

# SURFACE NEWS

Volume 7 - Issue 1 • Spring 2009



## in this issue

- President's Article - Distribution in Jeopardy?
- New Catalog Now Available
- Dispatch Direct Line
- Anniversary Celebration
- Employee Picnic
- Borgert on TV
- Employee Happenings

## Announcing the Winners of Borgert's 2008 Project Photo Contest!

The 2008 Photo Contest was a great success! We appreciate the hundreds of photos that were submitted. With that said, it was very difficult to pick this year's Grand Prize winners.



*2008 Residential Winner -  
Yellow Brick Road Pavers & Landscapes - Mpls., MN.*

Also, Randy Schmitz of Scenic Specialties, located in St. Joseph, MN is also a winner of our Paver Project Photo Contest! Schmitz's commercial project features Uni-Decor Pavers.



*2008 Commercial Winner  
Scenic Specialties - St. Joseph, MN.*



**Of all the photos, a few did stand out in the crowd:**

Kevin Brandt of Yellow Brick Road Pavers & Landscapes, LLC located in Minneapolis, MN is a winner of our Paver Project Photo Contest! Brandt's residential project includes a beautiful patio area featuring Tumbled Cobble Pavers.

For their winning entries, Brandt & Schmitz received the grand prize of a 4-day, 3-night trip for two to Las Vegas!

Entries were judged by a panel of Landscape Designers on the basis of landscape design creativity, photographic quality, and effectiveness in conveying the beauty of Borgert pavers.

## DISTRIBUTOR *Profile:*

**Central Landscape Supply, Inc.** was founded in 1991 in St. Cloud, Minnesota. Central is located on a 10 acre parcel with a 22,000 sq. ft. building that was built in 1995. This warehouse is stocked from the floor to the ceiling with over 8,000 lawn and garden products. Central also has another 10 acres across the street with a holding yard for 6,000 large caliper deciduous and evergreen trees.

In the fall of 2007, Central opened a 2nd wholesale location in Farmington, Minnesota. This location also has access to all of the wholesale product lines that St. Cloud stocks, but primarily deals in pavers, walls, bulk rock and has 15,000 large caliper trees in the ground to choose from.

Borgert pavers have been in Central's product line since 1991, starting out with 5 styles and 6 colors of pavers. Central now has 12 styles of pavers available in over 13 colors. And, with Borgert's continued development of quality products, they've been able to add retaining wall systems and steps to their line of professional products.

What has made Central Landscape Supply successful? They believe it's their diverse line of products featuring everything from hardscapes, tools, power equipment, water features, erosion control, retail products, growers' supplies and much more! Central also attributes its success to their knowledgeable staff. Many of their employees have 10-15 years of dedicated service and experience in the industry.

Central Landscape is truly a one-stop shopping experience that customers enjoy. Find out more about Central Landscape including their customer rewards program "Central Points" at [www.centrallandscape.com](http://www.centrallandscape.com).



## Distribution in Jeopardy?

*By George Strzala - President*



In our last newsletter I talked about the importance of distribution. At this time I would like to share my thoughts and concerns about the aspects of distribution. It is very hard to understand the way the market is changing. Our Company created a system of selling our products through distributors in our immediate market as well as in all the surrounding states, with the exception of commercial projects where we sell direct to the contractors.

This system of selling is not unique to our company; it is known throughout the United States for many, many years and it works very well. Will this system ever change? In my mind it is changing already. Some of the producers have started to sell their products differently – direct to retail and contractor customers, but outside the immediate market they go through distributors. Is this a new trend or do they do this to gain market share because they eliminate the middle man which means lower prices? Do they deliberately want to create chaos in the local market and what purpose would that serve? I question if the other companies are willing to follow that method of selling? Do we have to stoop that low to fight for the customer and destroy a method of selling that has made many people/companies very successful?

We are looking into the situation and trying to find out what to do to stop this trend that will destroy the system of distribution. It is disturbing for me that this is going on for a few years now and no one notices nor does anything about it or cares. Do we allow the new system to happen, which is buying customers by giving them direct pricing and jobsite delivery? Could we stop and think a little bit about our businesses, how much we have grown over the years and how much we want them to grow in the future? Do we care what is going on around us? In this situation we might have to consider how much we are losing by allowing this new method of sales to go on.

Once someone told me, "You do business your way and I do business my way." That is a scary statement that does not allow the cultivating of relationships that are needed to grow and be stronger going into the future.

Will Borgert change? I guess time will tell. Why? We have to sell to survive.

# NEW DISPATCH PHONE AND FAX LINES!

Phone 888.531.2674 | Fax 320.363.1231

## Looking Back at our 85 Year Anniversary Celebration

By Sue Borgert

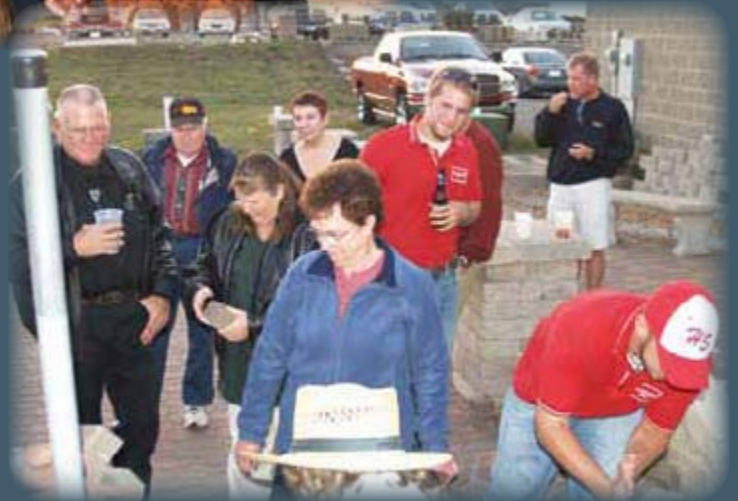
It is just amazing to see what Borgert Products has evolved to – my grandfather started in a building the size of a shed making one block at a time. Later, my father built the third plant site and added decorative block and retaining wall to the product line. Today we have two beautiful paving stone plants and concrete block is no longer a part of the mix. Even though we don't manufacture the products that my father and grandfather did, I know if they were both here they would be very proud of what their company has become.

Another milestone to celebrate in 2008 is the 30 year anniversary of manufacturing concrete paving stones. My brother Kevin is the one who "discovered" paving stones, saw the potential and convinced my father that it was something the company needed to manufacture. I have only been in this business for 26 of the 85 years, and I have my brother Kevin to thank because he convinced my father to hire me to sell paving stones. I was in partnership with Kevin for 23 years before he retired a few years ago and I know he is very proud of what he started and the direction he sees our company going.

Being family owned and the kind of people we are, emphasis has always been on producing quality products and providing the best service, while paying attention to fairness, honesty and caring about people. Money was not the #1 motivator - fun was. Today that is still the case: all of you have played an important part in our successes both past and present.

Thanks to our customers, vendors, employees, families and friends our 85 Year Anniversary celebration was a huge success! People came from as far as Montana, Kansas, Iowa, South Dakota, Wisconsin, Maryland and Canada to name a few. Borgert Products is very fortunate to have such support and we thank everyone who attended. Everyone who was there has attributed to our success in some capacity.

Special thanks goes out to the employees of Borgert Products. Without their knowledge, hard work and dedication we could not be so successful and already looking forward to our 90 Year Anniversary!



## Borgert - As Seen on TV!

Borgert Products promotes outdoor living spaces thru *Hometime*. Once again, we supported *Hometime's* makeover landscape project with the donation of three of our products - the Strassen Classic paver, Strassen Wall and step unit. The show that features this project aired late Fall of 2008 and will air again in Spring of 2009.

*Before...*



*After...*



**Introducing our new  
Product Resource  
and Design Guide!**

## Borgert Employee Happenings!



Congratulations and thank you to **George Strzala** for 5 years of service!



Congratulations and thank you to **Tom Albers** for 10 years of service!



Congratulations and thank you to **Buddy Lane** for 5 years of service!



Congratulations and thank you to **Jack Bork** for 20 years of service!



*Bob Steffes installed this Borgert walkway 30 years ago*



*Close-up of the pavers today*

### 30 Years Later, Borgert Pavers Still Stand the Test of Time

“Approximately 30 years ago I did my first project using Borgert Paving stones. It was a simple walkway leading to our home, and I am happy to say that the walkway looks as good today as it did then.

“Since that time we have installed stairs leading to our home, 120 foot long planter near the lake, a circular fire pit and paving stone borders lining all our plant areas – all using Borgert pavers or blocks. Most recently I removed a 700 square foot cedar deck due to the constant need for maintenance on the deck surface. I replaced it using Borgert pavers and tumbled blocks.

“I feel that each of these projects has added to the appearance and value of our home and has greatly decreased maintenance. We have enjoyed working with the Borgert company in the past and look forward to working with them in the future.”

*-Bob Steffes*

# SURFACE NEWS

Volume 7 - Issue 1 • Spring 2009



**BORGERT**  
PRODUCTS, INC.  
EST. 1923

8646 Ridgewood Road  
St. Joseph, MN 56374



## *New Showroom*

Located at International Market Square  
in Minneapolis, MN

## Borgert's Employee Summer Picnic 2008



EST. 1923

### MAIN OFFICE:

8646 Ridgewood Road | St. Joseph, MN 56374  
Phone: 320.363.4671 | Fax: 320.363.8516  
Toll Free: 800.622.4952

### WESTERN OPERATIONS:

5151 Bannock Street | Denver, CO  
Phone: 303.783.3864 | Fax: 303.783.3985

**NEW**

### DESIGN SHOWROOM:

International Market Square  
275 Market Square, Minneapolis, MN 55405  
Phone: 800.622.4952

[www.borgertproducts.com](http://www.borgertproducts.com)



**BORGERT**  
PRODUCTS, INC.

# PROJECT PHOTO CONTEST ENTRY FORM

Please complete this form and submit photos of finished Borgert projects by **November 30, 2009**. Participants enter with the agreement that photos and information become the property of Borgert Products and are available for use in their publications and additional projects or programs. Photos will not be returned. **Entries must be projects in which Borgert pavers, retaining walls, step units and/or paver products were used.** Participants assume responsibility for obtaining permission from home/business owners on the use and entry of a project in the Photo Contest.

**Deadline:** November 30, 2009

Category:  Residential  
 Commercial

## PROJECT DATA

Name \_\_\_\_\_

Location \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Square Footage \_\_\_\_\_

Please submit 3 full-color photos (4 x 6 or 5 x 7) of each project and a CD with images (if possible). Indicate private residence, if preferable, instead of name/names. **Residential addresses or names will not be published.**

## PROJECT PRINCIPALS

General Contractor (If Applicable)

\_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Owner \_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Architect/Landscape Architect

\_\_\_\_\_

Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## Entry Submitted By

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_

I understand the conditions of entering projects in the Borgert Project Photo Contest including the use of materials for publication and participants' responsibility for obtaining project owner's permission to enter the competition. Borgert Products, Inc. reserves the right to change or cancel the Project Photo Contest without prior notice.

\_\_\_\_\_  
*Signature of person submitting entry*

Mail Entries by **November 30, 2009** to:  
Borgert Products Project Awards  
Borgert Products  
P.O. Box 39  
St. Joseph, MN 56374

For more information, contact: Sue Borgert or George Strzala at 320-363-4671 or 800-622-4952.

**GRAND PRIZE**  
**Win a 4-Day, 3-Night Trip**  
**for 2 to Las Vegas!**

## Announcing the Winners of Borgert's 2008 Project Photo Contest!

Kevin Brandt of Yellow Brick Road Pavers & Landscapes, LLC located in Minneapolis, MN is a winner of our Paver Project Photo Contest! Brandt's residential project includes a beautiful patio area featuring Tumbled Cobble Pavers.

Also, Randy Schmitz of Scenic Specialties, located in St. Joseph MN is also a winner of our Paver Project Photo Contest! Schmitz's commercial project features Uni-Decor Pavers.

For their winning entries, Brandt & Schmitz received the grand prize of a 4-day, 3-night trip for two to Las Vegas!

Entries were judged by a panel of Landscape Designers on the basis of landscape design creativity, photographic quality, and effectiveness in conveying the beauty of Borgert pavers.



### Keep taking those photos!

The deadline for this year's contest is November 30, 2009. See other side for more details and your official entry form.