



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

The "Original" Grill Pad Digs Up a National Award

The "Original" Grill Pad® has received the National Home Gardening Club (NHGC) Member Tested & Recommended Seal of Approval. It is the only product of its kind to be tested and approved by the NHGC.

"We are thrilled to have been awarded the Seal of Approval by this club of almost 700,000 discriminating gardeners and backyard enthusiasts," says Ray Shelor, national sales manager at DiversiTech Corporation, makers of The "Original" Grill Pad. "It is gratifying to receive such positive feedback from these knowledgeable consumers who are our target customers. We will be displaying the NHGC Seal in our advertising in coming months," Shelor indicated.

The "Original" Grill Pad is an effective and affordable accessory that helps preserve and protect an outdoor patio or deck. It acts as a barrier against spills, stains, and incidental sparks from grills, chimineas or fryers.

Made of lightweight fiber cement measuring 1/4-inch thick, it simply slips under an outdoor appliance. It is naturally heat and weather resistant, has a tough, textured surface, and can be easily cleaned with a garden hose. It's also designed to breathe – unlike other deck protectors on the market – thus minimizing water entrapment between it and the deck surface, which would otherwise cause wood damage, or difficult-to-remove spotting on flagstone or brick patios.

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

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According to the NHGC, each paid member of the club is eligible to become a product tester. Those who are interested complete a detailed self-profile and then are contacted in order to receive products to test. They are required to complete a detailed product test form that includes various ratings such as overall quality, design, appearance, etc.

Overall approval of The "Original" Grill Pad® was 85%. The group rated the Grill Pad against similar products, and gave it nearly a nine (out of a possible ten). Almost 75% approved of the suggested retail price.

The "Original" Grill Pad is available in five designer colors to match any outdoor décor. Choose from a 30-inch round, or a 30 x 42-inch oval or rectangle shape in earthtone, berry black, granite gray, big green or brick red. SRP ranges from \$25 to \$35, depending on size and shape.

Also available now is a new Collegiate Edition which has all the features of the "Original" except the color options. Currently, there are almost 60 college team logos available, and more continue to be added – they're a "must have" for college sports fans and alumni. The new line is merchandised in a case-cut shipper display that shows off the entire surface of the product so the logos will be evident. Accompanying point-of-sale materials will encourage impulse purchases.

The Collegiate Edition pads are expected to be especially popular for backyard parties during football tailgating season, and floor displays will help extend sales into the fall months and through holiday gift giving.

The Collegiate Series has a suggested retail price of \$49.95, providing exceptionally good margins for retailers. For further information contact Sue Roop at 1-866-474-5572 ext. 1008, or visit www.grillpad.com.

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