



Original
The Grill Pad

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The "Original" Grill Pad for Optimal Patio Protection: Bold New Colors Provide Cool Look for Outdoor Living

Eighty three percent of the 15 million barbecue grills purchased by U.S. and Canadian consumers in 2004 cost less than \$300. Less than one percent cost more than \$800. But there is a common denominator in the outdoor rooms of America, whether they are readily affordable or very upscale: stains and drips are facts of cooking life and incidental sparks are not unusual from chimineas or outdoor firepits that are usually a mainstay.

A simple, inexpensive solution is available to provide reliable, long-lasting protection for the places where grills and portable fireplaces are set -- The "Original" Grill Pad ®, a lightweight 1/4-inch thick flexible fiber cement protective blanket.

Now Trendy As Well as Effective

The naturally heat- and weather-resistant "Original" Grill Pad now comes in five vibrant colors and will complement the look of any outdoor room. In addition to earthtone, consumers may now choose between granite gray, berry black, big green or brick red. Available in rectangle, oval or round shapes, The "Original" Grill Pad is designed to breathe – unlike other deck protectors on the market - thus it minimizes water entrapment between it and the deck surface, which would otherwise cause wood damage or spotting on cement patios.

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Outdoor Rooms Need Small Accessories, Too

American consumers spent nearly \$200 billion in 2004 on home remodeling and renovation, a full third of it on outdoor amenities. The outdoor room (or kitchen) is now receiving the kind of attention once reserved for interior décor, and it only makes sense to protect the major financial investments in patio and deck surfaces (not to mention save the time otherwise required to clean up grease spots, ashes and spills). The "Original" Grill Pad® does all that for a very small price indeed!

Year-Round Value

For a number of reasons barbecue time has become anytime. Sixty two percent of gas grill owners cook outdoors year-round. The increasingly popular portable heaters and outdoor fireplaces take the chill off cool evenings in many areas, and help to extend the season on both ends to optimize the use of the outdoor room. Durable and attractive, The "Original" Grill Pad is fast becoming a must-have item in this leisure environment.

A Great Gift Item for 85 Percent of U.S. Households

That's how many have a barbecue grill or outdoor hearth appliance, such as a chiminea or portable firepit. You cannot go wrong buying The "Original" Grill Pad for a birthday, Father's Day, seasonal holiday gift or just a gift to bring when you go to friends' or families' homes for dinner.

The "Original" Grill Pad gives new meaning to the term cost-effective: with a suggested retail price of \$30.00 to \$35.00 for rectangle and oval shapes and \$25.00 to \$30.00 for rounds it will last for years,

clean up easily with a garden hose and complement literally any outdoor color scheme.

The product is available at national and regional retail chains including: Lowe's, Home Depot, Ace and Tru-Serv hardware, Barbeques Galore, Dick's Sporting Goods, Menards', Meijer's and Fred Meyer.

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