



LURVEY

SUPPLYING LANDSCAPES



CLAY PAVING BRICK
*Know the
Benefits Overcome
the Objections*

TODAY'S DISCUSSION OVERVIEW

- Why Use Clay Pavers? SIMPLE. Many benefits to you and your clients
- Common Objections to Clay & Overcoming Them
- Take a Look at Colors, Shapes, & Textures
- Learn a **10 SECOND “Elevator Speech” On Benefits of Clay**
- Learn a **Phrase that will INSTANTLY get your attention**
- Take a close look at **SAMPLES** & have a **Q&A**

PLEASE *NOTE:*

- PLEASE, do NOT get overwhelmed today!
- You already have a million options in pavers, I get it !!!
- *This is NOT about DUMPING more pavers on you.*
- *This IS about equipping you and your client to choose the best option.*
- So, do not be burdened with more product knowledge, **RATHER...**
- *Be enlightened with unique and rich hardscape beauty!*

AN IMPORTANT “Disclaimer”

- *At Lurvey We Value Our Concrete Paver Vendors and We Value Those Relationships*
- *Concrete Pavers are very important to our business and to yours!*
- *But, let's be better equipped to determine the best option for you, your client, and each unique situation you encounter.*



LURVEY
REPRESENTS



WHY USE CLAY PAVERS?

The 4 Major Benefits

- Everlasting Color (No Sealing... EVER!)
- Extreme Durability & Interlock
- Cost Advantages
- *A Natural Material -> A Natural fit with Natural Stone*

#1 BENEFIT IN CLAY: *Everlasting Color*

- *“The paver is the color, the color is the paver” – Marc Caifano*
 - *It's What it's Made out of!*
 - *It Has Nowhere to go!*
 - *Beautiful Old Brick Buildings*
-



THE COLOR BENEFIT

- *Clay Holland Stone Vs Man Made*
 - *Both are Red/Charcoal*
 - *Both Installed around the Same Time*
 - *Which one looks tired & dated?*
 - *Which one looks lively & vibrant?*
-



THE COLOR BENEFIT

- *Clay Vs Man Made*
 - *Foreground is Concrete*
 - *Background is Clay*

 - *Which one Catches Your Eye?*
-



COLOR BENEFIT

- *This photo was taken 9 YEARS after installation, no sealer applied*
 - *Owner does not have to replace the driveway 7-10 yrs in or seal it.*
 - *Clay protects your client's investment.*
-



THE COLOR BENEFIT

- *This photo was taken 16 YEARS after installation, No sealer*
 - *Owner does not have to replace the driveway or seal it.*
 - *Clay protects your client's investment.*
-



THE COLOR BENEFIT

- *This photo was taken 14 YEARS after install and in a commercial setting*
 - *Heavy Vehicular Traffic, Rock Salt, etc.*

 - *No Sealer*
-



THE COLOR BENEFIT

- *These clay pavers are over 100 years old!*
 - *Just Like that Old Brick Building*
 - *You still see the color*
-



WHY USE CLAY?
BENEFIT #2: *Extreme
Durability & Interlock*

- ASTM Spec for pavers 8,000 PSI Min.
- Concrete Pavers test from 9,000 – 10,500 ave PSI
- Clay Pavers test from 12,500 – 25,000 PSI
- ASTM WATER ABSORPTION: Can not exceed 5% of Paver's weight. Clay Ave is 2.0%
- Strong Interlock...

DURABILITY:
*“Can I Use on a
Driveway?”*



EVERY PAVER *DRIVEWAY* SHOULD BE CLAY

- 1,500 sqft to 12,000 sqft – Big Investment !
- The Larger the Pavers, the Less Interlock
- Less Interlock yields Less Strength in the Paver System
- Less Strength -> Paver Separation -> ***The Dreaded Call Back!***
- Clay Pavers -> More Joints -> Stronger INTERLOCK
- 4x8 Paver in ***Herringbone Pattern -> Tremendous INTERLOCK plus Color Benefit***

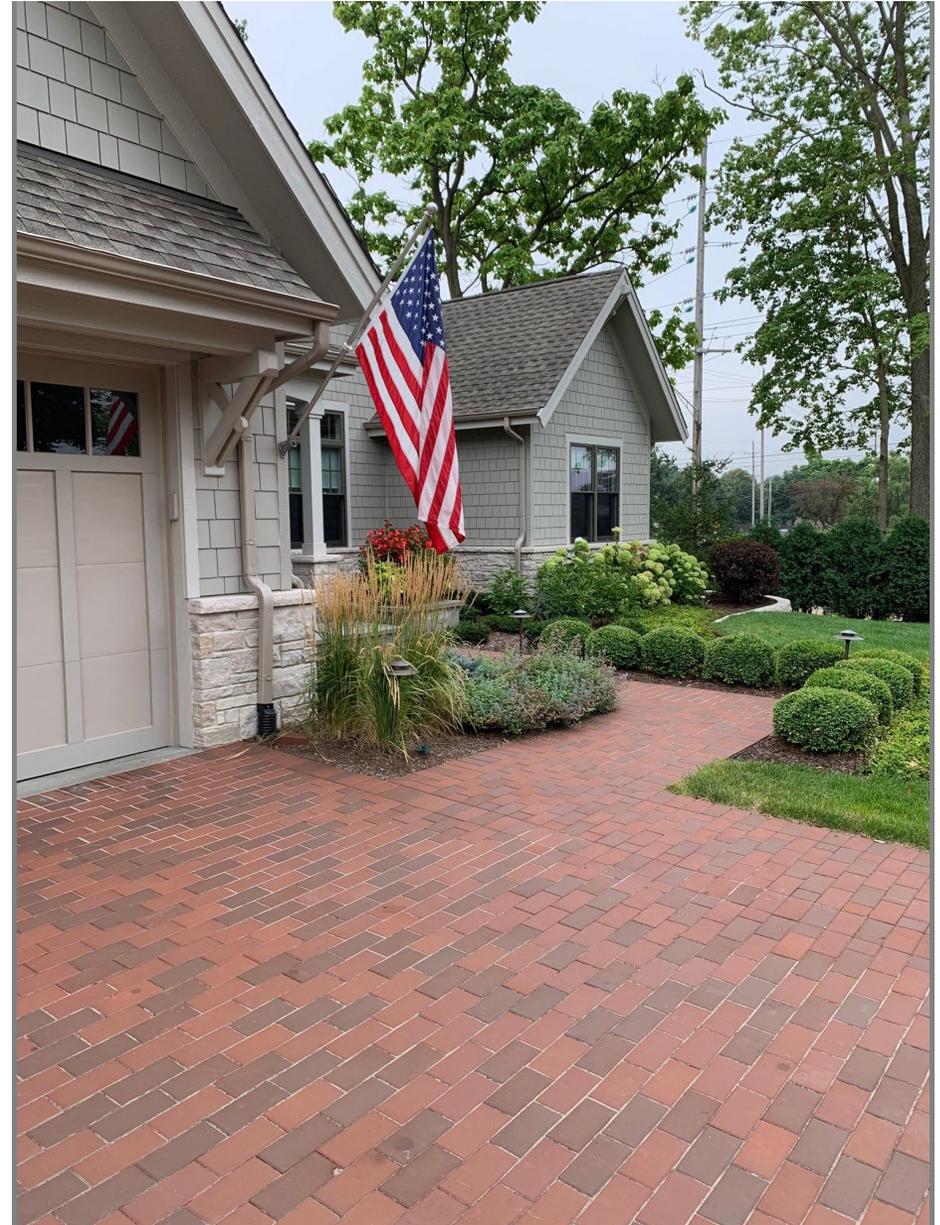
4x8
Beautiful.
Durable.
Timeless.



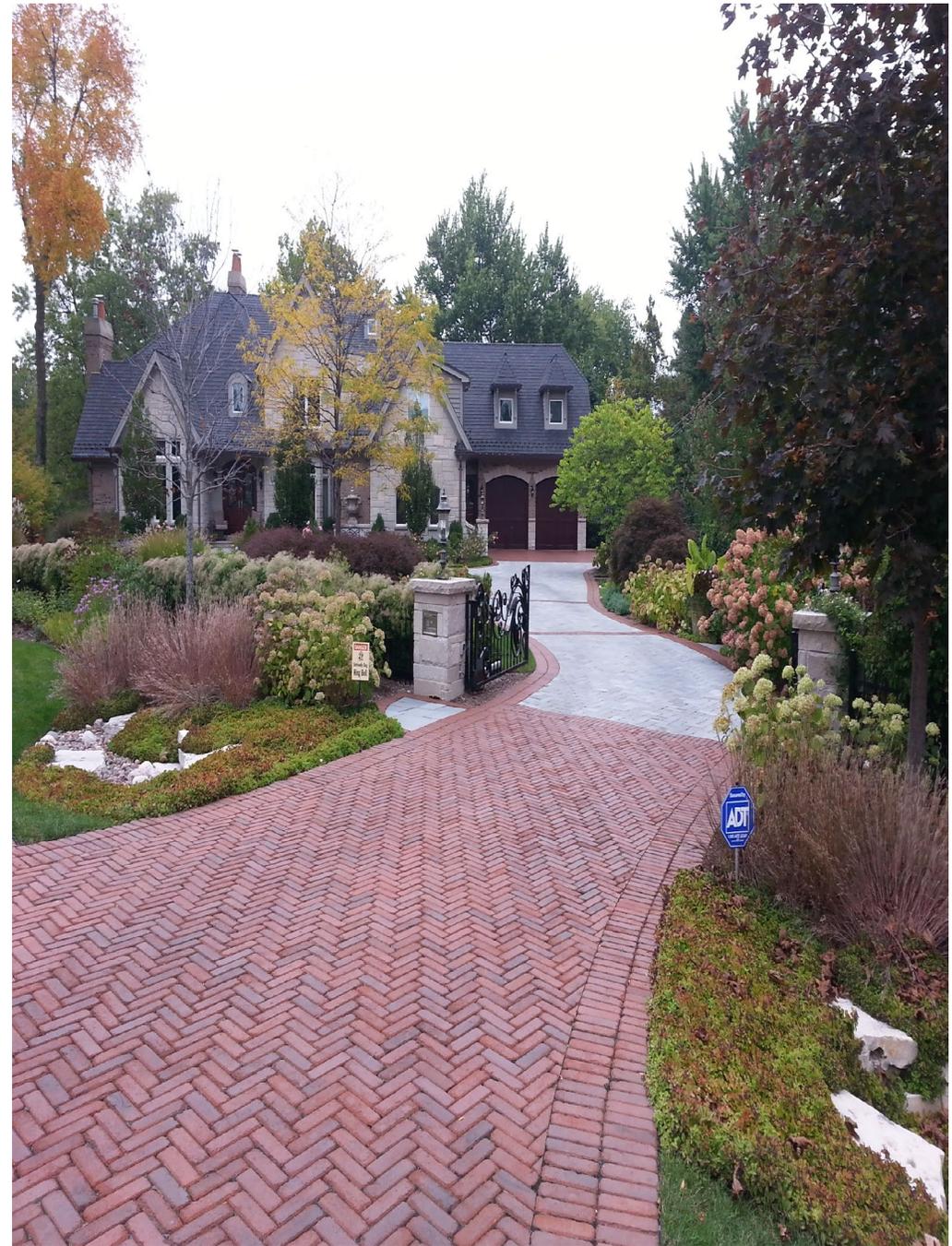
4x8
Timeless
Beauty.
Timeless
Durability



4x8
Beautiful.
Durable.
Timeless.



3x9
Beautiful.
Durable.
Timeless.



A photograph of a modern, two-story stone building with a large glass entrance and a paved driveway. The driveway is made of light-colored interlocking pavers in a herringbone pattern. The building has a stone facade, dark wood accents, and a gabled roof. A ladder is leaning against the building, and two orange traffic cones are visible on the dirt area to the left of the driveway. The sky is overcast.

4x8 PERMEABLE

Strong Interlock

BENEFIT #3:
The Cost Advantage

**Paradigm Shift Over
Last 20 yrs.**

- Clay Used to Cost \$1.00 - \$2.00 More Per SQFT.
- Added Technologies in Concrete are Terrific but Driven Cost Up.
- Clay Pavers Use Same Old Technology from 100 yrs Ago!
- Many Clay Pavers Cost ***Considerably LESS*** than Concrete Pavers

The Cost Benefit

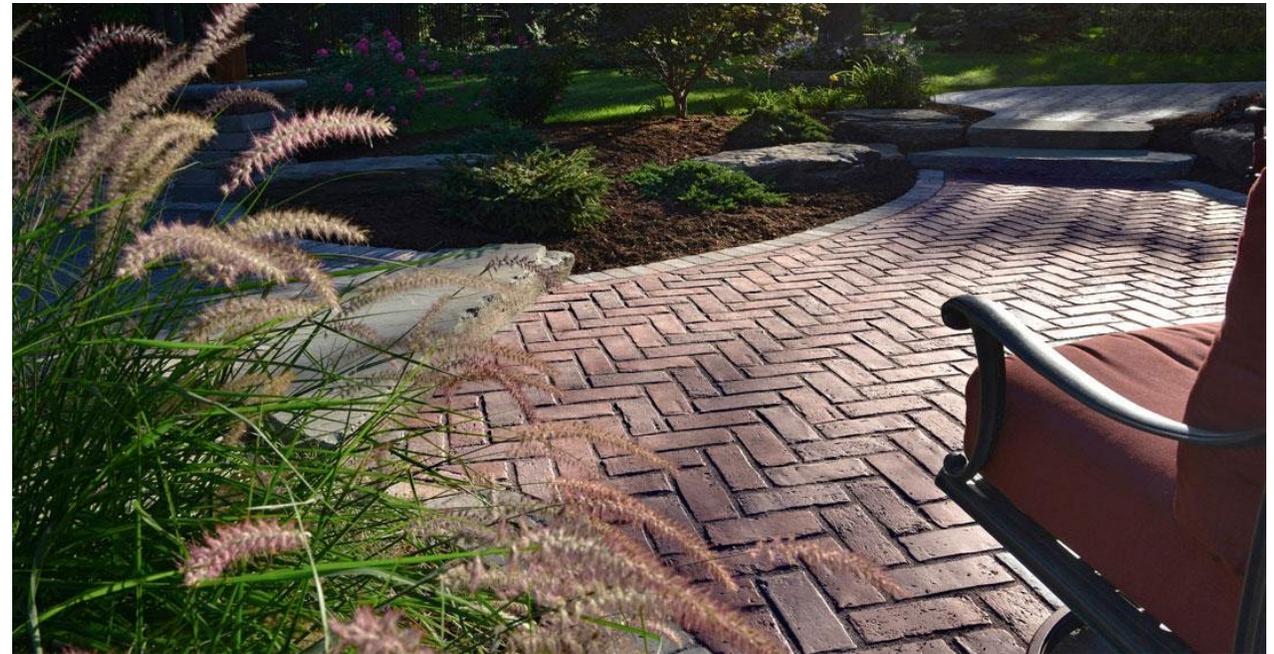
A Closer Look

- **Face Mix** Concrete (Endura/TexturGaurd) Vs Clay: *Price is now Similar*
- **Wet Cast** Concrete Vs Clay: \$2.00 - \$6.00/sqft *Savings* with Clay
- Using Clay in Some Cases can Yield **Over a 50% Savings in Material** .

COST BENEFIT: More Than 50% Scenario

Clay Sand Molded \$6/sqft
1,500 sqft saves \$9,000

Concrete Wet Cast \$12/sqft
5,000 sqft saves \$30,000 w/ Clay



BEFORE & AFTER TRUE STORY



COST

BENEFIT: Inlay Install Scenario

- All Pavers SAME Thickness
- All Pavers SAME Technology
- All Pavers SAME Rate of Wear: 0



WHY USE
CLAY PAVERS?

BENEFIT #4

NATURAL

*MATERIAL: Naturally
Work with Natural
Stone*



Naturally Work with Natural Stone



















QUICK REVIEW of *The 4 Major Benefits:*

- Everlasting Color (no sealer, ever!)
- Extreme Durability & Interlock
- Cost Advantages
- *NATURAL MATERIAL: A Natural Fit with Natural Stone*
- I FORGOT, there is a 5th Major Benefit and it's a BIG ONE...

Sets You Apart!!!

- *“Mr & Mrs Jones, the pavers that Bert & Ernie’s Landscape left behind are fine products, we install them all the time and would be happy to do so for you.*
- *Before rushing into a decision, I feel I would be doing you a disservice if I didn’t show you an option in clay. Are you familiar with Clay Paving Brick?”*
- **THIS IS GENUINE- YOU’RE UNBIASED**
- **YOUR 10 Second ELEVATOR SPEECH:**
- *“The benefits is clay are: a natural color that will last forever, they are durable, they work in harmony with the natural stone on your house, and they are affordable. Should we have a look?”*
- **LISTEN AGAIN/Jot it down!**
- **Tweak it, Make it Your Own**



LET'S HIT THOSE TOP 3 “Objections!”

- #1 “Clay pavers are too small, we want a larger scale”
- #2 “Clay pavers are too traditional and red is out of style”
- #3 “Clay is too difficult to get and too difficult to sample”

TIPS ON HANDLING OBJECTIONS

- *They Will Come Up, Don't Shy Away*
- *You are **UNBIASED**, You can design & install anything*
- *That gives you Credibility*
- *Simply Inform, Never Push*
- *Your Client Will Appreciate You Took the Time*
- *Your **More Informed** Client will Be **Better Equipped** to Make the Best Decision*

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OBJECTION #1

Clay Pavers are Too
Small, Want Large Format

- Don't Unsell Your Client, But Be "Situational"
- Educate on the 4 major Benefits and Gain Traction/Interest
- DRIVEWAYS: Easy to Overcome. Smaller Scale is Actually Better
- LARGE PATIOS: Create Two Rooms with Clay and Stone

*Create 2 Outdoor
Rooms
Clay & Stone
Pavers*







STONE Paver
w/ Permeable
CLAY



STONE Paver
w/Permeable
CLAY







GRAND FRONT ENTRY

Stone & Clay



“Want Large
Scale”
*4x12
Tumbled Planks*



4x12 Tumbled Plank Larger Scale



“Want Large
Scale”
*4x12
Tumbled Planks*



“Want Large
Scale”
4x12
Tumbled Planks
WG NSB



“Want Large
Scale”
4x12
Tumbled Planks
WG NSB



“Want Large
Scale”
4x12
Planks Endicott



“Want Larger
Scale”

WG

3x9 Tumbled



Whitacre
Greer

3x9 Tumbled



“Want Larger
Scale”

Add In 8x8s



PERFECT SIZE FOR DRIVEWAYS



4x12 Tumbled
Plank
*Larger
Scale & Strong
Interlock*



OBJECTION #2

“TOO MUCH RED”

- Red Clay Stands the Test of Time
- Shades of Taupe, Browns, and Black

OBJECTION #2
“TOO
TRADITIONAL,
TOO RED?!”



OBJECTION #2

“TOO TRADITIONAL, TOO RED?!”



Is This Out of Style?



OBJECTION #2
“TOO
TRADITIONAL,
TOO RED?!”





“TOO
TRADITIONSIONAL/TOO
RED”
Go Clean, Crisp &
Taupe with Clay







“TOO RED”
The Greige Blend – Belden Tumbled

“TOO
TRADITIONSIONAL/TOO
RED”

Greige Blend



4x12 Tumbled Plank GREIGE BLEND



*"TOO
TRADITIONAL/TOO RED!"*
Go Contemporary & Gray
with Clay











“TOO
TRADITIONSIONAL/TOO
RED”
Brown Tones
Now Available

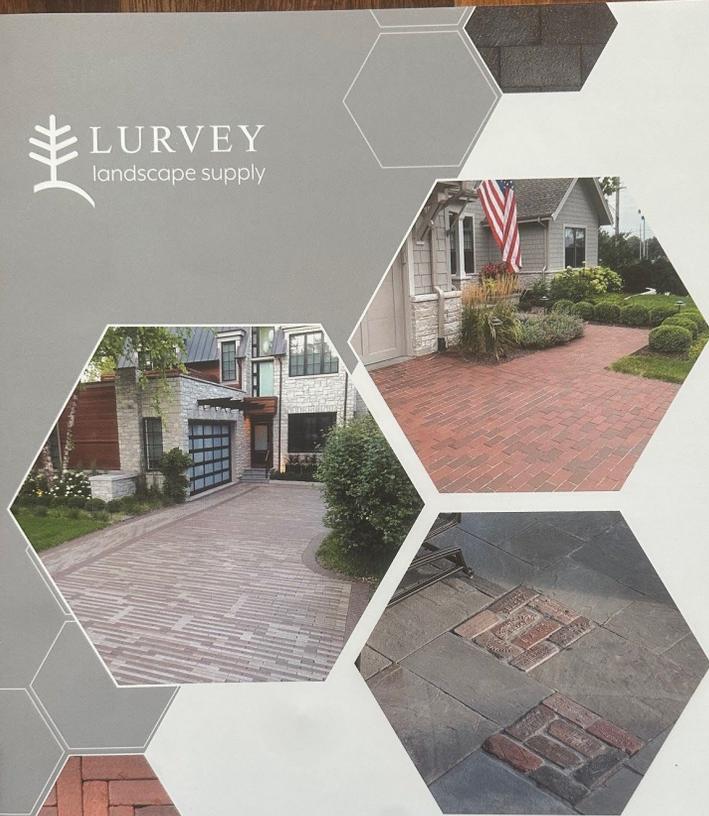


OBJECTION
**#3: From the
Designer/Installer
“Clay is hard to
get and a difficult
to sample”**

- Again, I get it. We want to help you NOT discourage you
- One Factory, All of N. America
- At Lurvey We Pre-Order Stock Items in the Fall for Spring Inventory
- Call Lurvey *in ADVANCE* for Availability
- **YOU ARE BUSY** *Utilize Lurvey Reps to Get Samples FOR You and TO You*
- Turn Availability into a Legitimate Closing Tool and Get a Signed Contact...
- ***“Mr and Mrs Jones, the clay product that we decided on has limited availability with our supplier. Should they run out, it could take the manufacturer several weeks to produce more. If we can sign on today, I can secure your material for you.”***
- ***Use The Lurvey Literature and Sample Boards !...***

LURVEY MARKETING SUPPORT

 LURVEY
landscape supply



Clay Collection

TODAY'S DISCUSSION REVIEW

- Color, Durability, Cost, Natural, **AND** *They Set You Apart*
- Overcoming Objections Unbiasedly
- Learned a **10 SECOND “Elevator Speech”**
- **WHO OUT THERE CAN SAY THE PHRASE THAT GETS YOUR ATTENTION ?**
- **“The Paver is the Color, The Color is the Paver!**

Thank you
from all of us
at Lurvey!



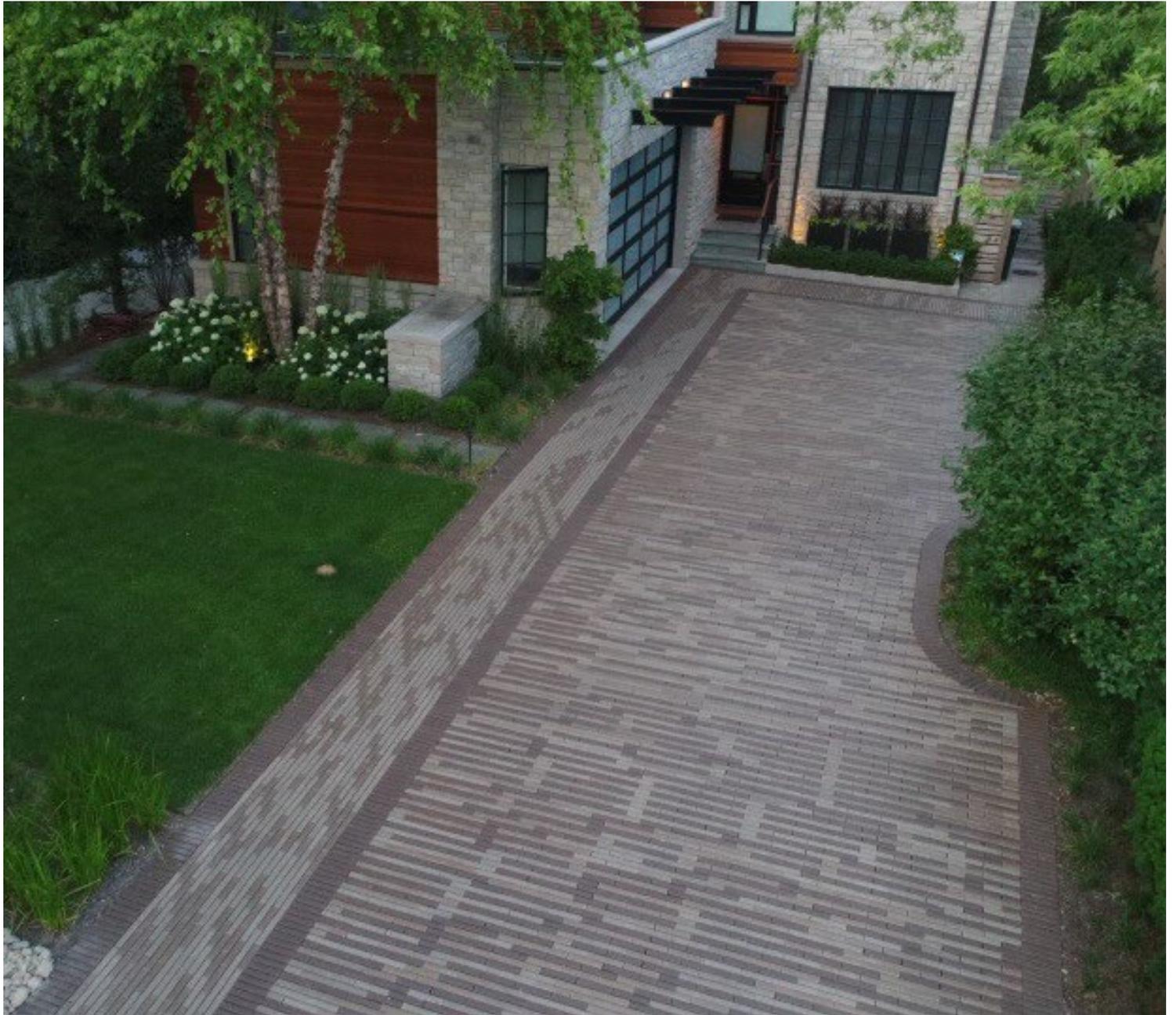
Marc Caifano
Outside Sales and Field Support
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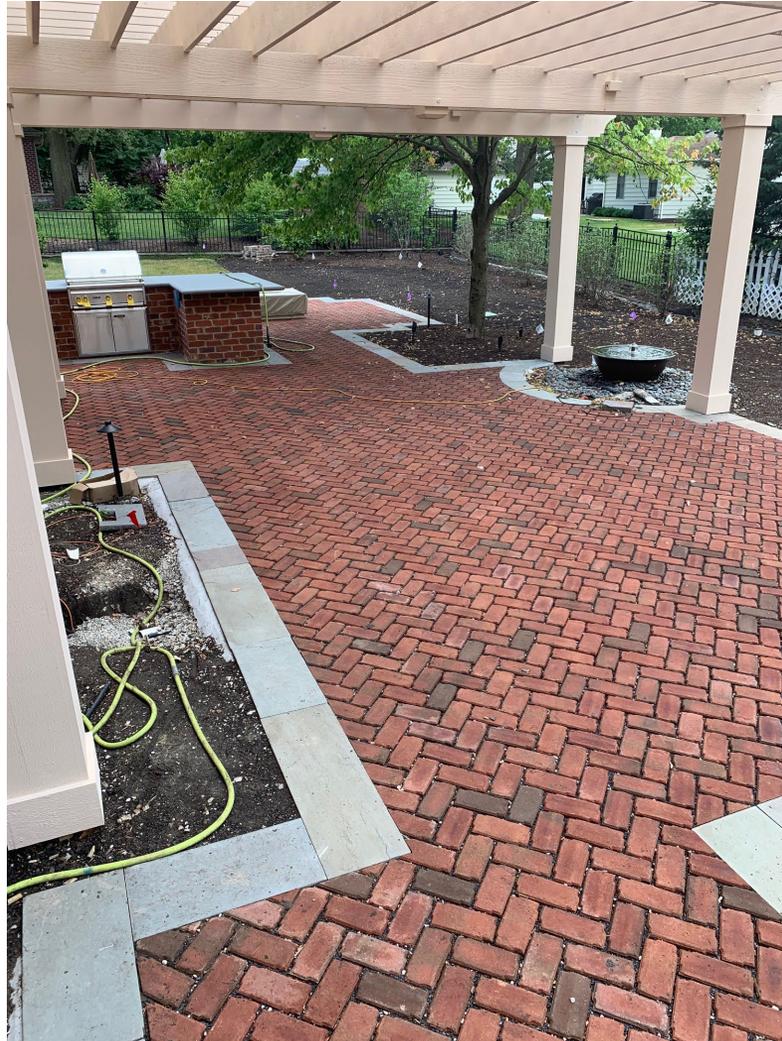
mcaifano@lurveys.com



2.25x9" Permeable



4x8 PERMEABLE *Patio with Bluestone*





Whitacre Greer Permeable 4x8

PERMEABLE BELDEN



2.25"x9" Permeable



NEW! ARCTIC SANDBLAST NATURAL STONE



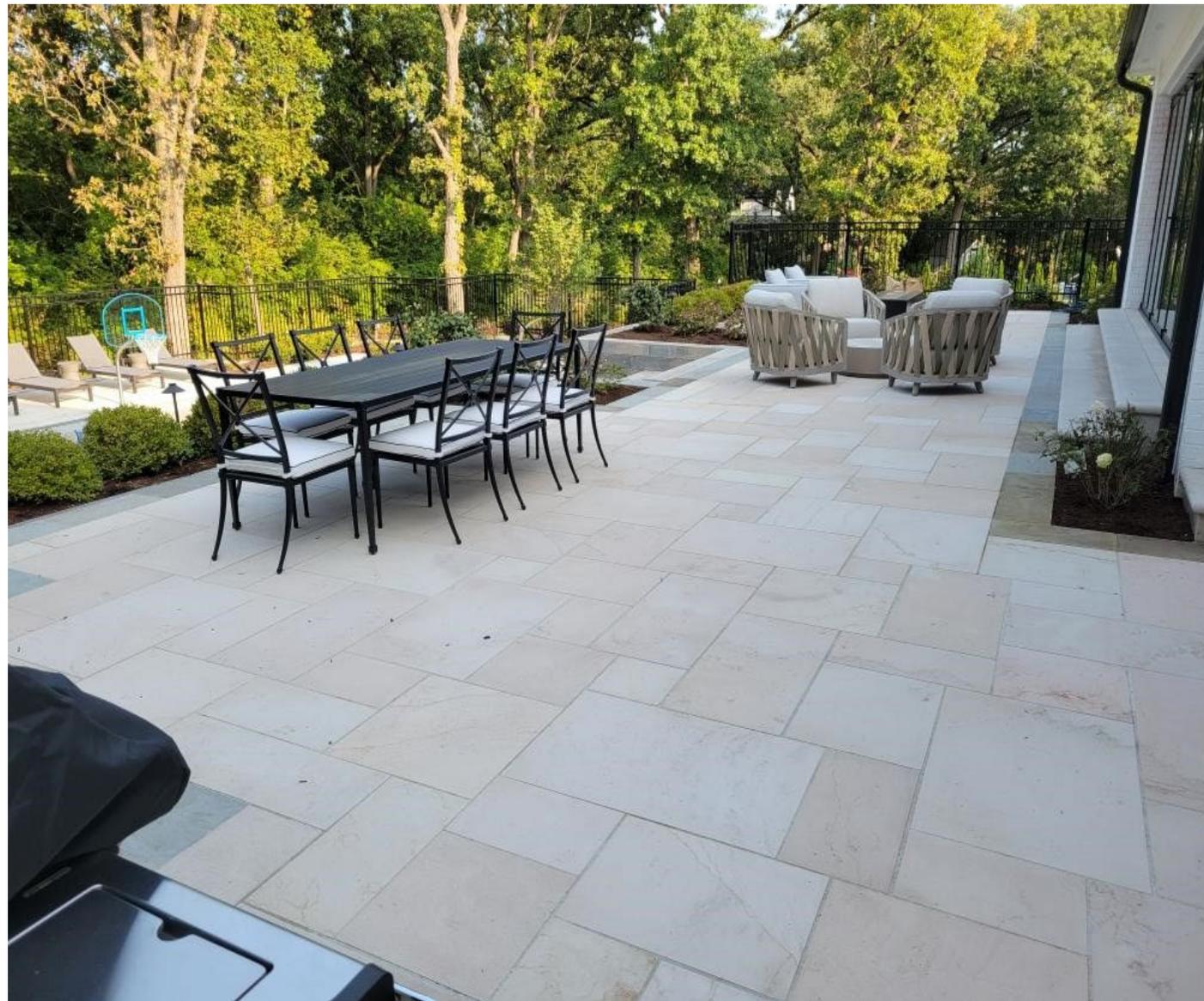
ARCTIC CLEFT NATURAL STONE



NEW! ARCTIC SANDBLAST NATURAL STONE



OXFORD BUFF



NEW! FOSSIL BEIGE NATURAL STONE

