



CONTRACTOR
Select[™]
Only from EP Henry

**EP HENRY AUTHORIZED
HARDSCAPING CONTRACTOR[®]**



“Insist On The Best™”

EP Henry has initiated a major business development program to promote the professional installation of our Hardscaping™ products. This program is designed to benefit our pre-screened professional contractors with competitive business and marketing initiatives and represents a significant capital investment in our contractor customers.

The cornerstone of the EP Henry Authorized Hardscaping Contractor® program is our *Contractor Select™* web link. This vital consumer link with EP Henry allows the thousands of homeowners and commercial buyers seeking to have their projects professionally installed to get prompt and qualified referrals for their Hardscaping needs. *Contractor Select™* is intended to increase your Hardscaping business by creating the bond between our customers’ needs and your services.

The Authorized Hardscaping Contractor Program is designed to take the “guess work” out of selecting a contractor. Homeowners and commercial customers will now be able to work directly with professional contractors. This ensures them a quality installation, backed by your written guarantee and EP Henry’s lifetime product guarantee, all at a fair and competitive price. Your designation as an EP Henry Authorized Hardscaping

Contractor (EPHAHC) says that you are the “Best of the Best” when it comes to Hardscaping. Teaming your company with EP Henry’s long standing reputation separates you from other less-qualified contractors and instills confidence in the minds of your customers and prospects.

Our marketing and advertising programs strongly endorse professional installations in addition to promoting our highest quality Hardscaping products. Residential and commercial buyers will be encouraged to use only EP Henry Authorized Hardscaping Contractors to ensure their jobs are done right. We will provide the marketing and business tools that help to distinguish you as a true Hardscaping professional.

There is no charge to become an EPHAHC, however, this program is designed to support professional contractors, and therefore, the requirements are rigorous. Please take time to complete the attached application *in its entirety*, making sure that you meet all the qualifications. We will acknowledge receipt of your application with a phone call or e-mail followed by a call from your ConServ® representative to initiate the job site inspection phase of the application process. Accept the challenge and when potential buyers “Insist on the Best” they will mean you.



Benefits Of Becoming An EP Henry Authorized Hardscaping Contractor® (EPHAHC):

EP Henry is committed to building strong business relationships with our Hardscaping and masonry contractors. One part of this commitment is to offer our large customer base with a broad range of services. Our *Contractor Select™* program is an example of our commitment to help your business succeed in meeting all your company goals.

Our website, ephenry.com, receives over one million page views a month! As an EP Henry Authorized Hardscaping Contractor your company information will be added to our online searchable database which will give you the benefit of generating qualified leads through our *Contractor Select™* program.

This program offers you two ways to acquire qualified leads:

One way you will receive leads is when a customer logs on to ephenry.com and completes a Project Request Form from the *Contractor Select™* webpage. We obtain detailed information from the customer



regarding the scope and time frame of their Hardscaping project resulting in qualified “hot” leads for you. Once we receive their information, we

personally match our EPHAHC’s who are best suited to meet the project specifications. Instantaneously the contractor receives the homeowner’s information and the contractor’s information is emailed directly to the homeowner. All this is done electronically and efficiently with our new online tracking system.

Potential customers also have the option to select a tab “Is my contractor authorized?” for a searchable database of EP Henry Authorized Hardscaping Contractors.

The *Contractor Select™* program was created to help grow your business as a professional Hardscaping contractor. Be the “Best of the Best” and become an EP Henry Authorized Hardscaping Contractor!

To Become An EP Henry Authorized Hardscaping Contractor®, Installers Will:

- Provide proof of having been in the business of installing Hardscaping™ products for a period of not less than three years. Applicants must provide cancelled business checks or paid material invoices from 2004 with the completed application.
- Successful completion of the Interlocking Concrete Pavement Institute (ICPI) Basic Contractor Skills Certification course and the National Concrete Masonry Association (NCMA) Segmental Retaining Wall Certification (to be approved for wall construction).
- Pass a credit check approval process involving their EP Henry distributor, and provide two other credit references, and a customer satisfaction background check with the contractor supplying two referrals for jobs completed within the last year.
- Supply proof of General Liability insurance and Workman's Compensation (where applicable).
- Provide a copy of their written guarantee on their workmanship for a minimum of three years.
- Install products in compliance with ICPI, NCMA and EP Henry standards.
- Meet with an EP Henry representative to have a job under construction thoroughly inspected as well as two similar jobs that have been completed in the last three years. All three projects combined must provide examples of the job types and sizes checked off in the application.
- Agree to bi-annual job site inspections to ensure continued compliance to the program's objectives.
- Commit to following up on all leads generated by EP Henry within three business days.
- Obtain at least eight approved credit hours each year of Hardscape construction and/or segmental retaining wall construction or business related courses that are approved for continuing education credits.*

* EPHAHC Continuing Education Credits will be available through several different venues throughout the year and at MAHTS. The credits can be applied only to the ICPI and/or NCMA certificate holder(s) from each company. The total number of all applied credit hours must be at least eight hours per year.

Project Lead Development Program

Utilize EP Henry's extensive marketing programs and our participation as a primary exhibitor in the region's premier consumer trade shows.

In addition to the leads we generate for you through our *Contractor Select™* program, EP Henry has also instituted a lead qualification program. We will prequalify leads generated through our extensive advertising and direct mail initiatives.

Site Solution Through Hardscape Construction Program

ConServ® offers a program for residential and commercial builders and developers that will utilize our exclusive Hardscape Imaging as a solution tool to provide our qualified contractors access to these commercial jobs during their pre-construction or construction phases.

EP Henry, EPHAHC, ICPI and NCMA Logos

Vinyl decals in both black and white are available in two sizes for use on all your vehicles. The EP Henry and EPHAHC logos link you to the most recognized brand in Hardscaping products while the ICPI and NCMA logos promote your certification and distinguish you from less qualified contractors.

Door Hangers

A beautiful, effective and cost-efficient way to get your name out there. Place them on doorknobs in the neighborhoods where you work to promote your business. Also available in a version promoting cleaning and sealing of pavers!

Consumer Financing

We even have consumer financing programs for you to offer your customers, enabling them to spread the cost out over a longer period of time. Great rates allow them to realize their Hardscaping dreams now and help you close sales. Contact us for additional information.



ConServ® Assistance

Have you taken on a job that presents a new challenge? Are you in a bind while in the middle of a project? Call on ConServ® for assistance. Our highly trained and experienced staff of professionals can help you with virtually any construction situation. We will guide you in the proper way to get the job completed, minimizing your headaches and maximizing your profit.

SRW Assistance

Segmental Retaining Walls (SRW) can present unusual challenges for the professional Hardscaping Contractor. EP Henry's SRW Division can help you with preliminary estimates for walls over 500 s.f. (at no cost) and sealed engineering drawings (for a fee) where required. Teamed with our ConServ® Division, we can even provide construction assistance if needed.

Contractor CO-OP Advertising Funds

EP Henry Authorized Hardscaping Contractors are eligible for up to \$1,500 in co-op advertising funds to market their company and their connection to the EP Henry brand. Fifty percent of the cost of your pre-approved ad, up to \$1,500 limit, will be reimbursed by EP Henry.

EP Henry Authorized Hardscaping Contractor Apparel

Co-brand your business with EP Henry and proudly advertise that you are an EP Henry Authorized Hardscaping Contractor with good-looking apparel for you and your crew. EP Henry's buying power enables you to purchase top quality clothing sporting the EPHAHC bronze seal at very attractive prices. For a slight additional charge, your company's logo also can be embroidered.





Authorized Hardscaping Contractor Program Application

GENERAL INFORMATION

■ Company Name _____
Primary Contact _____
Address _____
County _____
City, State, Zip _____
Phone _____ Cell Phone _____
Fax _____ E-mail _____

■ List name(s) of all ICPI / NCMA certified personnel: _____
ICPI certification date(s) _____
NCMA certification date(s) _____

■ Year business started (*please include a cancelled business check or paid material invoice from 2003 along with your application*)
Years of Hardscaping experience: _____
Other Business Services Offered: Hardscape Design Landscape Design Irrigation Lighting Cleaning & Sealing
 Landscaping Waterscapes Hardscape Imaging Design™

BUSINESS INFORMATION

■ General Liability Insurance Company: _____
Policy Number: _____
Please include a certificate of your General Liability Insurance naming EP Henry as a certificate holder.

■ Workman's Comp. Insurance Company: _____
Policy Number: _____

■ Check here if you agree to a business credit check and customer satisfaction background check.
(Application cannot be processed without approval).

■ EP Henry distributor(s) where you purchase product: _____

Business credit references: (You must list two references)

■ Company Name: _____
Contact Person(s): _____
Telephone #: _____ Fax #: _____
Account number: _____
Type of business: _____

■ Company Name: _____
Contact Person(s): _____
Telephone #: _____ Fax #: _____
Account number: _____
Type of business: _____

Customer referrals: (Please notify customers that EP Henry will be contacting them by mail or preferably e-mail to verify their satisfaction with your company's performance. Jobs referenced must have been installed within the last year.)

■ Customer Name: _____
Address: _____
City, State and Zip: _____
Contact Number: _____
E-mail Address: _____

■ Customer Name: _____
Address: _____
City, State and Zip: _____
Contact Number: _____
E-mail Address: _____

FOLD HERE
AND MAIL

FOLD HERE
AND MAIL

JOB INFORMATION:

- **Paver Job Types** (check all that apply and you want inspected): Walkways Patios Driveways Pool Decks
- **Paver job sizes** (check all that apply. At least one job of all sizes must be available for inspection):
 Up to 500 SF 500-1000SF 1000-5000SF 5000SF +
- **Wall Construction:** (check all that apply):
 Landscape walls less than 4' in height:
 Engineered walls 4' and higher (a stamped and sealed engineering plan for the specific wall being inspected must be provided)
 Raised Patio Construction (any patio contained on one or more sides by segmental retaining wall units)

JOBSITE INSPECTION CRITERIA: (minimum inspection requirements)

- **Paver Installations (pedestrian and light vehicular):**
 - Excavation depth and over dig width
 - Proper base material, depth, lift heights and compaction
 - Concrete sand setting bed
 - Installation of geotextile fabric
 - Finished base profile and pitch
 - Paver installation and workmanship
- **Segmental Retaining Walls less than 4' in height:**
 - Footer / leveling pad width and depth of modified stone
 - Minimum block embedment below grade
 - Block core fill w/ clean stone (if required)
 - Installation of 4" perforated drainage pipe
 - Overall wall construction workmanship
 - Proper compaction of modified stone in footer
 - Proper block installation
 - Minimum of 12" clean stone drainage behind wall
 - Proper installation and use of adhesive for wall caps
- **Engineered Segmental Retaining Walls (walls 4' and higher):**
 - Inspection criteria as per Engineered Plan
- **Raised Patio Construction:**
 - Excavation and removal of all unsuitable soils and material
 - Suitable backfill material and compaction
 - Over dig stabilization inspection (if required)
 - Overall construction workmanship
 - Applicable SRW requirements
 - Applicable paver requirements
 - Step construction inspection (solid block, equal riser heights)

The applicant understands and acknowledges that it shall have the right to use the names and logos of "EP Henry" and "EP Henry Authorized Hardscaping Contractor" in its advertising and marketing materials as long as the applicant maintains his status as an EP Henry Authorized Hardscaping Contractor. If, at any time after being designated by EP Henry as an EP Henry Authorized Hardscaping Contractor, the applicant ceases to be an EP Henry Authorized Hardscaping Contractor or receives notice from EP Henry that EP Henry no longer recognizes the applicant as an EP Henry Authorized Hardscaping Contractor, the applicant shall immediately discontinue the use of the names and logos of "EP Henry" and "EP Henry Authorized Hardscaping Contractor", and shall immediately remove such name(s) and/or logo(s) from its advertising and marketing materials, including but not limited to printed materials, signs, vehicles and web pages.

By signing this application, the applicant certifies to the truth of all information provided by the applicant and agrees to be bound by all of the terms set forth in this application and all requirements and policies issued from time to time by EP Henry with respect to the EP Henry Authorized Hardscaping Contractor program.

PRINT NAME OF COMPANY

By: _____ Date: _____
PRINT NAME AND TITLE OF AUTHORIZED SIGNATORY

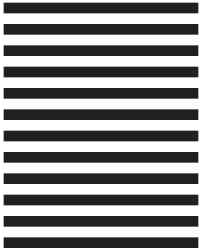


NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 27 WOODBURY, NEW JERSEY

POSTAGE WILL BE PAID BY ADDRESSEE

EP HENRY CORPORATION
ATTN: EPHAHC MANAGER
PO BOX 615
WOODBURY NJ 08096-7615



FOLD HERE
AND MAIL

FOLD HERE
AND MAIL



EP Henry Hardscape™ Imaging, Hardscape Assistant™, and Quick Estimator™ Software

Our software package will be given to you FREE*

upon your designation as an EPHAHC. The Hardscape Imaging program enables you to help your prospective clients view how their home or business will look with EP Henry products before they make a purchase. Simply take a digital picture of the project area, load the picture into your computer, and then lay hundreds of shapes, colors, and patterns.

Combinations can be changed “on the fly” and renderings printed. You also have the ability to add landscaping to give your picture that finished look! The Hardscape Assistant puts all of the information about EP Henry products at your fingertips. Product specifications, available color selections, installation photos, and literature are easily researched and incorporated into your presentations and proposals. The included calculators will compute all material quantities – pavers, retaining walls, base materials, sealers, etc. – for your specific projects. The Quick Estimator program can be integrated with the Hardscape Assistant

to apply material costs, labor, and overhead and prepare a thorough quote. This program also has the ability to assist you in tracking production rates and job profitability.

*The Quick Estimator portion of the package comes as a 30-day trial period. After that, permanent activation through Fitz Solutions, the software designer, costs \$349.00 + tax.

CONTRACTOR
Select
Only from EP Henry

INSIST ON THE BEST.™

EP HENRY
FOUNDED 1903

www.ephenry.com

