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Press Release

New Hardscape Educational Seminars Prove Beneficial for Today's Do-It-Yourselfer

With the economic slowdown consumers are looking for different methods optimizing their time and spending more wisely. Two of the companies that have identified the changing needs of the consumer are Rinox and Stauffer's of Kissel Hill. These two companies have combined resources and invested in programs with one goal, educating the customer.

Stauffer's of Kissel Hill, with seven locations throughout central PA, has a long tradition in their garden centers of exceeding their customer's expectations by offering services and products not found in local markets. Stauffer's of Kissel Hill takes service to the next level by staffing industry professionals, including landscape designers, to ensure total customer satisfaction.

In 2009 Stauffer's of Kissel Hill looked to expand their product line and teamed up with Rinox, a leading manufacturer of concrete pavers and retaining walls. The intent by both companies was to add value to the consumer beyond just adding a new product line. The team quickly devised a plan to set themselves apart from the competition. The plan was to better educate their customers on proper installation procedures and enhanced design capabilities.

The plan first started off by holding hands on installation and design seminars at each of the Store locations throughout the month of August. The first of which of these classes were completed August 1st at the Lititz store and the Rohrerstown store locations. Homeowners learned how to plan, layout, excavate, compact and install both retaining wall blocks and concrete paving stones manufactured by Rinox. This plan brought offered more abilities and confidence to the Do-It-Yourselfers to embark on new hardscaping projects of their own.

The events did more than just educate, the attendees were also introduced to local Rinox Preferred Contractors. The contractors displayed their portfolios and offered free in home estimates. This gave the attendees another option in case they wanted to have a reputable contractor perform the work. Those attendees looking for a contractor were better able to discuss their projects with all the knowledge they received from the seminars. The added bonus was a free drawing for all the materials for a 10'x10' patio at each seminar.

Classes are still available at the Linglestown and Hummelstown stores on Saturday the 8th of August, and The East York and Dover stores for the 15th of the month. These will be followed by the Mechanicsburg store location on Saturday the 29th of August. Please check the website @ www.rinoxpavers for clinic times and addresses.

Keep checking back for additional DIY clinics such as a” How to build a Fire pit” clinic. Or simply make your own suggestions at the store on what you would like to learn and Stauffer’s will try to accommodate your needs.