



**For Immediate Release**

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**Introducing Belgard Design Studio for 3-D Renderings and More!**

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Atlanta, GA – October 20, 2010 – Landscape designers and contractors looking to increase their closure rate and boost profit margins have a new sales tool available at the click of a mouse-Belgard Design Studio.

The online studio that allows contractors and designers to create 3-D renderings of outdoor living projects is now available at [www.belgarddesignstudio.com](http://www.belgarddesignstudio.com). Contractors who participated in the pilot program achieved an average closure rate of 85%, and jobs closed utilizing the online resource boasted higher margins and fewer project complications.

The 3-D designs help to bring concepts to life, allowing clients to visualize the use of Belgard Elements and product lines to transform their backyards in to outdoor living retreats. Belgard Design Studio offers four levels of service:

**FREE:** Download one of 12 free backyard design plans from the online design library. Each design includes 3-D animated fly-throughs, 2-D photorealistic screen shots from various viewpoints, project dimensions and a materials list.

**BASIC SERVICE:** This is for contractors and designers who have already created a design or have one in mind. Send in your 2-D drawings and design studio representatives will convert the image to 3-D renderings. Cost starts at \$99.

**DELUXE SERVICE:** This service includes all the benefits of the basic service plus three photorealistic screen shots, project dimensions, and a materials list. Cost starts at \$199.

**PREMIER SERVICE:** This service includes all the benefits of the deluxe service plus fly-through animation and a jump drive. Cost starts at \$299.

Additional design resources are planned for the online library and free service. Visit the Belgard Design Studio at [belgarddesignstudio.com](http://belgarddesignstudio.com) for more information or speak with your local Belgard sales rep.

### **About Belgard Hardscapes**

Since 1995, Belgard has set the standard for innovative and quality outdoor hardscapes with its interlocking concrete paver and wall products. Offering a versatile range of styles, including antiqued, classic, and natural textures, Belgard premium products are found in America's first homes and dream homes. When quality matters - Choose Belgard. For more information, visit: [www.belgard.biz](http://www.belgard.biz)

### **About Oldcastle® Architectural**

Oldcastle Architectural is North America's leading supplier of concrete masonry, lawn and garden products, and a regional leader in clay brick for the commercial masonry, professional landscaping and consumer DIY markets. The group also produces packaged cement mixes, lightweight aggregates, bagged decorative stone and lime and concrete roof tiles. With more than 206 operating locations and 7,000 employees, the company operates across 38 states and two Canadian provinces. Each company works autonomously to service their local markets, while leveraging the group's best practices and resources. Oldcastle® Architectural is a U.S. subsidiary of CRH plc, <http://www.crh.ie> one of the top five international building products companies. For more information visit [www.oldcastleapg.com](http://www.oldcastleapg.com).

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