



Contact: Donna Myers
732-866-0666, dmyers@dhmg.com

Decks and Patios Are Sad Without the Pad It's An Add-On Sale for Every Grill & Firepit Sold

As homeowners remodel and renovate they need to protect their substantial outdoor investments from sparks and stains by making a small investment in The "Original" Grill Pad®. With all the money being spent on outdoor living, the \$25 to \$35 dollars they pay for this exceptionally effective deck protector is a bargain for them and a golden opportunity to add green to your bottom line.

According to the National Association of the Remodeling Industry (NARI), residential remodeling and renovating accounted for more than \$200 billion in 2004 with slightly over 50 percent of homeowners favoring outdoor projects - porches and decks among the most common. In addition, the National Association of Home Builders reported that more than half of the 1.8 million new homes built that year had decks, patios or porches. And as the popularity of the outdoor room grows, these numbers are sure to increase.

In 2005, nearly 15 million new barbecue grills, smokers and fryers were shipped. Add to that the rapidly increasing numbers of chimineas and firepits being sold annually and you can see the potential for add-on sales if everyone of these outdoor appliances is accompanied by The "Original" Grill Pad when it walks out your front door. Since many of your customers already have other outdoor heating appliances at home, the opportunity for multiple Grill Pad sales is very enticing. Every one of your sales people should be trained to automatically suggest a Grill Pad with each outdoor appliance they sell.

The Grill Pad is superior to other deck protectors on the market. Lightweight, flexible and flame resistant, it is made from a flexible fiber cement that can be readily washed off with a garden hose.

DHM Group, Inc. ♦ 9 Professional Circle ♦ Suite 101 ♦ Colts Neck, NJ 07722
tel: 732-866-0666 ♦ fax: 732-866-4466 ♦ email: grillpad@dhmg.com

Decks and Patios are Sad
Page two

It is slipped under the grill, deep fryer or firepit and forms a protective blanket between appliance and deck surface. The slip-resistant, textured pad not only protects surfaces from grease, oil, spills and sparks, but it "breathes" to prevent water entrapment which can lead to staining and mildew of the surface it is protecting.

The "Original" Grill Pad® is available in round, oval or rectangular shapes in fashionable earthtone, granite gray, berry black, big green or brick red to match any outdoor decor. The 30-inch round pads weigh only 7 pounds and the oval and rectangular 30 x 42-inch ones weigh 12 pounds.

For further information visit www.grillpad.com or call Sue Roop at 1-866-474-5572 ext. 1008.

#