



News release

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MAKING INTELLIGENT LANDSCAPING INVESTMENTS

A few important tips on how to save both time and money

Montréal, June 14, 2005 – Summer is fast approaching and, along with it, the host of landscaping projects that you have planned for this year: flowers, a retaining wall, a patio and—why not—maybe even a swimming pool. But even before you get to work on those projects, you'll have to answer many questions: Where to begin? How much to invest? What to choose? Where to get information?

To answer such questions and before spending a single dime, here are some expert tips from the Permacon Group. They will help you save both time and money, as well as ensure that the end result meets your needs.

- **The design plan: a smart investment.** “This may be the best investment you can make,” says Claude Picard, Marketing Director for the Permacon Group. You will use this plan as a guide throughout your entire project. It will ensure that the end result blends in perfectly with your surroundings, and will also enable you to avoid making mistakes or investing in the wrong areas.”
- **Setting a realistic budget and time frame.** According to Mr. Picard: “Once the plan has been developed, the budget can be set. You can also spread the expense and work out over several years—nothing obliges you to get everything done the first year. Often, consumers compromise their goals in order to complete their project within the same year. This is not always the best strategy.” As a rule of thumb, a landscaped terrace can increase the value of a property by 12%. Quality is therefore more important than speed of execution.
- **Choosing materials: trends change, but nature is permanent.** How can you ensure that your project will be just as attractive 5, 10 or 15 years from now? “The more you opt for materials that evoke those found in nature, the more easily your landscaping will blend into the environment and never go out of style. Antique-looking pavers and walls in subtle earth colours are uniquely able to blend harmoniously into their surroundings,” adds Mr. Picard.

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- **Material colours: a choice that can dramatically transform the appearance of a property for better... or for worse.** To create a successful project, it is important that all materials chosen blend in well together. Indeed, the choice of materials, as well as of colours, textures and finishes, will have a major impact on the project's overall quality. To avoid unpleasant surprises, Claude Picard recommends visiting the "Play with Nuances" section on the Permacon Web site: www.permacon.ca, where an interactive tool allows consumers to select various styles of homes, as well as choose its exterior. They can then explore potential landscaping ideas, along with the type of materials needed and the colour choices that are available. This tool was designed by Permacon to help consumers determine the best possible combinations for their projects."
- **Consider maintenance requirements when choosing materials.** Since your landscaping project is designed to enable you to make the most of your summer, it is important that you take the time to assess the amount of maintenance that the products you choose will require. "Consumers are increasingly opting for durable, permanent materials like pavers and walls. Once the landscaping has been completed, these materials are maintenance-free," notes Mr. Picard. "Choose them and you'll have the time to take full advantage of your investment."
- **Trust the experts.** Should you have any questions, Permacon's experts are there to help you—whether in the selection of materials or in finding a qualified landscape contractor. To contact them, call the toll-free Permacon number: 1 888 Permacon.

The Permacon Group is Canada's largest manufacturer of prefabricated concrete products such as pavers, walls, slabs, curbs, brick, stone and blocks. The Permacon Group offers an array of more than 1,000 products to the masonry and landscaping industries serving the residential, institutional, commercial and industrial markets. For over 50 years, the Permacon Group has maintained a tradition of leadership and innovation in the design and manufacture of premium-quality prefabricated concrete products.

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Contact:

Marie-Josée Allaire
Moka Communications
Phone: (514) 999-0274
E-mail: mjallaire@mokacom.ca