



UNI-GROUP U.S.A.

Manufacturers of
UNI[®] Paving Stones[HOME](#)[CONTACT US](#)[LINKS](#)[SITEMAP](#)[INFO-GUIDE](#)

[MEMBERS ONLY](#)
[A LITTLE HISTORY](#)
[HOW TO SELL UNI PAVERS](#)
[SELLING ECO-STONE](#)
[SELLING ANCHORLOCK](#)
[UNI MAIL](#)

HOW TO SELL UNI PAVERS

KNOW YOUR PRODUCT

Before you can sell any product you should learn everything about it that you can. This will help you determine which UNI product is best suited to a particular project.

Characteristics of concrete pavers

- **Shape**
 - Generic - Holland, Squares
 - Patented - UNI[®], Symetry[®]
- **Aesthetics**
 - Colors, textures, patterns
- **Size**
 - Standard ASTM C-936 Spec
 - Larger sizes
- **Production**
 - Manufacturing standards - ASTM, CSA
 - Strength, dimensional tolerances
 - Machines and Molds
 - Materials Used in Production
 - Cement, aggregate, pigments, admixtures, etc.
- **Installation**
 - Flexible pavement system
 - Manual and mechanical installation
- **Repair and Maintenance**
 - Ease of repair to underground utilities or subgrade problems
 - Low long-term maintenance

KNOW YOUR UNI PRODUCTS

UNI -STONE[®]
UNI -DECOR[®]
UNI -ANCHORLOCK[®]
UNI ECO-STONE[®]
OTHERS

UNI -DECOR[®]

- **Features and benefits**

®



- UNI-Decor is one of the most recognized paver shapes in the world
- It features an attractive, classic design well-suited to many types of projects
- **Typical applications**
- Can be used for residential, commercial, and municipal project applications
- **Sales tools**
- Brochures, case studies
- **Disadvantages**
- Uneconomical for large-scale installation (UNI-Anchorlock® better suited for large-scale mechanical installation)
- No longer a patented, protected shape

UNI-STONE®



- **Features and benefits**
- As the original UNI paver shape, UNI-STONE® offers excellent interlock and enjoys world-wide recognition
- **Typical applications**
- Can be used for all market groups including residential, commercial, municipal and industrial, though typically it is used for municipal and industrial projects
- **Sales tools**
- Brochures, case studies, early research
- **Disadvantages**
- Uneconomical for large-scale installation (UNI-Anchorlock® better suited for large-scale mechanical installation)
- No longer a patented, protected shape

UNI-ANCHORLOCK®



- **Features and benefits**
- UNI-Anchorlock® has been used extensively for heavy-duty applications around the world - especially in port and high-load projects, as well as streets and parking areas
- Its unique design offers superior interlocking performance under high loads
- Specially designed for mechanized installation to offer cost savings on installation
- **Typical applications**
- Can be used for commercial, municipal and industrial project applications
- **Sales tools**
- Brochures, case studies
- PowerPoint presentation and video
- Extensive research available
- **Disadvantages**
- Difficult to install by hand
- No longer a patented, protective shape, though most other manufacturers do not have a product to compete against it

HOW TO SELL ANCHORLOCK - ADVANCED

UNI ECO-STONE[®]

- **Features and benefits**

- Permeable interlocking concrete pavement

- **Typical applications**

- While Eco-Stone[®] can be used for residential, commercial, and municipal projects, it is an engineered pavement system that has special design requirements

- **Sales tools**

- Brochures, case studies
- Design manuals
- PowerPoint presentation and videos
- Extensive research available - Eco-Stone Guide and Research Summary

- **Disadvantages**

- Uneconomical for large-scale installations (ECOLOC[®], another patented product by F. von Langsdorff is designed to be mechanically installed and works with the UNI-Anchorlock[®] paver



HOW TO SELL ECO-STONE - ADVANCED

KNOW YOUR COMPETITION

By knowing the advantages and disadvantages of competitive products, you can better sell the benefits and features of UNI[®] pavers.

- **Asphalt**

- Unattractive, can crack, does not support high-point loads, inexpensive

- **Concrete and reinforced concrete**

- Longer cure times, can be expensive to construct, can crack and spall

- **Clay Bricks**

- Limited shapes, nice color selection

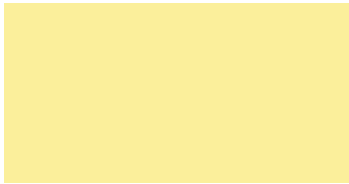
- **Other concrete paver shapes**

- Rectangles, squares, cobbles, tumbled pavers - Popular with architects/ landscape architects, often can create large number of patterns - contrast with UNI[®] pavers advantages, applications

- **Other proprietary concrete paver shapes**

- A number of other shapes on the market are licensed products - UNI products have been extensively researched and tested with a proven track record for residential, commercial, municipal and industrial use - utilize the marketing tools available when competing with other proprietary shapes

REMEMBER - YOU SHOULD NOT "BAD MOUTH" COMPETITOR'S PRODUCTS. THIS ONLY SERVES TO HURT THE INDUSTRY AS A WHOLE. INSTEAD CONCENTRATE ON THE SUPERIOR BENEFITS AND FEATURES OF UNI PRODUCTS, WITH RESEARCH TO BACK UP YOUR CLAIMS.



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