

Beuta<sup>®</sup>

Sales Advisor

Your Success Resource

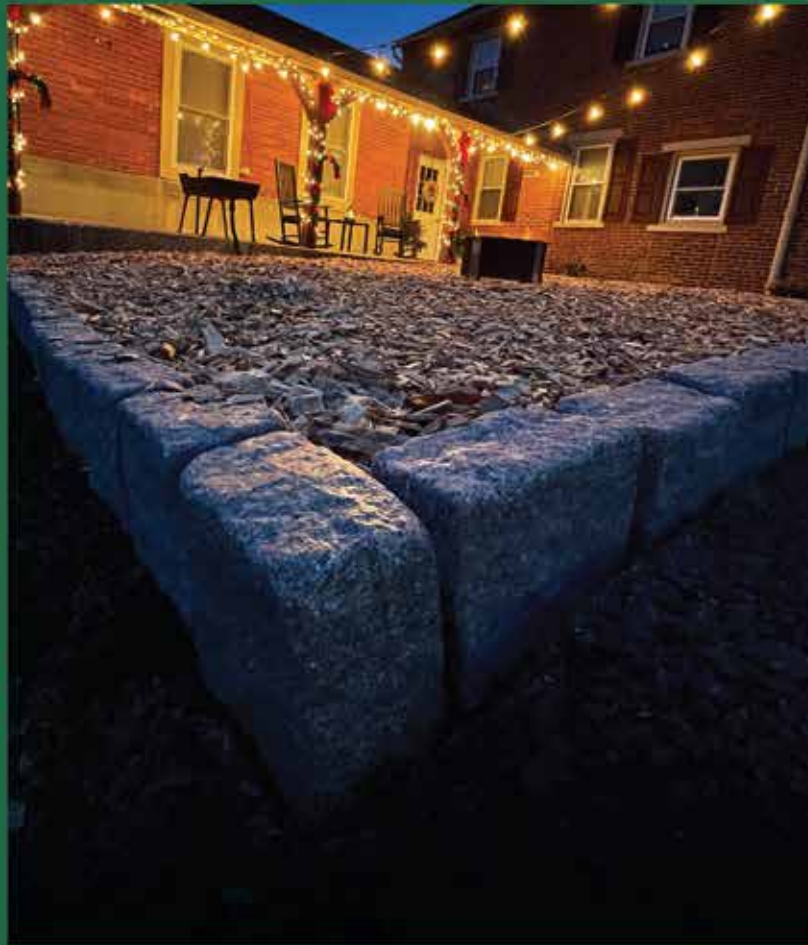
# Selling Beuta

We are here to help you **SELL & GROW**.

Over the last two years, we've been on a cross-country adventure, meeting wonderful customers, dealers and making friends with salespeople like you. We've had a blast answering all sorts of questions, and guess what? Many of them are just like the ones you might come across. That's why we put together this ADVISOR brochure — think of it as your “**go-to**” guide for the most common questions your future garden-loving friends might throw your way. It's like having a friendly chat in a booklet, helping you get ready for those curious moments. Happy reading!

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- + Where Is Beuta Made?
    - What About Sun Protection?
  - + Will It Withstand a Weedwacker?
  - + How Do I Make a Circle?
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    - Do I Need Function Blocks?
    - Are Function Blocks Sold Separately?
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    - How Many Sections Make a Tree Ring?
    - Is There a Formula to Estimate How Much This Will Cost?
  - + What's the Difference Between Brick, Block, and Block XL?
    - What Are My Color Options?
  - + What Makes It Special?
  - + How Do You Know this Product Will Sell?









# USA Made

We are the Designer and the Manufacturer.

We produce Beuta Landscape Edging products on site located in Strasburg, Pennsylvania. We invite and encourage scheduled on-site visits to the plant, between July and December, daily, excluding Sundays and Mondays.



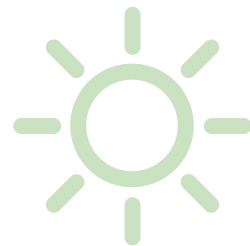
**Recycled**

Everything Gets Recycled



**Lightweight**

Ea. 4 Foot Blocks Section, 5-6 lbs.



**UV  
Resistant**

15 Year Fade Resistant



# Weedwackers

## How does it Stand-up to Weedwackers?

Beuta products are durable! Weedwackers do not hurt our edging products. Because our products are created by a process called rotational molding, (like some famous insulated coolers), they are extremely **STRONG & DURABLE**.

The material is called **Polyethylene**. It is the most widely used plastic in the world. Ours is a non-hazardous, “food grade” material, typically used for plastic bags, packaging for food/drink containers and medical applications, like knee joints.



# Circles & Squares

Circles Connect **Easily**, just Bend and Connect.

Remove the landscape spikes from the end of each 4 ft. section. Connect each 4 ft. section to each other creating one long line. Grab each end, bring them together, connect the ends to each other. Your circle is DONE.

Set the circle in place and insert the landscape spikes into the pre-drilled holes.

Use a hammer to set the spikes into the ground. DIY easy.



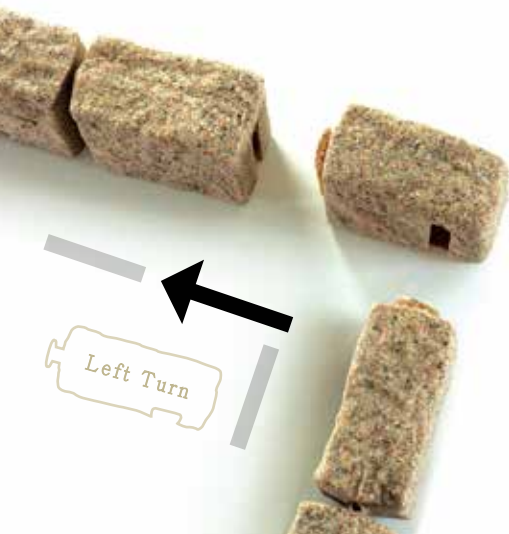
## Corners — True 90° Turns.

Unique to Beuta, is the ability to create a right or left turn.

Our secret; Beuta **FUNCTION BLOCKS**.

All function blocks are sold separately.

When creating a square, each corner uses the same block (a square uses 4 of the same turn block).



EXAMPLE:

**20ft ÷ 4 = 5 sections**

Linear Feet

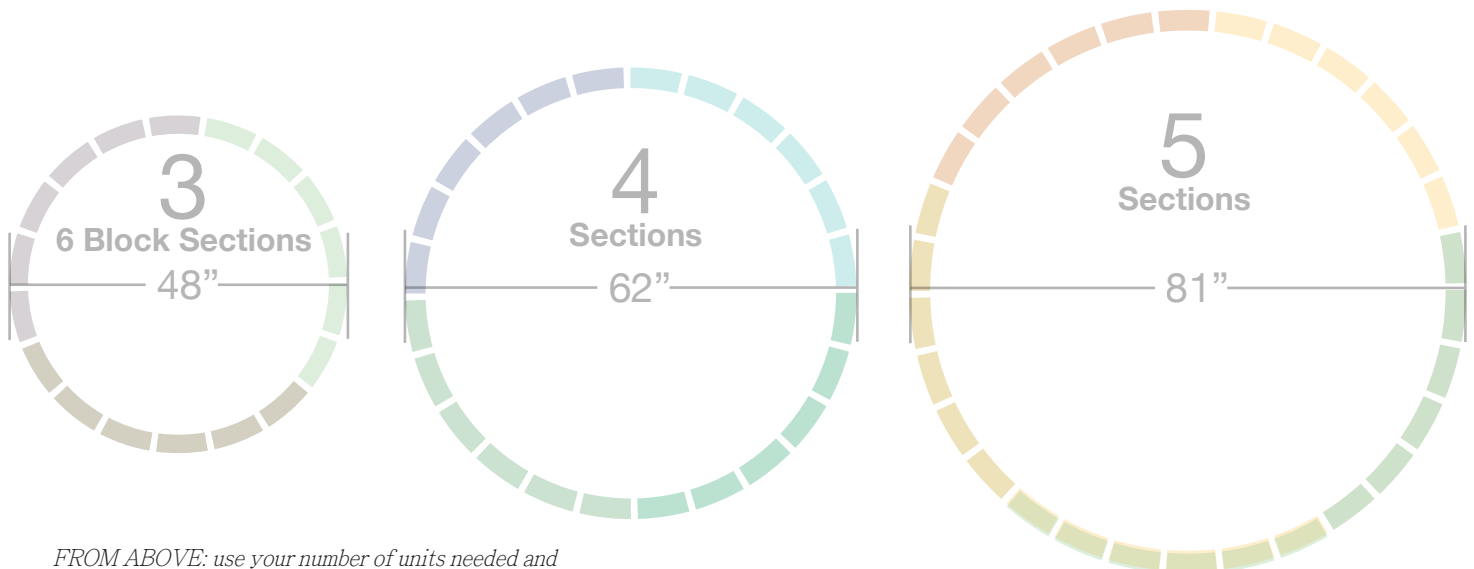


# Measuring

How Many Sections Do I Need?

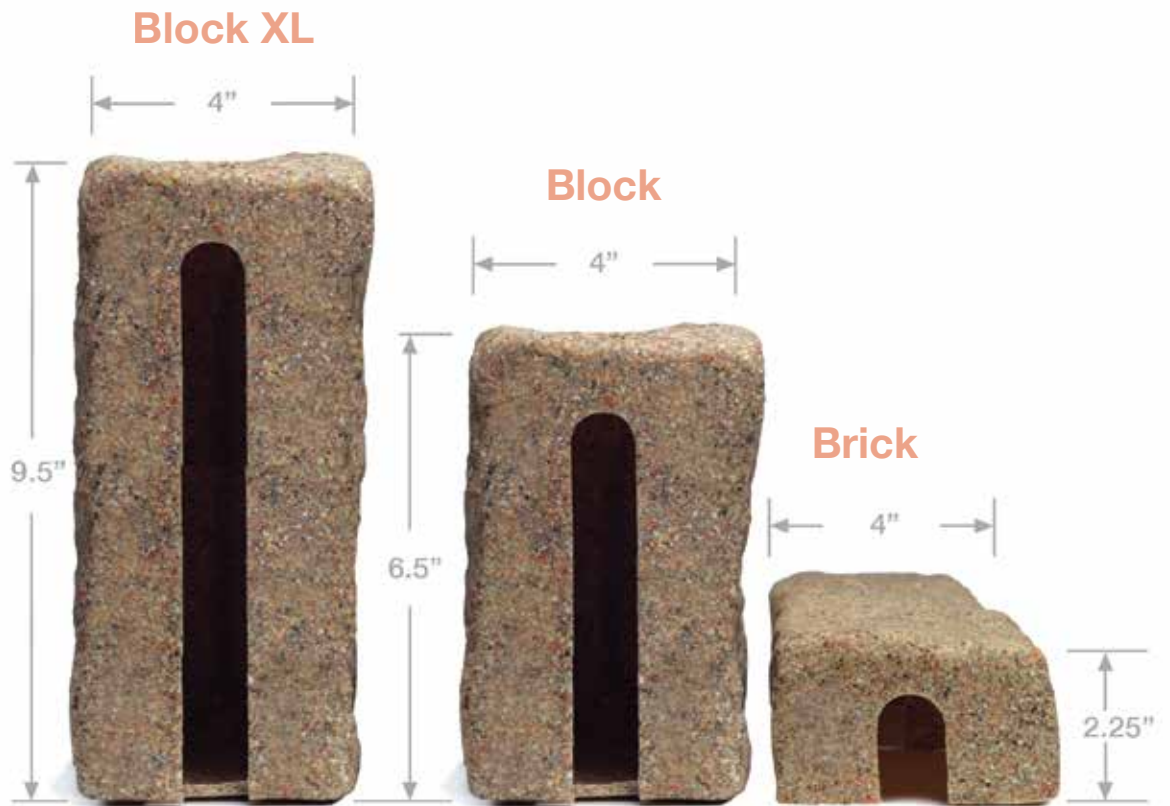
Convert Measurements to Feet (ft.) & Divide by 4.

Your customers seldom know their measurements; their yard, their house or even a diameter for tree rings in the front or backyard. Beware of this “easy escape” for customers to **GETAWAY** - once they go, you may never see them again...



*FROM ABOVE: use your number of units needed and multiply with the online sale price for a 'ballpark' estimate. This is only a 'ballpark' estimate and may not include all costs.*

**1.**  
Select  
Profile  
Height



# Selling Beuta

What the Customer Needs to Select.

## Simple Selling Process (SSP).

It's a 2 step process; 1) Select the **Profile Height** — 2) Select the **Color**.

**2.**  
Select  
Color

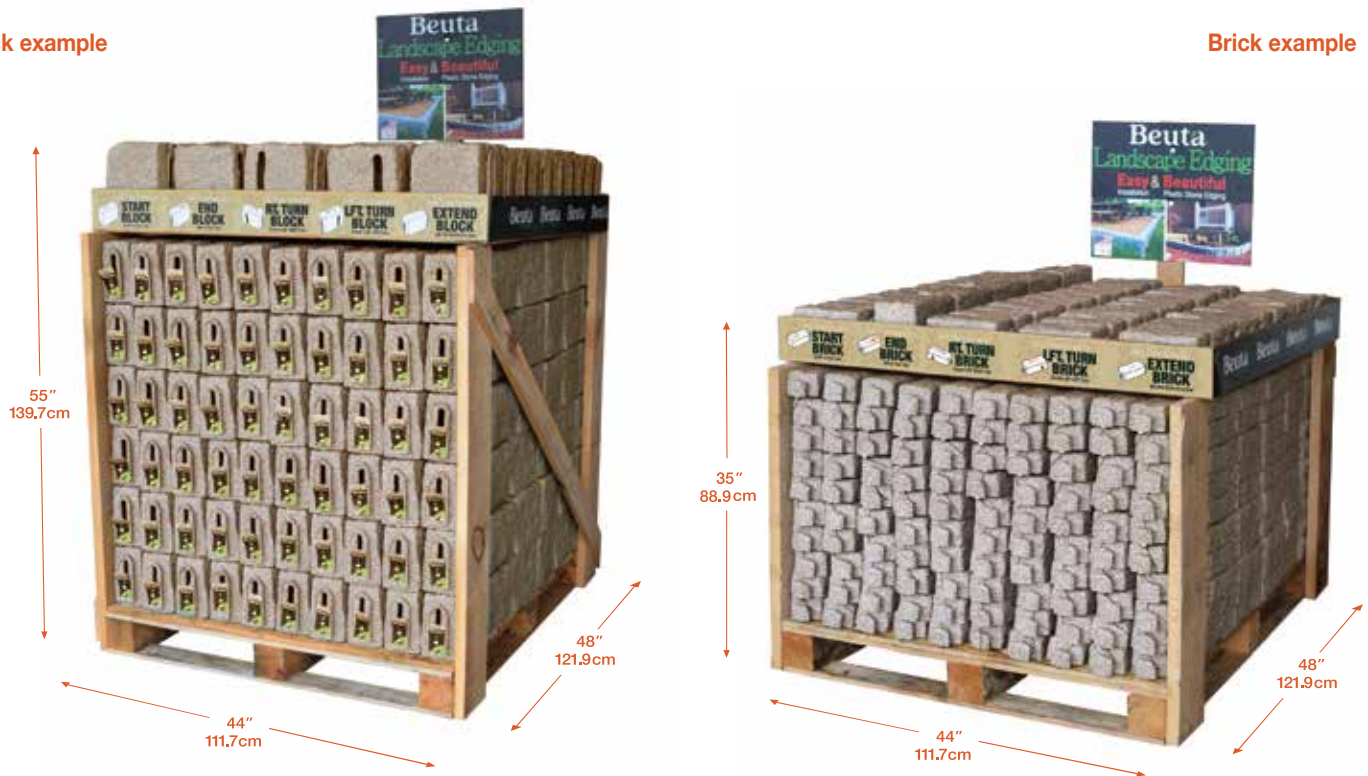
### 5 Color Choices





Block example

Brick example



# Selling Beuta

Retail Sales.

Beuta Product is **SOLD** in Pallets.

There are 3 profiles of the Beuta Landscape Edging; Brick, Block and Block XL. Each profile is available in 5 colors; Greystone, Sandstone, Cobblestone, Charcoal, and Limewash.

## Brick

- 100 sections (4ft ea.) Block (4 ft/sect., total 400 linear ft.)
- 10 pcs. of ea. Function Brick (Top Tray holds qty. 50 pcs.)
- Sold "Per Color," 5 colors available (Pallets NOT sold as mixed colors)

## Block

- 60 sections (4ft ea.) Block (4 ft/sect., total 240 linear ft.)
- 10 pcs. of ea. Function Block (Top Tray holds qty. 50 pcs.)
- Sold "Per Color," 5 colors available (Pallets NOT sold as mixed colors)

## Block XL

- 40 sections (4ft ea.) Block XL (4 ft/sect., total 400 linear ft.)
- 10 pcs. of ea. Function Block XL (Top Tray holds qty. 50 pcs.)
- Sold "Per Color," 5 colors available (Pallets NOT sold as mixed colors)

One 4 ft. Section  
Beuta Block



48 in. x 6.5 in. x 4 in.  
(L x H x W)

**Beuta**

Harbor Concrete,  
Composite Block



11 in. x 4 in. x 6 in.  
(L x H x W)



Gray Cobblestone,  
Natural Granite Edging



9 in. x 5 in. x 5 in.  
(L x H x W)



# Too Expensive?

Let's Compare: Beuta Resin, Composite Stone & Real Stone.

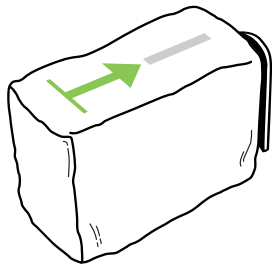
Price Source: online search,  
big box retailer.

	Beuta	Oldcastle <sup>®</sup> Materials	Nantucket Pavers Inc.
Block Height	6.5"	4"	5"
Price Per Foot	\$ 11.00/ft.	\$ 2.70/ft.	\$ 14.75/ft.
Looks Natural	X	X	X
Man-made	X	X	
DIY - Effortless Installation	X		
One-Tool Install	X		
Lightweight	X		
Does Not Absorb Moisture	X		
Secures to Ground - Pins Supplied	X		
Weedwacker Resistant	X	X	X
Will NOT heave during freeze/thaw	X		
Composite Resin (Plastic)	X		
Composite Cement		X	
Natural Stone			X
Price Changes Based on Color			X
Flexible	X		

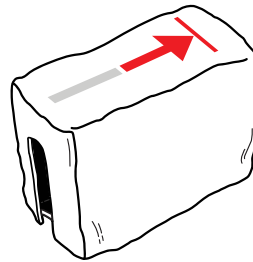
# THE Secret Sauce

The CONNECTION SYSTEM is patent pending.

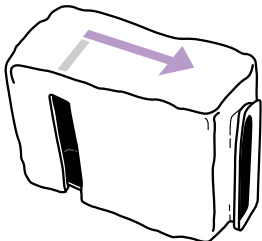
The most unique features of our Beuta Landscape Edging products are the FUNCTION BLOCKS. Each block offers a unique and creative DIY opportunity to shape your landscaping project. REQUEST a Demo to understand the power of Function Blocks.



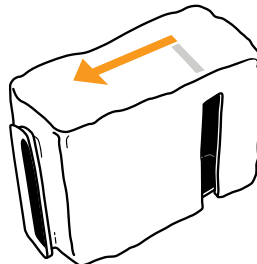
**START  
BLOCK**  
START of Your Line



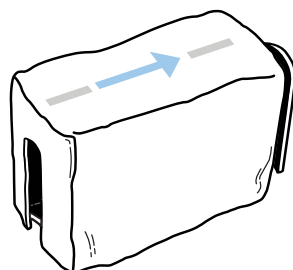
**END  
BLOCK**  
END of Your Line



**RT. TURN  
BLOCK**  
Create a 90° RIGHT Turn



**LFT. TURN  
BLOCK**  
Create a 90° LEFT Turn



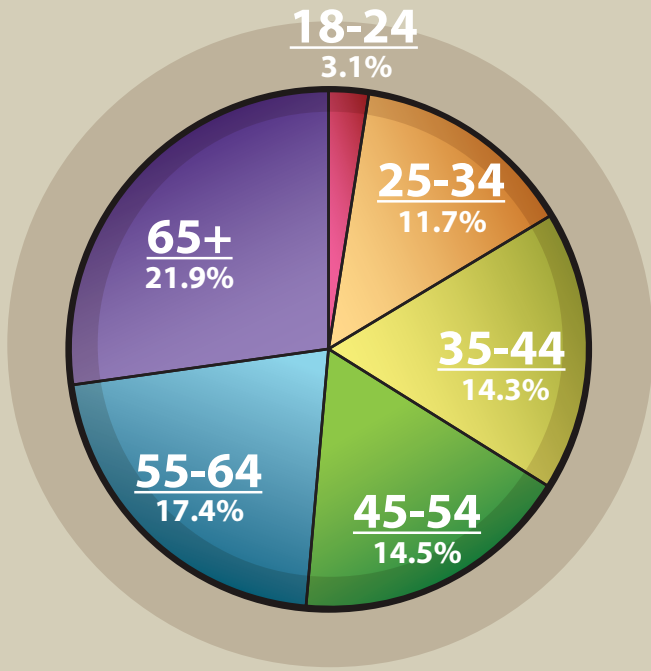
**EXTEND  
BLOCK**  
Add One Block At-a-time

5 FUNCTIONS  
(for each profile height)



# CUSTOMERS

[ 2023, Q1, Q2, Q3 ]



Sales in 2023 (our 1st full year) are Already Exceeding 2.2 Million

*Our customers are active buyers all year.*

*They mention to us most frequently:*

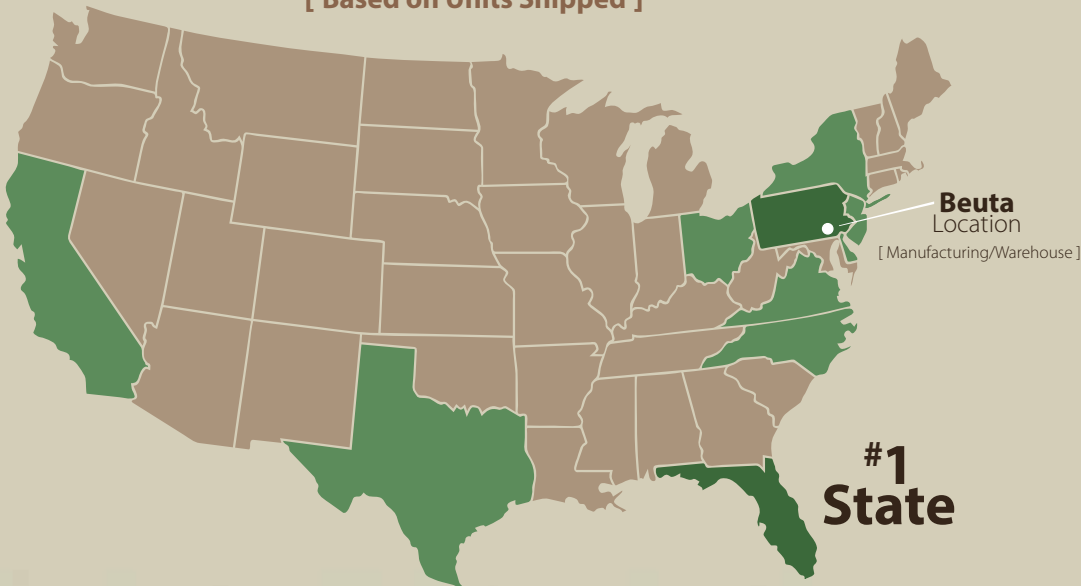
- 1. The Ease of Installation.*
- 2. How Quickly it Installed.*
- 3. It was a DIY Installation.*

Florida has Consistently been our #1 Sales State

*Number 2-10 vary with some change based on the season. Texas and California usually host the 2nd & 3rd spots, however.*

# TOP SALES STATES

[ Based on Units Shipped ]



# Beuta®



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[beuta.com](http://beuta.com)

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