



HOOFGRID AND HOOFGRID HD
 Detailed Price List and Appropriate Uses Combined
 (Use this information to guide you through the selection process)



Basic Information:

- ▶ Appropriate Uses:
 - ▶ Equestrian - indoors/outdoors, paddock/barns/arenas-round pens.
 - ▶ Non-Equine - roadway-driveways/parking, landscaping/terra forming, etc.
- ▶ Installations: [How Hard? = not very, no special equipment or technical training required]
- ▶ Price Structure: Unit Pricing and Price Break/Volume Discounts

[Note: The following information is structured BY PRODUCT, each of the grades - HoofGrid and HoofGrid HD - is itemized separately]

- ▶ Reply To: Mark Rector, Director of Product Development
- ▶ Email: info@ecoterr.com
- ▶ WEB: www.hoofgrid.com or www.ecoterr.com
- ▶ MSRP Prices Effective: 10 October 2007
- ▶ Locate a retail store, dealer or supplier >> www.ecoterr.com/ecoterr_stores_locations.htm

NOTE: PRICES ARE SUBJECT TO CHANGE:

This may be an old price list, please contact us for current MSRP prices >> www.ecoterr.com/contact.html

- ▶ Subject: HoofGrid Pricing
- ▶ Topics: Samples, Area, Installation and Prices - I will address these topics in the following order. This information is provided in order that the consumer be allowed to make an informed choice concerning the products we offer, and in order to accurately compare their Features & Benefits to those of our competitors' products.

The information will be organized as such . . .

- I. **Samples** (May I get some?)
- II. **Area** (Is the area necessary in order to receive an accurate price quote?)
- III. **Installation** (Do I need a degree or any special training, or can I install it myself?)
- V. **Product Comparison** (Price and requirements differences between HoofGrid and HoofGrid HD)
- IV. **The two grades of HoofGrid** (What are their intended applications and appropriate uses, their pricing, and their packing.)

A. HoofGrid

- 1) Specifications
 - a) Appropriate for . . .
 - b) Installation Requirements
 - (1) sub-base preparation, i.e. **"What needs to be done to the ground before it is installed?"**
 - (2) top layer and filling, i.e. **"A little."**
- 2) Pricing and Price Breaks, broken down into various quantities

B. HoofGrid HD

- 1) Specifications
 - a) Appropriate for . . .
 - b) Installation Requirements
 - (1) sub-base preparation, i.e. "What needs to be done to the ground before it is installed?"
 - (2) top layer and filling, i.e. "Little or none."
- 2) Pricing and Price Breaks, broken down into various quantities

===== *Questions, Specs, Ordering information, Prices and Quantity Price Breaks*=====

1. Samples: Please [send us a request](#) for samples, we encourage comparisons (or email info@ecoterr.com)
2. Yes, I'll need the area. The quantity will determine the cost.
3. Also, installation is very simple. Customers may install. For grass applications, you will need to (1) clear and grade the soil - meaning a smooth surface - the system can endure any slope gradient, (2) lay and connect the

grids by hand (pre-assembled in 12-piece sections, or 1.33 square meters), (3) fill with topsoil, (4) seed and water, and (5) mow regularly. We will be certifying regional installers, and may offer pre-sodded grids (delivered with grass already growing in them, just like sod from the local turf farm).

Here are some rough estimates, please remember that the price per unit (square foot) will change if the quantities change. I also encourage you to comparison-shop the competitors in the US. Although **HoofGrid's** long history of reliability and durability, proven fieldwork and laboratory testing, quality and performance exceeds anything available from our competitors, we are committed to maintaining equal or superior pricing.

4. **Product Comparison** - There are two (2) grades of the **HoofGrid** system: **Standard** (3 cm depth, simply called "HoofGrid), and **Heavy Duty** (5 cm depth, named "HoofGrid HD")
- a. The standard **HoofGrid** has been used and installed throughout Europe for many years in equestrian applications.
 - i. **HoofGrid** (standard) **does require** . . .
 - (1) minimum top layer depths (1-2 inches)
 - (2) some maintenance (in order to maintain the minimum top layer, to correct shifting from wind or rainfall)
 - (3) and often require a minimal sub-base construction of gravel (usually app. 1 inch).
 - ii. **HoofGrid HD** (heavier industrial grade)
 - (1) REQUIREMENTS ARE REDUCED
 - (a) NO top layer,
 - (b) NO maintenance,
 - (c) LITTLE OR NO sub-base work
 - iii. **HoofGrid HD** is suggested for the following applications
 - (1) In certain ground and climate conditions, (Alpine conditions and/or areas with extreme ground surface temperature variations - Death Valley or Alaskan Tundra or the High Sierras, for instance)
 - (2) In abnormally heavy traffic situations, in areas where the ground remains saturated for long periods of time AND is exposed to repeated heavy-equipment traffic (grain-filled farm combines and loaded dump trucks, earthmoving equipment or steamrollers, OTR 18-wheelers, etc.)
 - b. **If** it is preferable to use the **HoofGrid HD**, **then** the additional unit cost of the **HD** grids is often offset by its reduced foundation, top layer, and maintenance requirements.
 - c. **Quantity Price Breaks** are based upon our shipments from the manufacturer. There are two types of breaks: whole or half "truckloads" and "whole pallets."
 - i. Truckloads: If your order would allow us to cut out a middle man in the shipping, by shipping directly to you from the manufacturer without it being shipped to our warehouse in between, we pass that saving along to you in the form of price breaks.
 - ii. Pallets: If your order does not require us to manually re-pack a shipping pallet; the savings in materials, labor and efficiency is passed on to the customer.
 - d. **Product's Material Makeup: HoofGrid and HoofGrid HD** Both are manufactured from 100% Post-Consumer Content Recycled Polyethylene (PE, app 97%), plus app. 3% combination of other materials for UV-Stabilization and pigmentation. Sales tax outside the state of Washington - if any - is the responsibility of the customer.
5. **Pricing compared with Appropriate Uses** (In other words, "Which will you need, and what does it cost?")
- a. **HoofGrid** - "standard weight"
 - i. Compressive strength = 12.89 tons / square foot
 - ii. TUV-Certified Vehicular LOAD: for public and private roadways, bridges and parking areas...
22.45 US tons / AXLE
 - (1) Refer to **DIN 1072**: certification for Public Roadways & Bridges
 - (2) Refer to **DIN EN ISO 124 (B125)**: certification for public car parking areas.
 - iii. Specs: 'standard weight 3 cm height, Standard Equestrian Weight, requires minimal foundation work (if any), minimal maintenance required
 - iv. Appropriate for:
 - (1) Normal everyday riding and training
 - (2) under normal climactic conditions (e.g. California would qualify except in higher elevations of the Sierra Madres or in Death Valley, etc.)
 - v. Installation requirements for paddocks, round pen and arenas, traffic areas, aisles and barns flooring, hay and grain storage areas, etc.[reinforced-grass surfaces require no foundation or

top layer - (1) lay the grids, (2) fill with topsoil, (3) seed and water, (4) mow regularly]

- (1) Sub-base: App 1 inch subbase gravel, under normal conditions
- (2) Top Layer Requirements:
 - (a) OUTDOORS
 - (i) approximately 1-3 inches of filling and top layer
 - (ii) sand must be 1-2 inch above the tops of the grids, to protect against expansion during hot, sunny weather
 - (b) INDOORS:
 - (i) for normal activity, a minimum 1-2 inches to provide the proper traction for most western riding activities
 - (ii) for additional padding, we suggest 3-4 inches above the tops of the grids,
 - (iii) NO top layer is required in the absence of direct sunlight, but is advisable as padding for human-contact (sudden unexpected "out-of-saddle experiences")

vi. HoofGrid Breaks and prices. (all shipping is FOB our warehouse in Monroe, Washington)

Prices subject to change, [CONTACT US](mailto:CONTACT_US) for current pricing >> www.ecoterr.com/contact.html

b. **HoofGrid HD**

- i. Specs: 5 cm height, acceptable for all conditions including constant heavy-vehicle traffic on saturated ground during a rainfall, requires little or no foundation work, no top layer required, no maintenance required
- ii. Appropriate for:
 - (1) All conditions and uses, INCLUDING Alpine climates and Death Valley summers
 - (2) All disciplines including:
 - (a) Dressage,
 - (b) Hunting and Jumping,
 - (c) Western Pleasure,
 - (d) Rodeo events, etc.
- iii. Installation requirements for paddocks, round pens and arenas, etc.
 - (1) Sub-base: UP TO 1 inch sub-base gravel (in many conditions no foundation work is required)
 - (2) Filling: level with tops of the grids (app. 3-5 cm total, depending upon the grids' compression into the sub-base)
 - (3) Top Layer:
 - (a) NO top layer is required, either INDOORS or OUTDOORS,
 - (b) However, for the comfort of the riders (those out-of-saddle experiences again) some sand for padding is advisable.

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iv. HoofGrid HD Breaks and prices (all shipping is from Monroe, Washington)

Because we are in the initial phase of the introduction of the product to the American market, delivery lead-time may vary (3.5 - 6 weeks, depending upon common International Shipping Standards).

This is a new product for our company, and we are horsemen. "All Reasonable Offers Will Be Considered." If your project is special, or may be considered extraordinary, please do not hesitate to contact us. If we are able to provide this vastly superior EF&F grid system in sufficient quantities, the prices will reflect that efficiency in volume.

~Mark Rector, ECO-TERR, Director of Product Development

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