



Orders should be submitted on Word.doc files supplied by JR Laser Solutions. JR Laser Solutions will email the Word files to you for data entry. The appropriate files will be supplied for the specific product to be processed. We work very closely with your campaign manager.

For example: Word files for 1, 2, and 3-lines of text will be supplied for 4" x 8" pavers.

Data should be entered just as you want it on the products: upper and lower case or all upper case. Text will be centered by JR Laser Solutions and does not need to be centered on the Word file. An order form will be provided. Proofs may be requested initially however once production is set no changes can be made without additional charges.

It is suggested that you keep a copy of all files sent electronically to JR Laser Solutions. We will also archive a copy of submitted files.

## **PAYMENT**

As all orders are custom, orders will need to be processed for payment before they are shipped or delivered by JR Laser Solutions. A tiered payment plan can be arranged according to your campaign. Email the files to us with your Tax ID number and shipping address. We will immediately generate your invoice.

## **SHIPPING or DELIVERY**

Orders will be completed within 4-6 weeks of receipt of order & payment. Orders will be sent by the fastest and most affordable means available or delivered (if local -approx \$50.00 within 125 miles).

## **FAQS:**

### **Do we install our products?**

**No.** We encourage our customers to use local installers, especially for pavers. Soil conditions may vary considerably, within a short distance. A local installer will know how to prepare the soil for specific needs in your area.

### **Should you install the bricks with concrete/mortar?**

Very few of our customers have chosen this method, most sand-mount. **Sand-mounting** allows you to give your project a "finished" look with filler bricks added. **As you sell more pavers**, you remove the fillers, adding marked pavers. You can then assemble removed filler pavers and expand your project over time very easily and neatly.

### **How should you plan on how many pavers we will need?**

With 4" x 8" pavers, there are 4.5 per square foot.

An area 10' x 10' will require 450 pavers, marked and unmarked to be completed.

JR Laser Solutions  
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## How much should you charge for our products?

Much depends on your potential customers. We have customers who charge from "whatever you can afford" to \$5,000 for a 4" x 8" brick paver. Projects will continue to produce results best if represented by an impressive number of pavers to be viewed by the next generation of purchasers. Selling products for \$500 may get needed funds, but result in a project that looks under-supported. Try finding Corporate Sponsors from your local market. After the first installation you will most likely have the admiration and attention of many more donors. Campaign prices are often increased.

Over 80% of our clients sell 4" x 8" pavers for \$100 or less.

## What should I expect as my costs for this project?

Our prices reflect your costs plus delivery. Other costs may be credit card fees, design and production of sales materials, and installation.

## Do we continue selling after the initial sales effort?

Of Course! Once others see the project, they also will want to be included.



In addition to the appeal to establish the legacy of your message, these products also represent a means to provide a testament that says "In Honor of ..." , "In Memory of ..." , "In Celebration of ..." or whatever answers the needs represented.

We suggest using a clean sharp font such as "Helvetica Light with Upper & Lower characters. The most popular is a brick with 3 lines containing 14 letters per line approx .75 inches or 3 lines with 20 characters, but will be a smaller point size. Other fonts could be Empire, Onyx, Arial or Arial Bold. Ask us about your favorite font and we will test it and provide you a sample for comparison. We can also provide you with a flagstone paver – something to get your donors excited about!

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