

Belgard Hardscapes

Media Kit

2011 HNA + GIE Expo

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**FOR IMMEDIATE
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**Belgard® Hardscapes Announces Entertainment and Demonstration
Event Schedule for 2011 Hardscape North America Conference**

ATLANTA (October 20, 2011)—Belgard® Hardscapes has announced their event schedule of entertainment and demonstrations as a platinum sponsor of the upcoming 2011 Hardscape North America (HNA) Conference to be held in conjunction with the Green Industry & Equipment (GIE) Expo in Louisville, Ky., on Oct. 27-29, 2011.

“We’re gearing up for a great show,” said Ken O’Neill, Vice President of Belgard Hardscapes. “At our indoor booth, we’ll be hosting a block party throughout the conference with numerous events and contests and a different theme each day. And at our outdoor booth, we’ll be offering a variety of demonstrations and interactive displays of classic and new Belgard products.”

On Thursday, Oct.27, the Belgard Block Party will present “Belgard Rocks” at their indoor booth #1216, featuring concert broadcasts and live music throughout the day and an open mic hour from 2:00 – 3:00pm. At 11:30am, Belgard will conduct a live interview with Bob Streiff of Precision Pavers in Dallas, Tex., winner of the “Win This Space” competition conducted by Belgard University, Belgard’s continuing education program for authorized contractors.

“Landscape professionals who attended the 2011 Belgard University Sales Jam competed from April 1 thru September 30 for a chance to win a \$30,000 space, which included pavers and several pieces from our Belgard Elements line of modular outdoor kitchen and living room collection,” explains O’Neill. “The winner will be onstage to tell everyone how he made it happen and provide insight on how landscape professionals can grow their business.”

In addition to the day’s indoor activities, Belgard’s outdoor booth #7368D will also host a number of events throughout the day, including a live interview with Ken O’Neill discussing the 2012 Hardscape Forecast at 10:30am, brick-oven pizza sampling from 11:00am – 1:00pm, and a brick-oven cooking demonstration by Chef Edward Lee of Louisville restaurant 610 Magnolia at 1:00pm. In addition, various product demonstrations will be conducted throughout the day, both onstage and in the interactive demo pit.

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On Friday, Oct. 28, the Belgard Block Party will present the “Block Party Street Carnival” at their indoor booth, where attendees will be invited to try their luck at a variety of carnival games. Points will be tallied throughout the day, and prizes will be awarded for overall first, second, and third place, with the first place winner being named “Carnival Champion” at 4:00pm. In addition, the outdoor booth will continue to offer product demonstrations throughout the day, with brick-oven pizza sampling from 11:00am – 1:00pm and a brick-oven cooking demonstration offered by the chefs of 610 Magnolia at 1:00pm.

On Saturday, Oct. 29, the indoor Belgard Block Party will present the “Block Party Tailgate Extravaganza” at their indoor booth where attendees can view football highlights and ESPN College Game Day on the big screen and compete in bean bag toss competitive games.

For additional information on the Belgard Block Party for the 2011 HNA Conference, visit www.belgard.biz/hna.htm.

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MEDIA ALERT

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Belgard® Hardscapes Events HNA + GIE Expo, KY Expo Center

Thursday, Oct. 27

10:30 a.m. (booth 7368D) Hardscapes Innovation & 2012--Ken O'Neill, VP of Marketing for Belgard, sits down for an on-stage interview regarding the latest hardscape innovation and plans for 2012.

11:30 a.m. (booth 1216) Win This Space Interview—Jim Paluch of J.P. Horizons sits down with professional contractor Bob Streiff of Precision Pavers in Dallas, winner of the *Win This Space* contest to learn Streiff's secrets to success.

1p.m. (booth 7368D) Iron Chef Edward Lee cooking demo on outdoor brick oven.

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Belgard® Hardscapes Announces Winner of “Win This Space” Contest
Bob Streiff of Dallas, Texas to Accept Award

ATLANTA (October 17, 2011)—[Belgard Hardscapes](#) has announced Bob Streiff of Precision Pavers in Dallas, Texas as the winner of the [Belgard University](#) Sales Jam 2011 Win This Space contest. Bob will be honored at the [HNA + GIE Expo](#) in Louisville, Ky.

“We created the Win This Space contest to get people excited about Belgard University Sales Jam and the 2011 selling season,” says Ken O’Neill, Vice President of marketing for Belgard. “Bob went above and beyond what we expected, accumulating almost 500,000 points!”

Win This Space was a point based contest initiated through Belgard University Sales Jam 2011. From April 1 through Sept. 30, Sales Jam attendees were encouraged to accumulate points by setting and tracking sales goals and utilizing Belgard resources.

“Sales Jam is an invigorating and interactive program designed to motivate and teach contractors how to be better sales people,” says Jim Paluch of JP Horizons who partnered with Belgard to produce the nationwide program. “We wanted something to keep the momentum going long after the Sales Jam event ended, and the contest provided a great incentive.”

The prize for Win This Space is a \$30,000 outdoor living space provided by Belgard and featuring pieces from the [Belgard Elements Collection](#):

- (1) Nottingham or Bristol [fireplace](#)
- (1) Nottingham or Bristol [outdoor kitchen](#)
- (1) Nottingham or Bristol water feature
- (2) Nottingham or Bristol fireboxes
- 500 square feet of Belgard [pavers](#)
- 100 square feet of Belgard [wall](#)

In addition to being recognized Oct. 27 at 11:30 a.m. in the Belgard HNA Booth #1216, Streiff will also sit down with Paluch for a question and answer session on his accomplishment.

“I’m more excited now about the [outdoor living](#) market and its potential than ever,” says Streiff. “The Sales Jam was a great kickoff event for the season and the competition helped keep us motivated. I haven’t been able to tap into all of the marketing ideas and resources that Belgard offers yet, but I’m looking forward to trying even more in the fall and in 2012.”

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HNA + GIE Expo Featured New Products Belgard® Hardscapes by Oldcastle® Booth 1216 & 7368D

Domino Paver™ by Belgard® Hardscapes

Domino Pavers by Belgard® Hardscapes add beauty and durability to any outdoor living space and install in a fraction of the time. The single sized paver uses innovative hardscape technology to offer three different looks, giving homeowners the ultimate design flexibility and easy laying patterns. Domino is easily installed using a running, herringbone or basket weave pattern. This premium paver is perfect for the DIY enthusiast, providing a beautiful new hardscape area in a fraction of the time and work as a traditional modular paver. Please visit booth #1216 or www.belgard.biz/hna.htm for more information.



Anglia Edger™ by Belgard® Hardscapes

Anglia Edger™ by Belgard® Hardscapes offers a beautiful, large scale option to complement any hardscape project. The Anglia Edger's chiseled finish and tapered ends accentuate the natural texture and flexibility of the curb unit, complementing driveways, patios, walking paths, and small planting areas. The eight inch height creates a natural looking curb, and three different lengths provide more efficient installation with a minimal number of joints. Please visit booth #1216 or www.belgard.biz/hna.htm for more information.



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**Belgard® Hardscapes Announces Regional Release of Domino Paver™
for Quick and Efficient Installation of Dimensional Paver Walkways
and Patios**

ATLANTA (October 20, 2011)—[Belgard® Hardscapes](#) announces the Northeast and Southwest regional release of their new [Domino Paver Collection™](#), which was specifically designed to provide a dimensional paver surface with reduced installation time and waste.

“Domino Pavers offer a natural stone look and texture in a unique design that is based on the concept of an actual domino,” says Ken O’Neill, Vice President of Belgard Hardscapes. “There’s only one rectangular shape, but with three different scoring patterns. The combination of the variegated color tones, 3-D texture, and scored surfaces give the illusion of a multi-dimensional paver installation without the hassle of multiple shapes.”



Domino Pavers offer the design flexibility of installing in a running bond, herringbone, or basket weave pattern and are an ideal surface for [walkways](#), [patios](#), [pool decking](#), and residential [driveways](#).

“Because Domino Pavers come in a single shape that can be handled two at a time, there’s less product handling and cutting, resulting in an installation that’s done in a fraction of the time of a three or four-piece system,” says O’Neill.

Belgard will be offering product demonstrations of their new Domino Paver at the upcoming [Hardscape North America Conference](#) to be held in Louisville, Ky., on October 27-29, 2011 at their outdoor booth #7368D.

For additional information on the Belgard Domino Paver Collection, visit www.BelgardDesignPro.com.

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Belgard® Hardscapes Announces Regional Release of New Anglia Edger™ for Adding Decorative Edges to Paver Walkways and Patios

ATLANTA (October 20, 2011)—To provide consumers more cost-effective and decorative options for edging paver surfaces, [Belgard® Hardscapes](#) has developed the [Anglia Edger™](#) Collection, which is now available in the Northeast, Mid-West, and West Coast regions.

“Garden wall units and bullnose type concrete edging have long been a standard way to edge a paver field, but homeowners are trending towards a more modern, manicured look,” explains Len Browning, Hardscape Technical Advisor for Belgard. “Our Anglia Edger is 8” high, which allows it to be installed on the same base as the pavers to easily form a clean, raised edge.”



Designed for edging driveways, [patios](#), walkways and creating small planter walls, Anglia Edger offers the look of natural stone without the cost. “It has a chiseled finish that emulates hand-hewn stone, and is tumbled to look distressed, which makes it an attractive and cost-effective alternative to mortar-set granite and other natural stone edging,” says Browning.

Available in a variety of color choices and a number of different lengths for flexibility of design, Anglia Edger is beveled on the ends to allow for creating both curves and angles. “The larger scale of Anglia Edger means there are fewer pieces to install and fewer joints. And because of the height and thickness, it can also be used to create natural-form steps,” says Browning.

Belgard will be offering product demonstrations of their new Anglia Edger at the upcoming [HNA + GIE Expo](#) to be held in Louisville, Ky., on October 27-29, 2011 at their outdoor booth #7368D.

For additional information on the Belgard Anglia Edger Collection, visit www.belgard.biz/hna.htm.

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About Belgard Hardscapes

Since 1995, Oldcastle® has set the standard for innovative outdoor hardscapes with the Belgard® collection of paver and wall products. Offering a versatile range of styles – in antiqued, classic, and natural textures – premium Belgard products are found in America’s finest homes and dream homes. When quality matters – Choose Belgard. 1-877-Belgard (235-4273). Belgard is a brand owned by Oldcastle Architectural, a U.S. subsidiary of CRH plc. Additional information and product offerings can be viewed online at www.belgard.biz.

About Hardscape North America

Hardscape North America is for installers, owners, foremen, supervisors and key laborers. HNA began in 2007 and has grown every year since. Its focus is to bring top notch education including certification courses, products and technology to contractors and installers who build segmental pavements and segmental retaining walls. Indoor and outdoor exhibits displaying state-of-the-art tools and products will be featured, offering the latest technology for contractors. Seminars offering certification, business skills and marketing tools provide valuable education and networking opportunities. For additional information, visit www.hardscapena.com.

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