



## A Quick Word to my prospective grass clients ...

Thank you for your interest in our **Versatile Grass** synthetic turf.

We are quite delighted in the rapid Canadian response to our exciting product lineup. Our high profile Grass Division is in perfect synergy with our 28 years of carpet industry experiences and reputation.

Our grasses are the new evolution of turf: **thick, high performance, and realistic** indeed.

They are typically engineered of polyethylene crimped blade structures that are all-season rated, UV stabilized, pet friendly, and most importantly good looking and toe-wiggling!

[PLEASE EXPLORE THE '**PRODUCT MENU**' LINK AT OUR WEBSITE: [www.versatilegrass.com](http://www.versatilegrass.com) TO SEE CLOSEUP PHOTOGRAPHY OF OUR EIGHT (8) BESTSELLING CANADIAN GRASS STYLES]

This is an industry that has evolved and been proven on stadium and institutional fields worldwide, can endure repeated intense usage of demanding athletic team sports, and I note keeps improving itself year to year. Realistic grasses are now rapidly embracing broader consumer and private usage. Your interest is well founded, timely, and astute! You have my full attention. Please read on ...

## Let's get started! Share your Plans with us

Sketch for me as best you can your area to be grassed. The more dimensions and greater accuracy you can provide will simply ensure that my return guidance bid is realistic. Tell us a bit about the existing ground condition, concerns or worries, and your wishes and expectations.

[**SCAN AND EMAIL YOUR PRELIMINARY LAYOUT TO:** [rob@versatilegrass.com](mailto:rob@versatilegrass.com)  
**OR FAX YOUR DRAWING TO 416-621-8938**]

**Why do this?** The turf is typically presented in 15ft wide rolls and then custom cut to your ordered lengths. We assist all of our clients with state-of-the-art 'to-scale' **free computerized layout seam plans and cut plans**. This starts discussions about your project. We will respond too with initial costing thoughts and guidance, and only on your subsequent encouragement your project moves to the next level of detail. If these early project costings are workable and actionable for your budget you will invite us to your property to execute the precision drawing and measure necessary and very important to starting the grass transformation.

## Environmentally Astute:

I want to point out that our turf systems are very environmentally astute. Consider these realities: no pesticides, no herbicides, no wasting of fresh drinking water, no weeding or mowing (or lawn mower air and noise pollution!), and the crumb rubber infill that we top dress your installation with is cryogenically processed recycled Ontario car tires. Yes, Versatile Grass is very 'green'.

## Instant Benefits?

The Versatile Grass system delivers to you predictable and stable ground conditions. No more seasonally muddy yards. No more soiled dirty playgrounds. No more dry rock-hard bare earth spots worn by foot traffic. No more pets tracking into your home with dirty paws. We suggest our system delivers a uniform and safer yard covering that as a bonus looks pretty all of the time and places very little demand for maintenance on the property owner. Do we have your interest yet?

## Let's talk candidly about job costs ...

The overall costs are very much a function of the size of your job. Let's put this into simple perspective: Grass is every bit as expensive as if you were to carpet the same grounds, no less, most likely more. It is of substantial integrity and very heavy weight and has very real tangible costs. The costs are in line with material that you are expecting to perform outside through a decade+ of harsh season changes. **(My Point: this is not the lower end 'grunge' grass of an earlier generation)**. Every job is different, with different complexities, and different requirements. We always try and reward larger sized projects with volume discounts and courtesies to be sure. **We will volunteer incentives to encourage larger jobs.** If you are serious about a grass project we would like to bid. Let's make your job work. You tell us what purchasing options fit best for your budget and lifestyle .....

## What are my purchasing options? e.g. "how can I save money?"

- We can just 'supply materials only'. You pickup. You prep ground. You install. **(least expensive)**
- We can supply materials **and also arrange truck delivery** onto jobsite. You prep ground. You install.
- **BEST WAY:** We can supply/ deliver/ and install. We take responsibility for the '**finesse grass work**', but in advance you have prepped the ground, easily by yourself or by a local hired garden crew. We will instruct simple prep details, not to worry. **A very popular option. (Good savings can be realized!)**
- We can supply/ deliver/ prep/ and install (**this is effectively full service, understandably also the most expensive** as you are asking us to embrace and broker all job aspects and associated labour and costs)

## If you are considering picking up the Versatile Grass rolls yourself:

For clients electing to 'self install' the grass, our product can be picked up during business hours Monday to Friday from our warehouse facility beside Toronto's Pearson Airport, or delivery can be arranged as you may request at a fair charge for vehicle/gas/mileage/and deliveryman hours. *(Warehouse will roll the grass on request as short a width as possible, e.g. a 15ft by 11ft could be presented to you just 11ft long suggesting most vans could accommodate. Larger rolls beyond 15ft will command a pickup vehicle that can safely embrace the 15ft roll size. Corporately we regularly use beautifully efficient 16ft cube vans, the next step up from a van rental at virtually all car and truck rental agencies)*

## If you elect to prep your own grounds to get ready for Versatile Grass:

I coach all clients that it is astute to prepare your grounds to receive your new Versatile Grass. Ensure that your ground is leveled as you want to see it, and logical for drainage. Scrape away bumps or lumps and clumps of vegetation. We coach that a simple layer of just 1 to 2 inches of limestone crush screening stone, ideally mechanically compacted and shaped as you wish to see it, is a perfect foundation for your new grass. The stone is an effective leveling agent and an effective drainage dispersal layer too.

**SEE OUR WEBSITE MENU AND CLICK 'HOW IT IS DONE' LINK FOR PHOTO GUIDANCE**

**Do this yourself easily and save money. Your local garden centre can rapidly deliver the crushed stone. Enlist your current or favorite landscaper or handyperson to quickly service this with their tools and equipment.** When you have this done, it is then our turn to perform.

## If you choose to install/ trim/ seam/ anchor the grass yourself:

I understand that many folks are sensitive to the costs. May I suggest that you can save dollars again by installing the grass yourself. Many clients have done this. Be comfortable with your own talents and capabilities. We can guide you with a pictorial installation handbook. **SEE OUR WEBSITE MENU AND CLICK 'HOW IT IS DONE' LINK** Alternatively, we have some very capable and experienced grass installers that can be hired for your site. Covering their talents and time and truck and gas are very real costs for

us that we are pleased to factor into your job. Typical labour (just for guidance) could range from \$1.25 to \$1.75 per square foot, tweaked for complexity and again for volume. Just to restate, embrace the ground preparations and the installation yourself to save serious and real money for your project.

### **Support Materials:**

The support materials for your Versatile Grass installation include about 1.0 to 1.5 pounds per sqft of our specialized custom ordered fine grind Versatile Crumb Rubber presented to you in manageable 50lbs bags, also inventoried in Toronto; 8 inch long galvanized (no rust) perimeter anchoring landscape spikes, and stadium-grade tenacious nylon seam tape system married with stadium-proven all-weather industry best adhesive. This is an unbeatable high integrity support package.

### **What's the next step?**

We are delighted with the Canadian reaction to our grasses. *Explore our website [CLICK the 'QUICK 60' SIDEBAR LINK] to see the major 'transformations' that we have brought to many many clients across Ontario, across a variety of complex end uses.* It would be our pleasure to work with you. I will watch for your return drawings and dimensions. We are pleased upon your encouragement to mail out swatches of your selected grass and literature support. As your interest progresses from casual to serious invite us to visit your site to physically draw and measure, understand uniqueness, and show large pieces of our bestselling grasses.

Has this been helpful?

- Robert Mislán, owner, VERSATILE GRASS



Phone/Fax 416-621-8938

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