

Press Release - January 2008

Increase Your Profits with High Margin Add-Ons

Lawrenceville, N.J. - LMT Mercer Group Inc.

As the construction industry has been somewhat flat in 2007 and this trend is expected to continue into 2008, increasing profit margins, and obtaining the customer's order is even more important. LMT Mercer Group, Inc. has been innovative in offering numerous up-sells or add-ons that do just this. Instead of generating the standard "vanilla" bid for your customer base, consult with the customer and present unique ideas for their project that increase the value of the overall sale. Many pvc and wood composite accessories are available to make your company stand out and be the customer's choice.

LMT Mercer Group, Inc. offers a variety of solar post caps and solar wedges which are energy efficient and currently very popular across the U.S.. This product line includes the Galaxy and Galaxy Comet Solar Post Caps and the Galaxy Solar Wedge and has recently been expanded to offer not only white and almond, but high-end nickel and copper finishes. In addition to the solar post caps, LMT Mercer Group, Inc. has developed a number of decorative elements that include Sunburst panels, Scrolls and Diamond Inserts. Using these products will differentiate your products from other contractors that typically quote commodity fence styles. These are good up-sell products that enhance the overall style and individuality of the fence, deck or rail design.

Thermo-formed spindles are another way to increase profit margins. These are a cost effective alternative to injection-molded spindles that are equal in strength and durability and there is no minimum order quantity in the four standard colors. Another upgrade are designer post caps like the Federation, Nantucket, Hampton, and Bridgeport these offer a unique design and increased margins when compared to the common Horse Cap.

Many contractors bid on only the fence or rail projects and forget about the rest of the yard. LMT Mercer Group, Inc. manufactures Pergolas and Arbors that can create a sanctuary on any property. These items offer a high margin and increase the revenues on any bid.

Plan for a profitable year in 2008 with these high margin products from LMT Mercer Group, Inc.

For more information contact LMT Mercer Group, Inc. at www.lmtproducts.com.