and bid sheets. Send copies of this with emails to clients. (We also recommend sending the ProGreen Overview and ProGreen Features and Benefits cut sheets as well).

It’s imperative to educate your potential customers of the pitfalls of not buying from a trusted source. In this **BUYER BEWARE** bulletin your customers will be aware of **LOW GRADE RESIN**, and how it causes premature breakdown of the fibers, dangerous metals such as lead used in the resin, poor **CLIMATIC DIMENSIONAL STABILITY**, which causes wrinkles, and the pitfalls of **LATEX BACKINGS** from China that use too many fillers in the latex causing the backing to crack and crumble.

THE TRUTH ABOUT WARRANTIES

Be SUSPICIOUS of companies that offer 10-Year Warranties. Why? Because ALL the yarn extrusion and backing manufactures only give 8-Year Warranties. So what happens when the product fails…say, in year 9? The company that sold the project with a 10-Year Warranty must honor the warranty themselves. They can’t fall back on the extrusion and backing manufactures. In many cases, especially large square footage projects, the company that must honor a 10 Year Warranty either finds themselves in a court battle, or they go bankrupt. They simply cannot absorb the financial hit of replacing a huge project so they usually will go under. It’s happened many times to many different companies.

The Bottom Line is this….THE WARRANTY YOU RECEIVE IS ONLY AS GOOD AS THE COMPANY PROVIDING IT!! That’s why purchasing an 8-Year Warranty from a reputable company that has a proven track-record, such as **ProGreen International, Inc.**, a company in business Since 1987, with a squeaky clean record (No judgments or lawsuits) is MUCH SAFER THAN PURCHASING FROM A COMPANY SELLING A 10-YEAR WARRANTY! **ProGreen®** prides itself on stepping up to the plate should anything go wrong because they pride themselves on keeping a solid image and reputation. Additionally, a reputable company with a proven track record like ProGreen must use **ONLY THE FINEST QUALITY MATERIALS AND WORKMANSHIP** in order to avoid warranty issues. **BUYER BEWARE!!** LOOK CLOSE AT THE FINE PRINT OF A 10-YEAR WARRANTY! Many of these warranties are flimsy at best. Look close…you’ll probably find that after the 8-years are up, there’s very little covered after that time anyway! IT’S MOSTLY MARKETING FLUFF! So if you’re comparing an 8-year warranty versus a 10 or 12 year warranty, IT’S NOT APPLES TO APPLES!