
REVISED EDITION

CAMBRIDGE

DESIGNSCAPING

HANDBOOK



*The Best Outdoor Living Room Ideas
Come From Cambridge*

ARMORTEC®

Welcome...

We at Cambridge believe that the most important component leading to the success and growth of the pavingstone and retaining wall industry is not me, the manufacturer, and not the hardscape distributor, but you the contractor, who brings your knowledge and skills to this **Billion Dollar Industry**.

Cambridge Pavingstones with ArmorTec® and Cambridge Wallstones have always helped professional hardscape designers and contractors address current trends in outdoor living by offering products that combine unmistakable quality and value with design versatility and ease of installation. With this end in mind, we thought of you, the professional, by making available popular outdoor living room components in pre-cut, pre-packaged kit form to shorten the labor hours in the building of columns, fire pits, outdoor fireplaces, open air kitchens, pizza ovens, pergolas, pavilions and waterfalls.

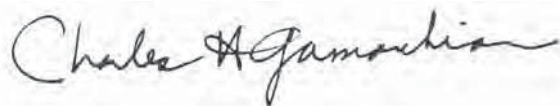
In an unsolicited e-mail, a successful contractor in Long Island, NY recently said to one of our territory managers: "We take a lot of pride in our customer base and our final product installed. Choosing Cambridge Pavingstones makes our goals much easier to achieve. The product is second to none and the support is always there when needed. It makes for a win-win."

Homeowners are quickly learning that a pavingstone patio or pool deck, driveway, and walkway, **when properly installed**, will increase the appraised value of a home. What's more, homeowners know that a pavingstone patio with added amenities can also increase their quality of life for years to come.

In addition to being a manufacturer of "premium quality" pavingstones with ArmorTec®, wallstones and outdoor living products, Cambridge remains fully-committed to proper installation methods through education, training and especially through our Contractor Certification Program.

By joining us in this commitment you do a great service to not only your own company, but also the future of the hardscape industry as a whole. The Cambridge DesignScaping Handbook is designed to assist you in achieving these very goals **AND MORE**.

Yours truly,



Charles H. Gamarekian
Founder/Chairman/CEO
Cambridge Pavers Inc.



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Fast Facts / Cambridge Limited Lifetime Warranty

TIPS FOR SUCCESSFUL SELLING

Your Presentation To The Homeowner

Build a rapport. You are the expert. Detail all that you will do in accordance with proper installation methods as recommended by Cambridge and ICPI (Interlocking Concrete Pavement Institute) — considered by peer associations around the world as the leader in development and dissemination of technical information for design professionals and contractors.

Show one brochure from one manufacturer. Strengthen the credibility of your recommendations. Your Cambridge distributor is a single-resource for a complete line of pavingstone, wallstone and other products including components for outdoor living rooms, which are ready-to-install in pre-cut, pre-packaged kits.

Include a "Proper Installation Checklist" in your proposal. Example: 1. Excavate; 2. Compact soil; 3. Supply compact and grade base material; 4. Supply and install edge restraint; 5. Screed concrete sand; 6. Place pavers and compact; and 7. Broom sweep additional sand filling to chamfer and compact again.

Attach ICPI "Concrete Paver Consumer Guide" to your quote. This guide will answer questions about an interlocking concrete pavement. Most importantly, along with your checklist, it provides guidance to the homeowner on how to distinguish one pavingstone contractor from another. The homeowner's ultimate selection will ALSO be made on YOUR expertise, not just price.

Marketing Material And Lead Generation

Cambridge makes available to contractor-customers a battery of marketing material including full color door hanger advertising; postcard mailers; vehicle and lawn signs as well as quality work gear with printed and embroidered Cambridge branding. Our in-depth sales support also consists of online and direct lead generation programs.

Pavement Type Selection

If the homeowner is unsure about what type of pavement to use, present the ICPI "Pavement Comparison Guide". The publication favorably compares appearance, initial cost, installation, maintenance, winter durability and snow removal characteristics of concrete pavers to cobblestone; stamped, stenciled and ordinary concrete; clay brick pavers; asphalt; and crushed stone and gravel. Use it in addition to technical information provided by your Authorized Cambridge Distributor or from the Cambridge website when making your sales presentations to homeowners as well as developers, architects and other decision makers.

The Added Value Of ArmorTec®

Using a proven, one-piece manufacturing process that began in Europe over seven decades ago, Cambridge concentrates the purest-pigmented color and concrete mix technology where it counts. Don't be fooled by disingenuous claims by ArmorTec imitators or products that stress having color go through the paver... **only Cambridge has ArmorTec.**

All Cambridge Pavingstones are made with ArmorTec® and have a smooth, dense, skid-resistant surface with rich color that will never fade. Point out the value-added benefits of ArmorTec — **only with Cambridge** — when making your presentation. More on ArmorTec on the following pages, in the Cambridge brochure, and on the Cambridge website.



Build Your Sale

Homeowners are quick to learn that a pavingstone patio or pool deck, when properly installed, will increase the appraised value of a home. What's more, show them how a pavingstone patio or driveway with added amenities like **paver and wall lights**, a **barbeque and fire pit**, an **outdoor fireplace**, **columns**, a **waterfall** and an **open-air kitchen**, **pizza oven**, a **refreshment bar**, a **patio table**, a **pergola** or **pavilion**, and a **pondless waterfall** from Cambridge — sold in **pre-cut, pre-packaged kits** in various styles — can increase home value and their quality of life for years to come.

Do not be afraid to up-charge for intricate pavingstone patterns such as random placement designs. Shapes from many of the Cambridge Collections such as the LedgeStone 3-Pc Design Kits with or without individual 4 1/2 x 9, 9 x 9, 9 x 18 and 18 x 18, are designed as modular units to be installed within the field in an array of different laying patterns.

Show "Before & After" Photo Images

Create realistic, computer-generated images of your designs with the exclusive **Cambridge DesignScape Visualizer™**. Download the software along with a demo video from the Cambridge website (www.cambridgepavers.com, see the link on the Home Page) or contact your Cambridge Territory Manager who can meet with you to go over all of the great benefits and ease of use offered in our DesignScape Visualizer.

Simply import digital photos of your customer's yard or existing driveway. Preview the area illustrating your new patio, pool deck, walkway or driveway with any Cambridge Pavingstones and Wallstones in the products, actual colors and patterns of your choice... right before your customer's eyes!

Show Shapes & Colors In Actual Installations

For the best outdoor living ideas, refer to photos of various installations in the Cambridge brochure and also show your own project portfolio when making your sales presentation. For added credibility, if your project appears in Cambridge literature or on our website, be sure to tell or show the potential customer. To have your project(s) considered for a brochure or the online Photo Gallery, give photos and specs to your Cambridge Territory Manager or email to chris@cambridgepavers.com.

Or Ask About OnlineDesignScapes

As an added service, we can make available an affordable design package including a 3D virtual tour and color blueprints created for you by an experienced design professional! At Cambridge, every project is important to us because it involves you, our contractor-customer, and your desire to improve your customers' outdoor lifestyle. **This design package will add to your credibility and close the sale.**

For more information on Cambridge DesignScape Visualizer and OnlineDesignScapes, visit www.cambridgepavers.com.

THE ROLE OF YOUR CAMBRIDGE TERRITORY MANAGER

Expert Advice

Your Cambridge Territory Manager is your personal, professional partner to rely on for **product knowledge, technical advice and other support services**. He will gladly make site visits and offer suggestions and solutions to achieve a successful installation. Be sure to ask for marketing material such as free lawn and vehicle signs. To find a Cambridge Territory Manager, go to the "Contact Us" page at www.cambridgepavers.com.

KEYS TO GOOD DISTRIBUTOR RELATIONS

Ordering Pavingstones And Wallstones

For your convenience, the Cambridge DesignScape Visualizer software has an **instant project planner calculator feature** that enables you to compute the number of pavers and/or wall units required for your Cambridge project.

Note: All dimensions quoted in Cambridge literature and online are normal and for guidance only. Actual sizes will vary, particularly on products designed to replicate natural stone, which have features such as riven profiles and fettled edges. Sizes and quantities usually allow a nominal 5mm or more of sand joint width.

Stay on schedule. Give your Cambridge Distributor as much advanced notice as possible for pavingstone and wallstone requirements and delivery.

Available Inventory

Be aware of which shapes and colors your Cambridge Distributors stock. Tell the distributor which shapes and colors that you usually recommend to homeowners. You have a great deal of influence over your potential customer. Typically, the homeowner will ask you for your recommendation. Recommend shapes and colors that your distributor stocks and you will always be in a position to start any job immediately.



Ledgestone XL shown

