

**SELL MORE**  
**LANDSCAPES AND JOBS**

**90 DAYS NO PAYMENTS**  
**NO CASH FLOW PROBLEMS**  
**GROWTH, PROFITS & CUSTOMERS**



**GOLFscapes** **LAWNscapes**



# ZERO IN ON HIGH GROWTH, HIGH PROFITS, & NEW CUSTOMERS



What separates highly profitable companies from their less profitable competitors?  
The answer is simple, it's All Pro Industries.

Many contractors have found that the addition of synthetic golf greens and synthetic lawns to their product mix is the key to market differentiation, thus generating higher revenues and profits all year round. By offering a desirable product that your competition doesn't, you set yourself apart and maximize profits.

Also, installing and selling synthetic golf greens and lawns often generates additional landscape work. More often than not, customers want a distinctive landscape design tailored around their new synthetic turf installation. Water features, retaining walls, patios, lighting and landscaping are added to enhance the client's yard.

This magazine discusses several ways to EXPLODE your synthetic turf business. By using a combination of strategies and tactics we have developed like the "90 Days No Payments", "Build A Green Day", "19th Hole Mixer", and others, we help you to eliminate cash flow problems and be successful at this business. Best of all, it's a simple, easy add-on service that can generate HIGH GROWTH, HIGH PROFITS, and NEW CUSTOMERS on a consistent year round basis.

Sincerely,

*Chris Heptinstall*

President, All Pro Industries



**OUR PHILOSOPHY IS SIMPLE:  
WE ARE NOT SUCCESSFUL  
UNTIL YOU'RE SUCCESSFUL  
FIRST**

# contents

4



**90 DAY NO PAYMENTS NO INTEREST** 4, 5  
Eliminate Cash Flow Problems and Own a Very Profitable Business

6



**HANDS ON TRAINING • ONLINE TRAINING** 6, 7  
Generate a New Profit Center, Revenue Stream, and Customer Base with this Add-On Service

10



**BUILD-A-GREEN-DAY** 8  
Sell to an Untapped Market, Increase Profits, and Eliminate Your Competition

**19TH HOLE MIXER** 9  
Generate More Exposure and Sales for Your Business

**YOUR DISPLAY GREEN OR LAWN** 10  
Provide the Customer with a First Great Impression

**NEW SYNTHETIC LAWN TURF** 11  
Profit from Water Restrictions and be Environmentally Friendly.

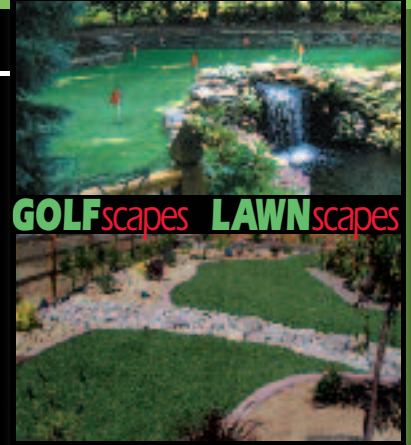
**MARKETING ARSENAL** 12  
Sales Ammunition to Explode Your Business

**PHOTO CONTEST** 13  
\$10,000 In Cash Prizes, 6 Different Categories

**RDS POWER BROOM** 14  
Cut Your Labor by 80% & Increase Profits

**BEFORE/AFTER** 15  
Watch the Transformation and the Money You Can Make

**CO-OP ADVERTISING** 16  
Advertise and Promote Our Synthetic Turf Products and We Will Split the Cost with You.



## THE COVER:

A putting green with stacked stone retaining wall and a impressive water feature was installed by Campbell Ferrarar in Alexander, Virginia.  
A synthetic lawn with an innovative waterwise landscape installed by Tee Time Greens in Sparks, Nevada

# CASH FLOW PROBLEMS ELIMINATED



## Reading this Magazine can Generate.....

- Two **NEW** Profit Centers – 50%+
- Two **NEW** Revenue Streams
- Two **NEW** Customer Bases
- **90 DAYS** – NO Payments & Interest
- Utilizing Existing Equipment & Employees
- A Simple & Easy Add-On Service
- Year Round Installations

# 90 DAYS

## No Payments No Interest

### We FUND Your Installs

**Eliminate Cash Flow Problems  
and own a very profitable business**

**We will help fund the "Cost"  
of your installations**

**Drive your profit margin through  
the roof with more clients**

**Catch the attention of  
browsers and turn them into buyers**

All Pro Industries has developed a new way to make owning a synthetic lawn and golf green business very simple, easy, and profitable. Contractors will enjoy our 90 days No Payments & Interest Program

Contractors are approved quickly and get the funding to get the job done. There is no need to pay up front for the synthetic turf and you get the money you need to cover the cost of the installation

Give clients the freedom to design the Lawnscape or Golfscape of their dreams without the pressure of having to cover the cost of the installation upfront. All Contractors want choices when it comes to Cash Flow.

The 90 days No Payments and Interest program is a smart option where you can purchase today and take up to 90 days to pay for it. This concept is simple to understand because people are using this type of program with appliances, electronics, and furniture. The difference is you are the contractor with the financial backing to get the job done.

**Call NOW so we can explain this Program**

Listen and learn how to sell more jobs and increase profits with this purchasing option

1-800-334-9005

**CALL NOW TO PRE-QUALIFY**



## 90 DAYS NO PAYMENTS

**NO Payments**

**NO Interest**

**NO Cash Flow Problems**

# HOW CAN THIS 90 DAYS NO PAYMENTS, NO INTEREST PROGRAM GROW YOUR BUSINESS?

**ELIMINATE ANY CASH FLOW PROBLEMS** and fund your ongoing synthetic turf installations

**CREATE NEW REVENUE STREAMS** by selling the synthetic turf products then up selling your other products and services.

**CREATE NEW PROFIT CENTERS** from our synthetic turf that allows you a 50%+ profit margin on the turf then make additional money on landscaping.

**ATTRACT NEW CUSTOMERS** because in today's competitive marketplace, making your products and services available and convenient to your customers is key to success.

**WE FUND YOUR INSTALLS** which allows you to cover the cost of the turf projects.

**IMMEDIATE POWER TO PURCHASE** synthetic turf products shipped to the jobsite today then wait up to 90 days to pay for it.

## DON'T USE YOUR MONEY—USE OUR MONEY

TWO NEW CUSTOMER BASES



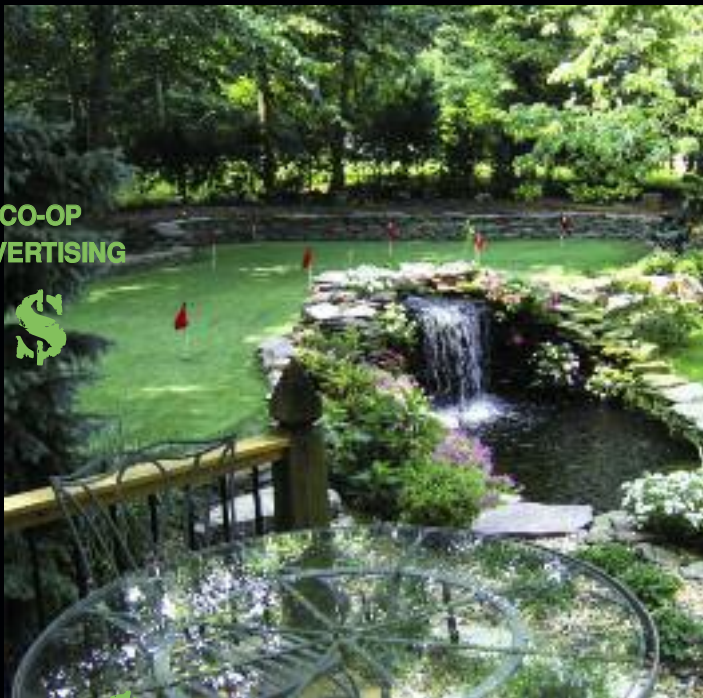
SELL MORE LANDSCAPES & JOBS



TWO NEW PROFIT CENTERS



CO-OP ADVERTISING



90 DAYS NO PAYMENTS



UP SELL PRODUCTS & SERVICES



TWO NEW REVENUE STREAMS

## GREEN FROM ALL ANGLES

# HANDS ON

## INSTALLER TRAINING CLASS



**NEW** install techniques to save time and money

**NEW** marketing strategies to grow your business 10X

**NEW** tactics to cut your advertising budget in HALF

2008: Sat. Dec. 13,

2009: Sat. Jan. 10, Jan. 24, Feb. 7, Feb 21

**Cost \$99.00 each**

**8:30 til 3:00 pm (lunch provided)**

**What you will learn  
in the one-day  
TRAINING:**

**On-Line  
Training  
Classes  
Now Available**

- Hands-On Advanced Installation Training
- Estimating - Small & Large Jobs
- 90 Days No Payment No Interest
- Successful Marketing & Selling Strategies
- Hosting a "Build A Green Day"
- Hosting a "19th Hole Mixer"
- Co-op Advertising
- Design Consultation
- Much More

**Bring yourself and your entire crew  
for this information packed  
training day!**

**FREE  
DVD**



Space is limited to 10 companies per class.

**Call today for details and to reserve your space!**

[www.allprogreens.com/training](http://www.allprogreens.com/training)

**1-800-334-9005**



# FREE ONLINE TRAINING

This online advanced training seminar will teach you how to generate a **TWO NEW PROFIT CENTERS, TWO REVENUE STREAMS, & TWO CUSTOMER BASES** for your landscaping business by utilizing **EXISTING EQUIPMENT AND EMPLOYEES.**

Go online now to **CAPITALIZE** on the **\$50 Billion** a year Golf Industry that is directly tied to the **Lawn & Landscape Industry.** Learn how to take this simple & straightforward **ADD-ON SERVICE** and **UP-SELL** your other products and services.

**Contractors agree that the time spent with the online training is very worthwhile when compared with a single "call back" from a bad installation.**



### What You Learn From This FREE Online Advanced Training Presentation:

- Step-By-Step Advanced Installation
- Job Estimation
- Six (6) New Marketing Programs
  - 1) 90 Days No Payments
  - 2) Build A Green Day
  - 3) 19" Hole Mixer
  - 4) Co-op Advertising
  - 5) Replicated Website
  - 6) Weekly Email Updates

- The Synthetic Turf Industry
- Your Display Green
- The Design Consultation
- RDS Custom Power Broom
- Killer Closings
- Why All Pro Greens

### Benefits of This FREE Seminar:

- ✓ ELIMINATION of Cash Flow Problems
- ✓ A New Profit Center - Up To 60%
- ✓ A New Revenue Stream
- ✓ A New Customer Base
- ✓ Utilize Existing Equipment & Employees
- ✓ A Simple & Easy Add-On Service
- ✓ Up Sell Current Products & Services
- ✓ Year Round Installations
- ✓ 80% Labor Reduction
- ✓ Buy Manufacturer Direct
- ✓ Carry NO Inventory





## BENEFITS

- For every Build A Green Day, you will sell 2 more greens. Each golf buddy providing the free labor is a potential sale for a turn-key install, Build A Green Day or other landscape/hardscape work. From just one Build A Green Day, you have the ability to generate at least 12 leads.
- It only takes one person to supervise the job. This means the rest of your crew can be busy on other projects.
- You have the ability to eliminate local competition. There is no way that another company can compete with you at \$6.50 per sq ft – that is their cost.
- You can directly communicate the benefits of a green.

# BUILD A GREEN DAY

**Our program allows your customers that do not want a turn key installation for \$10.00 - \$15.00 per sq. ft. an opportunity to get a professionally installed green for half the price.**

## STEPS TO A SUCCESSFUL BUILD A GREEN DAY

Your customer pays \$5.00 per square foot for the putting green kit.

Your customer pays an additional \$1.50 per square foot to have you as a Independent Contractor supervising the installation. You will NOT do the installation, but will oversee the job so the installation is done correctly.

Set a date and a time with your customer for the Build A Green Day. Have them invite their golf

buddies to provide the free labor for the installation 1 week prior – this will make for a fast and easy install.

Give your customer a materials list and have them purchase and/or rent everything needed for the installation. All materials need to be on site two days prior to the project.

Remind your customer to provide lunch for their friend's efforts.

You will start the install in the morning and they will be practicing their short game by the afternoon.

## EXAMPLE

You will be able to save your clients thousands by purchasing a self-install kit. Thus allowing you to reach another huge untapped market that could never afford a turn-key installation. You make over \$1,300 for supervising the job.

EX: HOW A BUILD A GREEN DAY EARNS INCOME:

Retail Sales — based on \$2.15 per sq. ft — (\$5.00 retail - \$2.85 wholesale = \$2.15 per sq ft commission)

EXAMPLE:

12'x30' = 368 sq. ft. x \$2.15 = \$791.20  
Overseeing an installation — You get paid \$1.50 a sq. ft. to oversee an install.

EXAMPLE:

12'x30' = 368sq. ft. x 1.50 = \$552.00

Combine the retail sales commission of a 12' x 30' green and overseeing an installation for a Build a Green Day and you have earned \$1,343.20 for 1 day of supervision.

## 90 DAYS NO PAYMENTS & INTEREST WORKS GREAT WITH THIS PROGRAM

Before



During



After



**YOUR SALES**

# 19TH HOLE MIXER

\$500,000  
\$400,000  
\$300,000  
\$200,000  
\$100,000

**YEAR**

2007 2008



## 2009

The 19th Hole Mixers are preplanned network parties that are an effective way to gain additional exposure for your company and increase sales. Why would a customer get involved in a 19th Hole Mixer? The answer is simple. They get excited about showing off and bragging about their new green to their golf buddies.

### STEPS TO A SUCCESSFUL 19TH HOLE MIXER:

Once the green is installed ask your customer if they would like to show off their new golf training aid to their buddies. This will give them an idea of a guest list.

Golfers love to show off their new accessories! Let your customer know that this is not only a way to entertain their friends and family, but also lets others tryout their green.

Set a time and a date for the mixer and send out invitations at least 1 week prior to the event.

Attend the mixer and demonstrate the benefits of the green.

Just like the Build a Green Day – You have the opportunity to get to know the guest and begin qualifying potential sales leads. This will generate more Build a Green Days, more turn key installations and more landscaping/hardscaping sales.

**JEFF CREECH**  
**OF IMAGINEERS**  
75+ attendees  
Expects to sell  
20 to 25 jobs this year

**ROBERT PINEAU**  
**OF COUNTY LANDSCAPE PRODUCTS**  
40+ attendees  
Sold 7  
installs from this event



# YOUR MODEL DISPLAY



BEFORE



**With a profit margin of 60% that's \$54,000.00 in profit made by using existing equipment and employees!**

Customers crave simplicity but are flooded with sales people and companies with the "best" product. You must convince your customers that your company provides a hassle-free and truly unique product that is of the best quality. A Display Green or lawn built with precision and detail makes a great first impression and strengthens your reputation as the trustworthy leader in your market.

To sell All Pro products the only requirement is to install a single display. Do it now and reap the benefits! Either build your own or approach a customer with a discount deal in exchange for use of their green or lawn as your Display Green.

DURING



## INSTALLING A DISPLAY HELPS YOU IN MANY WAYS.

- A lawn or green display is a great sales tool
- The install process helps you to believe in the product
- A simple and easy add-on service to increase revenues
- Use existing equipment & employees year round

The investment pays for itself – sell one green or lawn to breakeven or .... Install one for an existing customer at cost and have no out of pocket expense.

If building your own display isn't an option- approach a customer with this proposition: an installation at cost on his/her property with permission to use it as a display. With one job you have a display and a customer referral!

AFTER



**EXAMPLE: Dave Matz of Atlanta Landscape Group invested \$645 in a 12x18 green. In just 4 months he sold \$90,000 of putting greens. With a profit margin of 60% that's \$54,000 in profit made by using equipment and employees he already had.**

Contractors "go the extra mile" to create spectacular displays – See our new Golfscapes or Lawnsapes Pictoral magazines. Fringe, sand traps, lighting, patios, retaining walls, water gardens, and traditional landscape plants demonstrate the variety of options offered for customers if shown on the display. They also let the customer know these "extras" are available to them while creating additional revenue & profit margins for you.

# LAWNscapes

**All Pro Industries will offer a solid addition to your commercial and residential projects.  
We manufacture professional synthetic grass turf.**

**SYNTHETIC GRASS** is one of the most efficient and effective solutions to the drought affecting much of the United States. Completely eliminating the need for watering – synthetic grass offers a green, lifelike landscape all year round with no dead spots, weeds, mowing, irrigation, or chemicals – it's virtually maintenance-free.

All Pro offers synthetic grass as a leading environmental solution to the increasingly serious drought conditions. Environmentally conscious architects, developers, builders, and contractors are already responding by offering synthetic grass – be on the cutting edge of these changes and **"GO GREEN – GO SYNTHETIC GRASS IN YOUR NEXT PROJECT."**

## **NEW SYNTHETIC LAWN INSTALL ONLINE TRAINING VIDEO**

This NEW Step-By-Step Training video shows the installation of 1000 sq. ft. of lawn turf that was installed at an O'Charley's Restaurant.

The 15 minute video includes:

- Step-By-Step Installation
- Estimating The Job
- Natural Sod VS. Synthetic Turf Cost Comparison
- How To Market & Sell The Product

[www.allprogreens.com/lawns](http://www.allprogreens.com/lawns)

**Increase Sales, Maximize Profits,  
and Give your customers a beautiful  
and maintenance free lawn!**



# A MARKETING ARSENAL TO EXPLODE YOUR BUSINESS

Take advantage of the many marketing tools we have available to you. We've done all the research and hard work developing attractive and educational materials so you don't have to. Tried and true, these tools are extremely effective in helping you sell our products. Our goal is to help you work smarter...not harder. Use these tools to your advantage.

## Pictorial Magazine

A 32-page full-color magazine gives you the power of 150 pictures. The best way to sell a husband on a golf green is by showing his wife the many beautiful landscape options she can have around the green. Contractors tell us that this is the most effective sales tool they have.

**\$2.50 each**



## Installation, Homeowner and Homeowner Sales DVD's

Getting the customer emotionally involved is important in closing the sale; so we developed three DVD's for you. These DVD's are great at generating customer interest and excitement in owning a green in their own backyard.

Customers interested in a turn-key installation by you will want to watch the **Sales DVD**.

Train your crew and yourself with the **Contractor Installation DVD**.

Do-it-yourselfers or Build A Green Day clients need a **Homeowner Installation DVD**. **\$2.50 each**



## Sales Brochure

Our newly updated quad-fold brochure ignites the imagination. It displays over 20 possible green shapes and designs. This tool helps you sell customers on larger greens by reinforcing the value of a well landscaped yard.

**\$30.00 per 100**



## Build A Green Day Brochures

This valuable brochure will appeal to the customers that can't afford a turn-key installation. Educate your customers about the Build A Green program and explain how they can have a green for a very reasonable price using this beautiful full-color brochure. You may save a day's work, but you won't lose a day's pay.

**\$30.00 per 100**



## Artificial Lawn Turf Brochure

This full-color tri-fold brochure, complete with alluring pictures, shows customers the beauty of our low maintenance, water wise artificial lawn turf. It also explains the many benefits of All Pro baby friendly, pet approved and environmentally friendly turf.

**\$30.00 per 50**



## Postcards

Postcards are a great follow up tool for prospective customers. Sending one postcard every week for five weeks after you give an estimate is an excellent way to get called back. The postcards reinforce the advantages of a synthetic green and keep it fresh on your customers' minds. **\$20.00 per 100**



## Replicated Websites

A great sales tool designed to educate and inform your customers.

These websites are carbon copies of our corporate website. Your site will be personalized with all your contact information.

**\$36.00 per month**



Enter All Pro Industries

# PHOTO CONTEST

**\$10,000.00** in cash prizes

Enter photos of your prize-winning golf green or lawn installations. Simply choose a category below that best demonstrates the type of green(s) or lawns you have installed.

## CATEGORIES:

1. BEST STAND-ALONE GREEN – an installation of a green only
2. BEST GREEN WITH A BORDER – an installation including a retaining wall, concrete wall, fringe, patio, walkway, etc.
3. BEST LANDSCAPED GREEN – an installation with added landscape: plants, bushes, trees, flower garden, mounds, rock garden, etc.
4. BEST GREEN WITH A WATER FEATURE – an installation with an added water feature: waterfall, water garden, pond, water hazard, creek, etc.
5. BEST LAWN – an installation residential or commercial use.
6. BEST LAWN OR GREEN TRANSFORMATION INSTALLATION – an installation where the most dramatic change occurred from before, during, to after.

**Prizes for each category will be awarded as follows:**

**1st Prize \$800.00**

**2nd Prize \$400.00**

**3rd Prize \$200.00**

**5 Runner-ups \$50.00 each**

## RULES / GUIDELINES:

- Pick a category(s) to enter
- ALL photos must be mailed or emailed to us
- Size of photo must be a minimum of 4 x 6
- Emailed photos must have a resolution of at least 2048 pixels by 1536 pixels or 300 dpi. Email photos to [allpro2265@yahoo.com](mailto:allpro2265@yahoo.com).
- All photos MUST have name, address, phone #, and size of green on the back or in the email.
- Take photos at the time of day when no shadows appear, best time is usually when sky is overcast. Also take photos from many angels.
- One green or lawn can only be entered once but submit as many in as many categories as you'd like (can't enter the same one twice)
- **DEADLINE** for entries is **DECEMBER 1, 2009**

### Disclaimer:

All photos become the exclusive property of All Pro Industries Inc. We reserve the right to use the photos and testimonials prior to the announcement of the winners and anytime after for sales, marketing, and publishing purposes. Purchase not necessary, void in some states.

**Winners will be announced and contacted by December 20th, 2009. Winning photos will be featured on our web site. Get snapping and get those photos into All Pro Putting Industries Photo Contest today!**



# CUT YOUR LABOR CUT YOUR COST

## INCREASE YOUR PROFITS

Anyone that has ever installed a synthetic turf surface knows that sweeping in the infill is the most labor intensive part of the job.

Our revolutionary RDS (Rotational Delivery System) Custom Power Broom incorporates a custom rigid brush, custom gear control, custom caster wheel attachment and debris guard to reduce your labor of sweeping in the infill by 80%.

80% Labor Reduction Rate = Increase in Per Job Profit

Pays for itself in a SINGLE 24 X 30 job.

## MINIMIZE YOUR LABOR. MAXIMIZE YOUR PROFITS.

An Atlanta contractor saved two full days of labor using our innovative product thus increasing his job profit significantly.



## HOW DOES THE RDS WORK?

The RDS uses a custom rigid bristle wound in a spiral pattern to evenly and quickly distribute the infill while blossoming the synthetic turf fiber.

The custom gear slows the RPM's of the brush to allow the infill to be swept into our dense synthetic turf instead of being knocked out with standard power brooms.

The debris guard knocks any additional infill back into the synthetic surface.

The custom caster wheel allows the operator to cover almost 4 feet of surface in one pass and walk the broom instead of carrying it.

Our unique combination of the 2-cycle engine, custom rigid bristle brush, custom gear control, custom caster wheel and debris guard saves you time, money, and increases your per job profit.

Build A Green Days provide an excellent opportunity for the RDS Power Broom. In these cases a full day job can be cut in half, ensuring an increase in profit.

**SIMPLE. EASY. QUICK.** Assembly completed in MINUTES. Online step by step instruction provided to assemble and operate your new RDS Custom Power Broom.



# BEFORE AND AFTER



## Golf Green Kit

|  |                                  |                   |
|--|----------------------------------|-------------------|
| 1 – 12.25' x 30' golf green =            | 368 sq. ft. @ \$2.85 per sq. ft. | \$1,047.38        |
| 1 – 12.25' x 15' golf green =            | 184 sq. ft. @ \$2.85 per sq. ft. | 523.69            |
| 1 – 12.25' x 5' Fringe =                 | 61 sq. ft. @ \$3.30 per sq. ft.  | 202.13            |
| 5 Flags/Poles @ 24.00 ea.                |                                  | 120.00            |
| 5 Cups @ 8.75 ea.                        |                                  | 43.75             |
| 5 Cup Sleeves @ \$10.00 ea.              |                                  | 50.00             |
| 1 Quart Adhesive/Seam Tape @ \$15.00 ea. |                                  | 15.00             |
| Freight – Estimated                      |                                  | 233.00            |
| <b>Golf Green Kit Total</b>              |                                  | <b>\$2,234.95</b> |



|   |  |                   |
|---|--|-------------------|
| Stone Base ( 10 tons) @ \$20.00 per ton                             |  | 200.00            |
| Coal Slag or Copper Slag Infill<br>(34 – 100 lb bags @ \$12.00 ea.) |  | 408.00            |
| Geo Textile Under layment (12 x 60)                                 |  | 30.00             |
| Plate Compactor Rental (1 day)                                      |  | 60.00             |
| Labor (3 men for 1 ½ days)<br>@ \$25.00 per man hour                |  | 900.00            |
| Misc  |  | 200.00            |
| <b>Additional Materials Costs</b>                                   |  | <b>\$1,798.00</b> |
| <b>Selling Price</b>  |  |                   |
| Golf Green (613 sq.ft. @ \$13.50 per sq. ft.)                       |  | <b>\$8,275.50</b> |
| Actual Cost (\$6.58 per sq.ft.)                                     |  | <b>4,032.95</b>   |
| <b>JOB PROFIT – (\$6.63 per sq.ft.) or 50%</b>                      |  | <b>\$4,062.55</b> |



## Lawn Turf Kit

|                            |                                |                   |
|----------------------------|--------------------------------|-------------------|
| One 12.25 x 35 =           | 429 sq. ft. @ 3.30 per sq. ft. | \$1,415.70        |
| One 12.25 x 45 =           | 564 sq. ft. @ 3.30 per sq. ft. | 1,861.20          |
| Freight Estimated          |                                | 256.84            |
| <b>Lawn Turf Kit Total</b> |                                | <b>\$3,533.74</b> |



|  |  |                   |
|--|--|-------------------|
| Stone Base ( 16 tons)<br>@ \$15.00 per ton               |  | 240.00            |
| Infill – Sand (55 100lb bags)<br>@ 5.00 each             |  | 275.00            |
| Plate Compactor & Sod Cutter Rental (1 day)              |  | 120.00            |
| Labor 3 men<br>@ 20.00 per man hour (1 day) – 8 hrs each |  | 720.00            |
| Misc: Weed Barrier, Nails, Blades, Edging, Etc.          |  | 250.00            |
| <b>Additional Materials Costs</b>                        |  | <b>\$1,290.00</b> |
| <b>Selling Price (993 sq. ft. @ \$8.50 per sq. ft.)</b>  |  | <b>\$8,440.50</b> |
| Actual Cost (\$4.85 per sq.ft.)                          |  | <b>4,823.74</b>   |
| <b>Job Profit (\$3.64 per sq. ft.)</b>                   |  | <b>\$3,616.76</b> |

# CO-OP ADVERTISING

*Our new Co-op Advertising Program allows you to reach a wider range of clients, increase company awareness, and generate new leads and sales in your area. You will also have the opportunity to earn product credit, called **GREENBACKS**, for up to half of the advertising dollars that you spend!*

*"The Co-op Advertising Program has been a Huge PLUS for us.  
We received over \$2000 in product credits for our advertising efforts."*

Dewayne Gallatin – One Putt

## **HERE'S HOW IT WORKS**

- Promote and advertise synthetic golf greens and synthetic lawns in your area.
- Turn in a copy of your advertising receipt and a copy of the ad with the publication via newspaper, magazine, radio, television, trade shows, etc. to All Pro within 30 days.
- The portion of the ad that promotes golf greens will be eligible for **GREENBACKS**.
- You earn product credits for up to 50% of your advertising dollars spent promoting greens. All Pro will credit your account up to \$500 per month in **GREENBACKS**.
- Product credits include putting green turf, fringe turf, lawn turf, cups, flags, pictorial magazines, brochures, DVD's, postcards, etc.
- Redeem your **GREENBACKS** within 12 months – Use it or Lose it.
- Product credit can't exceed 50% of a single purchase of All Pro products.
- A minimum of 10% of product credit is applied to marketing material only – Pictorials, brochures, DVD's, postcards, etc.
- When calling to place an order, you will be updated on the **GREENBACKS** you have accumulated.

[www.allprogreens.com/training](http://www.allprogreens.com/training)

PRESORTED  
STANDARD  
U.S. POSTAGE  
**PAID**  
ROSSVILLE, GA  
PERMIT NO. 22

### **DISTRIBUTION CENTERS:**

#### **Pondsaway**

2800 B. South Rodeo Gulch Road  
Soquel, CA. 95073  
800-353-4957

#### **Bedford Glen Garden Center**

43 Bedford Glen Road  
Bedford, OH. 44146  
866-864-7619

#### **All Pro Industries Inc.**

306 Joy Street  
Ft. Olgethorpe, GA 30742  
800-334-9005