



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

Summer Is Gone, Extend Your Bottom-line Through Fall

Are you thinking of putting away all of your outdoor products as soon as Labor Day is over? There are numerous ways in which to extend the traditional outdoor season throughout the whole year, so it's time to rethink your strategy.

In recent years, homeowners have made major investments in sprucing up their outdoor living area. They've added record numbers of decks, enthusiastically taken up gardening, and enhanced their backyards with chimineas, patio heaters once found only in restaurants, smokers, deep fryers and premium barbecue grills. The outdoor "great room" has become a reality, often complete with some type of built-in kitchen area that includes work, eating and storage space, as well as cooking equipment, to make it as convenient as the indoor kitchen. Since serious time and money is being invested in the backyard, it would make sense that the outdoor season would be still going strong far into the fall.

Sixty percent of outdoor chefs are so committed to outdoor cooking that they cook-out year round, regardless of the weather, according to the Hearth, Patio & Barbecue Association. And one of the newest trends in outdoor cooking is to turn the next Thanksgiving into "Thanksgivinggrilling". Cooking turkey on a grill or turkey fryer can not only save precious oven-space, it takes much less time and gives the turkey a unique, juicy, delicious taste. Deep-frying a turkey takes only about 3 minutes per pound, so it could take longer to make the side dishes.

Chimineas and outdoor fireplaces make it possible to enjoy this alfresco lifestyle by making evenings more comfortable in cool or mountainous climates where the evening temperatures tend to drop rapidly. They turn the outdoor deck into an outdoor den, providing a cozy ambiance.

This fall, turkey fryers, chimineas and outdoor fireplaces will be one of the hottest sellers. And none should leave your store without Diversitech's The "Original" Grill Pad®. This unique flexible fiber cement deck protector will save a patio and deck from the mess incurred from incidental grease stains and stray sparks when placed underneath barbecue grills, chimineas, smokers and deep fryers.

Just because summer is over there is no need to put away grills, outdoor heating appliances or the "Original" Grill Pad ®. Today's homeowners will be enjoying their backyards for several months yet. So keep up your displays and insure your bottom line will remain green.

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

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