

EVERLAST RUBBER MULCH

SALES POINTS & TIPS

PRODUCT

1. EVERLAST RUBBER MULCH IS ONLY 98% STEEL FREE AND IS FOR ***GENERAL LANDSCAPE USE ONLY. THE MATERIAL IS NOT TO BE USED UNDER A SWING SET. WE SELL EVERPLAY 100% STEEL FREE MATERIAL FOR THIS APPLICATION. IT IS AVAILABLE SPECIAL ORDER.***
2. EVERLAST RUBBER MULCH IS 100% WHOLE GROUND PASSENGER TIRE. THE STEEL THAT IS LEFT IS APPROXIMATELY THE SAME SIZE AS A PAPER STAPLE AND WILL DISINTEGRATE IN 6-8 MONTHS TIME.
3. EVERLAST RUBBER MULCH DOES NOT FLOAT, WILL NOT WASH OUT UNDER TILE ROOFS, AND WILL ONLY MOVE A FEW INCHES FROM A DOWNSPOUT.
4. EVERLAST WILL NOT SINK INTO THE SOIL LIKE ROCK AND DOES NOT REQUIRE A WEED BARRIER.

EVERLAST RUBBER MULCH IS THE WEED BARRIER.

A WEED BARRIER WILL SIGNIFICANTLY REDUCE THE WEED PREVENTION THAT IS NATURAL TO THE PRODUCT!

- a. WEED BLOCK WILL COLLECT SOIL ON TOP AND PROVIDE A MEDIUM FOR WEED SEED GERMINATION.
- b. WEED BLOCK WILL ALSO HOLD MOISTURE IN THE WEAVE AND PROMOTE WEED SEED

GERMINATION LEAVING THE CROWN ABOVE THE MAT AND THE ROOT BELOW.

- c. ANY WEED GROWTH SHOULD BE TREATED WITH SYSTEMIC KILLER.
 - d. RUBBER MULCH @ 2" DEPTH WILL TRAP THE WEED SEED AND THE SEED WILL DEHYDRATE BEFORE GERMINATION-*EXPECT A 90-95% REDUCTION IN WEED GROWTH!*
5. THE WEED SEED ALREADY IN THE SOIL WILL HAVE TO BE DEALT WITH AS MORE WATER AND HEAT ARE RETAINED AFTER MULCHING WITH EVERLAST RUBBER MULCH THAN EVER BEFORE. PRIOR TO INSTALLATION APPLY A PRE-EMERGENT OR APPLY ROUNDUP TO THE NEW WEED GROWTH 3-5 WEEKS AFTER INSTALLATION.
 6. THE RUBBER ITSELF WILL LAST FOR DECADES. IT CAN BE REMOVED AND DISPOSED OF AT ANY LOCAL LANDFILL OR MIXED WITH SOIL AS AN AMENDMENT.
 7. EVERLAST RUBBER MULCH IS NON-TOXIC. IF A PET EATS THE RUBBER CHIP THERE IS LITTLE CHANCE OF HARM. STUDIES SHOW THAT THE ACIDS IN THE STOMACH DO LITTLE TO THE RUBBER AND WILL NOT AFFECT HEALTH AT ALL. ARMADILLOS, DEER, OTHER GARDEN PESTS GENERALLY WILL STAY OUT OF THE RUBBER SINCE IT IS INORGANIC.
 8. BOTH THE RUBBER AND THE COLORANTS ARE NON-TOXIC. RUBBER IS INERT AND IS OFTEN USED AS SEPTIC DRAINFIELD FILL UNDERGROUND.
 9. **EVERLAST WILL REMAIN COLORFAST FOR 5+ YEARS IN MOST APPLICATIONS. THE LOSS OF COLOR IS MORE FROM HEAT AND HUMIDITY**

THAN THE SUNLIGHT. SOUTHERN STATES WILL STAY COLORFAST FOR UP TO FIVE YEARS AND LONGER AS YOU TRAVEL NORTH. FLORIDA HAS AN AVERAGE TEMPERATURE OF 70 DEGREES AND 70% HUMIDITY; ALL OF THE R&D HAS BEEN DONE IN FLORIDA.

10. WHEN THE COLOR NEEDS ATTENTION A LIGHT TOPDRESS WILL SUFFICE AND EXPECT THE COLORANT TO BE AVAILABLE MID-SUMMER 2003 FOR AT HOME APPLICATION IN THE BED USING A PUMP TYPE GARDEN SPRAYER.
11. "ROUNDUP" TYPE PRODUCTS WILL *NOT* AFFECT EVERLAST RUBBER MULCH.
12. THE RUBBER WILL RETAIN HEAT APPROXIMATELY 6-8 DEGREES ABOVE THE AIR TEMPERATURE. TREE FARMS IN GEORGIA HAVE BEEN USING RUBBER WITH EXCELLENT RESULTS FOR OVER 25 YEARS.
13. SINCE THERE IS NO DECOMPOSITION, FUNGUS IS A NON-ISSUE AND THE RUBBER IS SAFE AROUND ALL TYPES OF PLANTS INCLUDING CITRUS TREES.
14. A HAND HELD OR BACKPACK BLOWER WILL REMOVE DRY DEBRIS FROM THE MULCH FROM A DISTANCE. PINE NEEDLES ARE DIFFICULT AND A NATURAL COLOR SHOULD BE USED IN THESE AREAS.
15. RUBBER MULCH IS MUCH LESS FLAMMABLE THAN ORGANIC PRODUCTS. AN ACCELERANT IS REQUIRED FOR IGNITION--DIESEL FUEL, GASOLINE, PROPANE TORCH.....GENERALLY IT MUST BE SET DELIBERATELY. A *LIT CIGARRETTE WILL NOT CAUSE A FIRE!*

TYPICAL OBJECTIONS

Rubber vs. Wood

O- Everlast is inorganic and does not add anything to the soil!

A- Wood mulches do not replace the need to fertilize. There is little nutrient value to cellulose. It may help aerate naturally compact soils, but it also absorbs water and added nutrients before they get to the soil. When wood mulch decomposes nitrogen must be present and the only place to find it is in the soil (“nitrogen lockup”), and the perfect conditions are present for fungal growth. Wet and compact wood mulch not only “seals” the soil, hinders percolation, and rots, but also dries and acts as a sponge wicking water from the soil to the surface since it is porous.

Everlast allows 100% of water and added nutrients straight to soil, increases aeration, does not rob the soil of nitrogen, does not promote fungus, reduces the presence of mulch borne insects, and condenses evaporated moisture back into the soil all the while reducing weed growth by 90%+ thus less herbicide and pesticide is necessary to maintain the beds.

Rubber vs. Rock

O- Some stone is less expensive and does the same thing!

A- Stone is much heavier and more labor intensive than Everlast. Stone generally requires a weed block to prevent the stones from sinking into the soil; weed block is an added labor and material expense often eating up the savings supposedly gained. Lava Rock mildews and is porous often allowing weed seed to germinate in the pours. White Marble is very reflective and can burn the underside of foliage. Decorative stone will not prevent weeds and must be sprayed to maintain the weeds as they generally will grow in the mesh of the weed block. Weed seed is able to sift through the stone and is able to germinate

with the moisture present in the weed block...if no weed block is used the stone must be installed much thicker once again reducing any savings over rubber.

THE TYPICAL CUSTOMER

1. MOST CONSUMERS THAT BUY RUBBER MULCH BUY IT FOR IT'S **BEAUTY** FIRST, A SMALL DISPLAY WILL DO WONDERS FOR YOUR SALES: SOMETHING TO HELP VISUALIZE THE PRODUCT DOWN.
2. THE DEMOGRAPHIC FOR EVERLAST RUBBER MULCH RUNS 55+. A HOMEOWNER WITH AN AGEING OR LOST SPOUSE AND/OR THE INABILITY TO MAINTAIN THEIR PROPERTY; THESE CONSUMERS ARE TIRED OF MULCHING YEAR AFTER YEAR. **LOW MAINTENANCE** IS A HUGE SELLER. PLEASE DO NOT PRE-SUPPOSE THAT THE MATERIAL IS TOO EXPENSIVE FOR YOUR AVERAGE HOMEOWNER. THERE IS **EXTREME** VALUE IN THE PRODUCT.
 - a. THERE IS LITTLE TO SUPPORT THE THEORY THAT ONLY THE HIGH-END CONSUMER WILL PURCHASE THE PRODUCT. OUR CUSTOMERS OWN EVERYTHING FROM HOLIDAY HOMES TO MANSIONS.
3. THOSE WHO HAVE FOUGHT **TERMITES** AT THEIR HOME NEED THE PRODUCT MORE THAN ANYONE. DO NOT HESITATE TO LET YOUR LOCAL PEST CONTROL COMPANIES KNOW THAT YOU CARRY THE PRODUCT. YOU MAY EVEN WANT TO GIVE THEM AN INCENTIVE TO RECOMMEND THE PRODUCT. 20% OF OUR BUSINESS IS DERIVED FROM THE PEST CONTROL INDUSTRY-THEY ARE OUR BEST "UNPAID" SALES FORCE.

WE WERE THE ORIGINAL RETAILERS OF RUBBER
MULCH IN FLORIDA. WE STARTED SELLING RUBBER
MULCH TO THE PUBLIC OVER 3 YEARS AGO. WE SELL
OVER \$400,000 A YEAR TO THE PUBLIC THROUGH OUR
NURSERY. ***IF YOU HAVE ANY QUESTIONS OR
CONCERNS JUST GIVE US A CALL.*** IF WE DO NOT KNOW
THE ANSWER WE WILL FIND OUT FOR YOU. THANK
YOU FOR PROMOTING OUR PRODUCT. EVERLAST
APPEALS TO SO MANY TYPES OF PEOPLE WE HOPE
THAT YOU ENJOY SELLING THE PRODUCT AS MUCH AS
WE DO.

WE ARE AVAILABLE TOLL-FREE
MON-FRI 8:00 – 5:00 E.S.T. @ 1-866-280-7867 EXT. 0.