

ENGRAVING

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The Engraving Industry is *INCREDIBLY* Challenged!

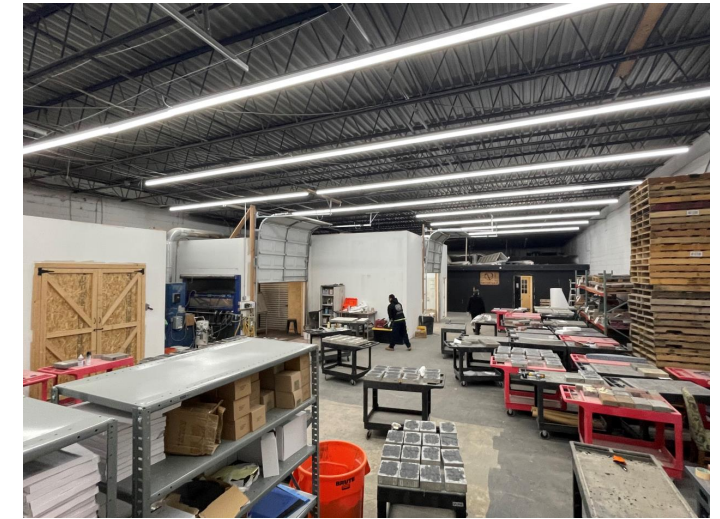
Industry Reality

- Over the past few years, **MULTIPLE** Engraving companies have gone *OUT of business...*
- Many **EXISTING** projects (many containing hundreds of donor bricks) have started to break down and cause “mass replacements” of previously built projects. In many cases, these replacement costs were not planned....
- Industry demand has continued to go up, while the number of engraving companies have **DECREASED**. *Longer lead times are the common outcome....*
- Investments in automation such as Laser Engraving is a solve, but that **ONLY** applies to **CLAY PAVERS**. 90% of the hardscaping world = materials **OUTSIDE OF CLAY** (ie concrete) where ***Laser engraving does not work...***

Choosing The Right Partner Matters! One that is sustainable and has a full range of capabilities

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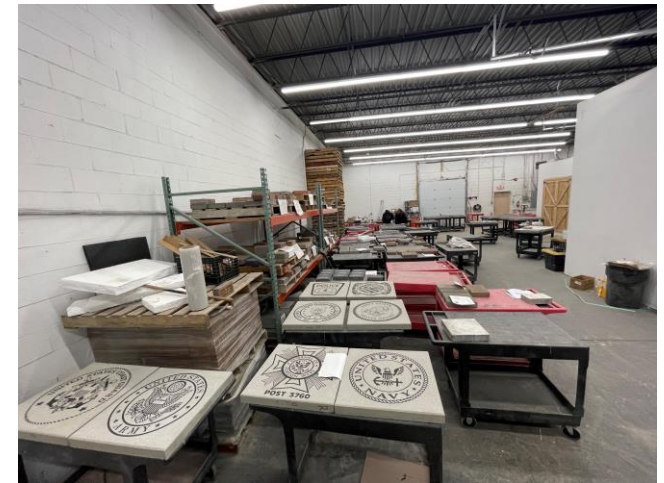
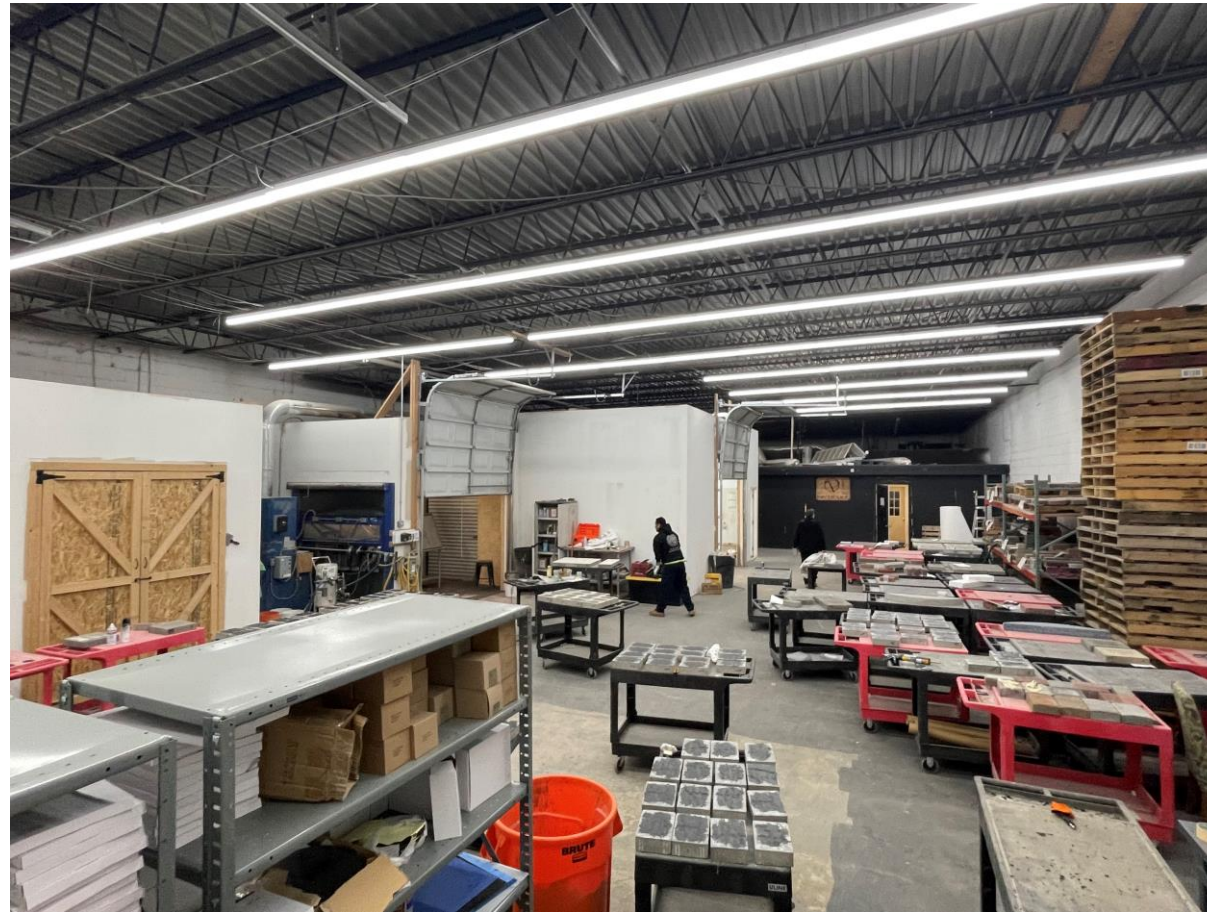
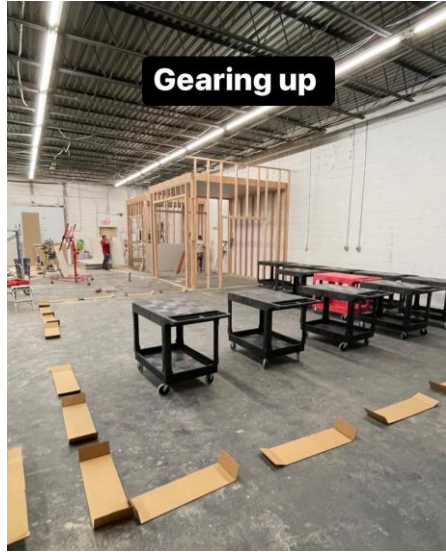
PAVERART Is the only Company in the USA to offer by PAVERTART + Full range of Engraving Capabilities (sandblasting, laser, all sizes, all types).



- PAVERTART has made significant investments in our operations and standards, increasing our capabilities by 4x in the past 4 years.
- We built a Dedicated engraving facility, separate from our flagship PAVERTART segment. This facility offers a full range of engraving products.
- We Expanded our team, improved our standards.
- We have perfected our Proprietary ECO-FILL engraving method.
- We have added **Laser Engraving Technology utilizing state-of-the-art equipment** to provide a full complement of fundraising and memorial items
- We've invested in fully transparent customer relationships.
 - See why we are a great long-term partner and create great outcomes, not just today, but over the long term.

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*DEDICATED Engraving Facility
Built January 2023*



PAVERART



- We continue to Invest in our team, quality controls, service standards and customer education.
- *We ALWAYS invite prospective clients to visit us, our team and facility.*



Durability Is the Challenge In The Engraving World!



- A Significant Number of Concrete* companies use spray paint, it's fast and reduces lead times. HOWEVER....
- Paint WILL wear out. It's not an IF, it is a ***WHEN, leading to costly replacement costs and damaging campaign profits.***
- Our Solution is far better than classic spray paint.....

* Clay pavers can be laser jetted which is much more durable than spray painted applications. However, there are SIGNIFICANTLY more Concrete pavers installed vs Clay, concrete is simply the most popular Hardscaping material in the USA, by a wide margin. ***IF Laser Engraved Clay Pavers are desired, we are HAPPY to provide that!***

PAVERART

Durable Quality Matters!



* We deal with the “durability” challenge by NOT using paint, we use our **Proprietary ECO-FILL Method**

We sandblast the surface of the paver with the required inscriptions to create cavities deep enough to accept our Eco-Fill.

THEN, we **FILL** the characters and essentially “fix” the self-imposed cracks by filling those cavities.

Our Eco-Fill takes longer than the spray-painting process.....MANY more steps and plenty of time involved in “baking” that can’t be rushed.

But it’s worth it, and donors always appreciate it.

Town Of East Haven, CT. Memorial Walk – Engraved Pavers

Mayor Joseph A. Carfora · Follow
May 11, 2022 · 🌐

Town Green - engraved brick update from the Mayor's Office.
The Town green beautification project took off quickly with the sales of engraved bricks for the new walkway on the town green. MANY orders came into the mayor's office and we had previously arranged for all bricks to be engraved locally prior to Covid. We had a solid plan!

Like many other situations due to Covid last year it effected the timeline of our project. The original vendor had a major supply issue that was out of ours and their control which then caused us to move our orders to another vendor.

Unfortunately, we had to relocate the pallets of bricks after locating a new vendor in New Jersey, one who can take on this large ongoing project with little notice. We did all this with hopes the new vendor will still give us a completion date for spring 22 like we targeted.

With that being said, we are on schedule for the bricks to be placed for spring. So, here we are, its spring. We have been working closely with @Paverart NJ, included are some photos of the mass production of our Bricks. This new company has been amazing to work with and has kept us up to date. All of the bricks will be completed by the end of May and we are hoping to announce a date in early June to celebrate the "walk East Haven" beautification project and place the engraved bricks for all to see.

This will include placement of the bricks and the remaining plaques for the benches that arrived.

Supply and demand in every aspect has been affected due to Covid. We see this every day in our own lives. I know we have spoken with residents who may have called in, but we also wanted to share this update here too.

Bricks can still be purchased, we have more available. Stop by the Mayor's Office to be part of the next wave of orders.

PaverArt designed the new compass on the walkway at Momauguin School, it's amazing, check out their work.

Thank you for your patience, and as always, call with any questions. (203) 468-3204.



4

1 share

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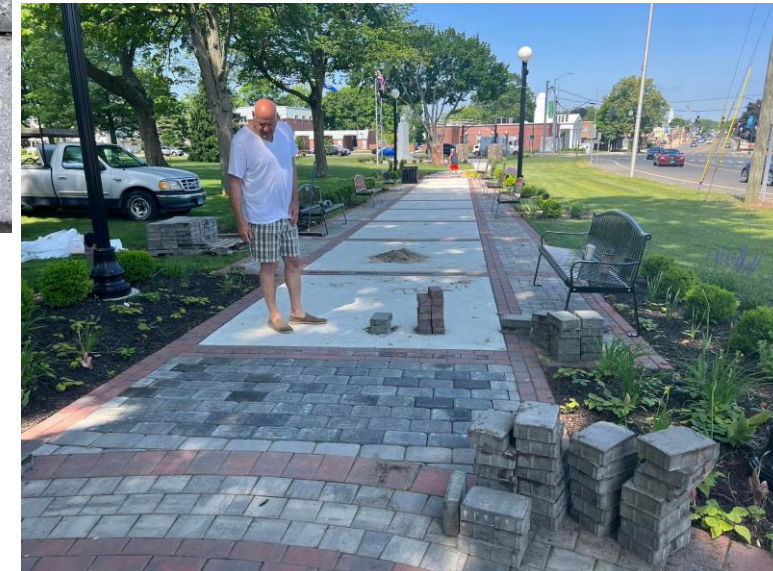


Angelo Lieto
Mark Olivito his partner ,and his family from PaverArt , are one of the best businesses I ever dealt with . He always answers the call for my questions and is top notch in what he does ...

2y Like Reply



2



Newtown Square, PA: Delaware County Veterans Memorial

Approximately 2,000 Pavers were replaced by PAVERTART using the ECO-FILL process. The replaced pavers degraded prematurely because they were “spray-painted.”



Delaware County Veterans Memorial Association In Newtown Square

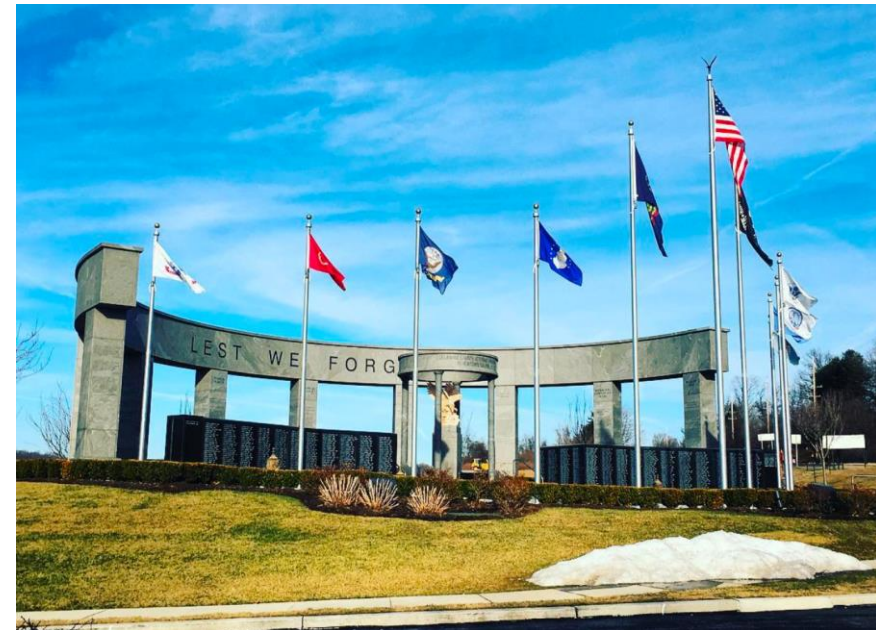
December 26, 2022 · 🌐

We are excited to announce our Brick Replacement Project! Since the memorial was built 10 years ago, the names of many Veterans have worn away on their individual bricks.

With support from Senator Kearney and Senator Kane and a grant provided by the Commonwealth of Pennsylvania - Department of Community and Economic Development (the Keystone Communities Program), DCVMA has the opportunity to replace an estimated 6,000 bricks. The newly engraved bricks will become a permanent part of the Memorial, with more to be added in the future through the Buy-A-Brick program.

The new and improved bricks will be on a darker grey and a light grey engraving to ensure a better viewing experience for our Veterans and their families. With help from PaverArt, the Memorial will receive the first batch of new bricks by the end of the 2022 year, and the project will begin when weather permits.

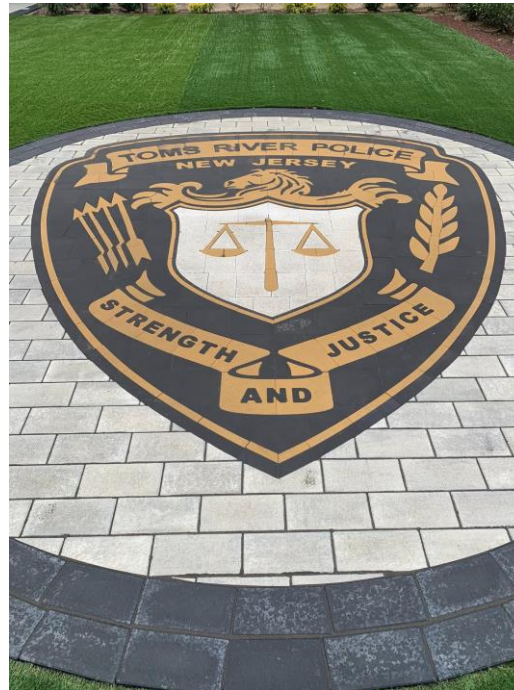
We will be sharing updates along the way! To stay up to date on this exciting project, follow our Facebook and Instagram pages.



PAVERART

Toms River, NJ Police Department *Court of Honor Recognition Pavers & PAVERART Logo*

- Techo-Bloc (Leading national brand of Concrete Pavers) chosen With **PAVERART ECO-FILL Process**
- PAVERART Custom Police Shield brings the area together – 14' high x 12.5' wide



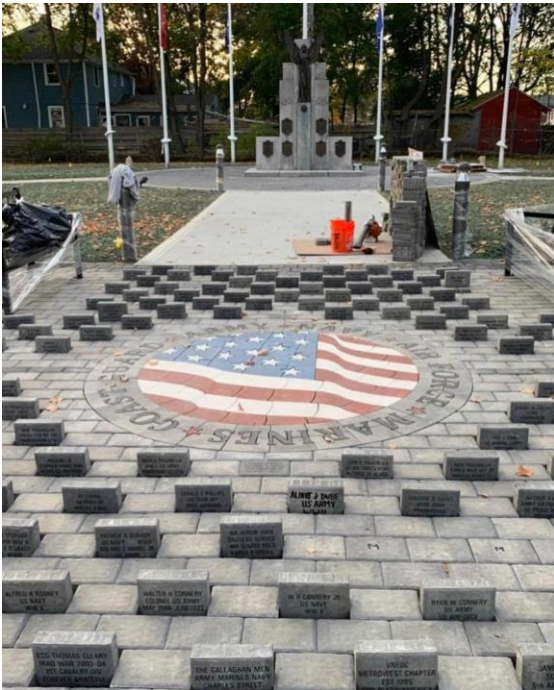
Project Video on
<https://www.paverart.com/engraved-pavers>



PAVERART

Framingham MA, Veterans Memorial *Engraved Pavers & PAVERART Armed Forces Medallion*

- 1) Newly built area, material chosen = concrete pavers, *the material that covers approximately 90% of total hardscaping square footage*
- 2) Engraved Tributes to Veteran's (also used for fundraising) utilizing PAVERART's durable ECO-FILL
- 3) The focal point design is PAVERART's Armed Forces 8' diameter Medallion



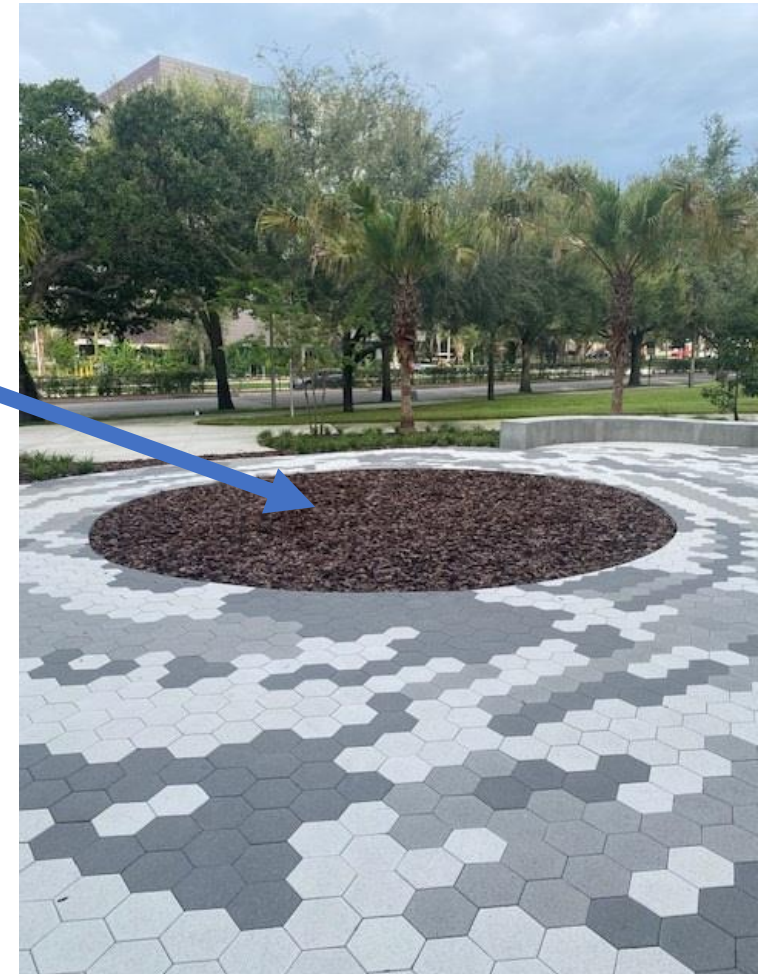
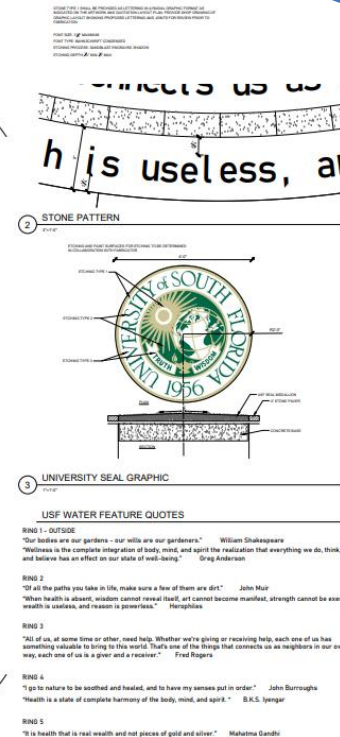
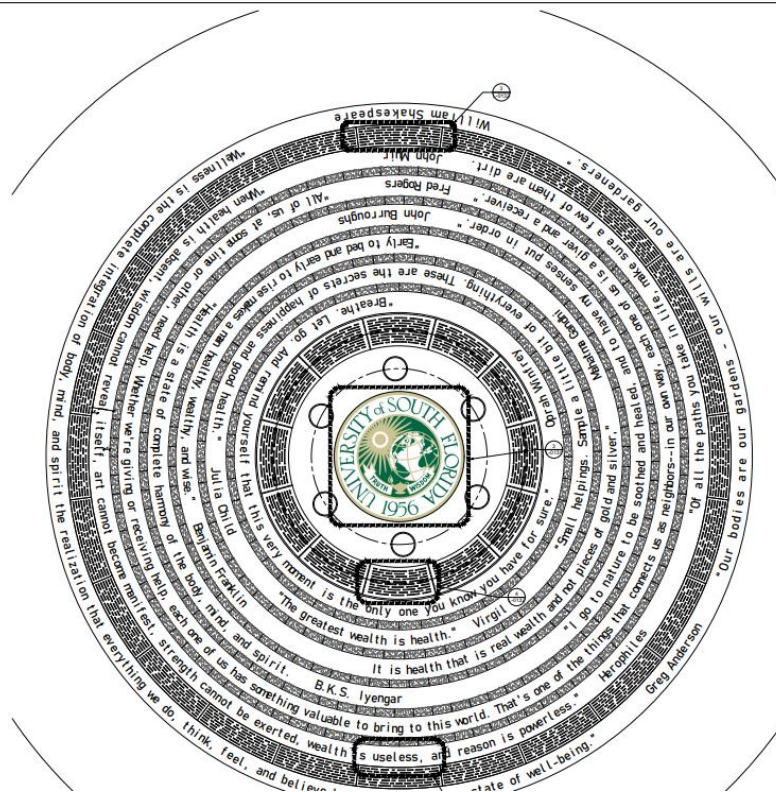
Problem!

* A VERY intricate design, University logo + engraved, custom radial cuts, It must be installed into a pre-existing, circular cut-out that is no more than 20' diameter.

How can we solve it?



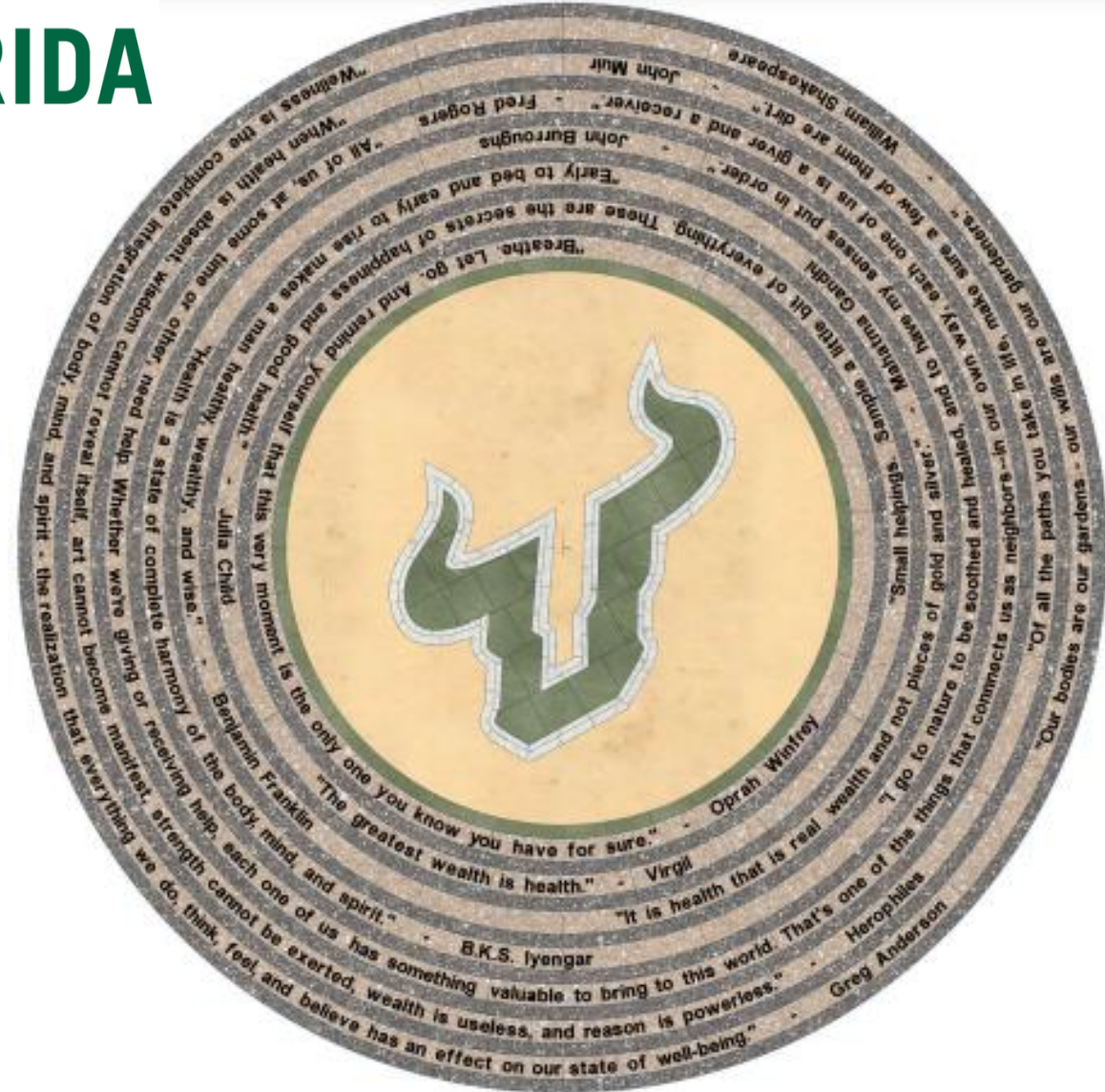
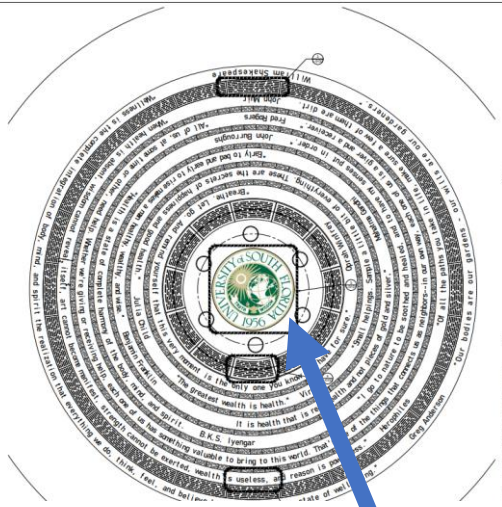
UNIVERSITY of
SOUTH FLORIDA



PAVERART



UNIVERSITY of
SOUTH FLORIDA



Design & Manufacturing Strategy

- 1) Change Center Logo to a logo we previously built, the USF Bull Horn Logo, which allows us to capture more design detail
- 2) Utilize PAVERART's Custom Engraving & ECO-FILL process to produce the quotes in perfectly cut, radial concrete slabs

PAVERART



Our team of skilled Factory Techs are trained to provide the highest quality workmanship for your project

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Village of Byesville, OH

"We The People" Design: Flag, Lady Liberty, Bald Eagle, Liberty Bell and The US Constitution Preamble Custom Slab Engraving



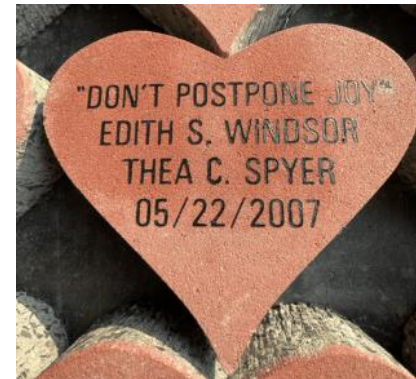
13 feet high
x
18 feet wide

Custom
Slab
Engraving
& ECO-FILL

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Southampton, NY

The Edith Windsor Heart Project:
Custom Engraved Hearts Combined into a larger Heart Platform



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Glen Rock, NJ High School Engraved Pavers, PAVERART School Logo

\$35,000+ Raised, With A Blank Canvas Built For Years To Come, Totally Upgraded Field Entrance Exhibiting School Pride!



GLEN ROCK PANTHERS LEGACY PLAZA FUNDRAISER



4"x8" BRICK - \$150 Donation
up to 3 LINES OF TEXT
16 CHARACTERS PER LINE

12"X12" BRICK - \$300 Donation
up to 6 LINES OF TEXT
23 CHARACTERS PER LINE

DONATION DEADLINE: JULY 10TH

GLEN ROCK BOOSTER CLUB

Glen Rock Booster Club
September 1, 2024 · 🌐

The Glen Rock Booster Club has completed the installation of the Glen Rock Panthers Legacy Plaza at the high school. Over four days, nearly 7,000 bricks were installed by volunteers spanning three generations of Glen Rockers! Thank you to all who participated, whether for one hour or four days; we appreciate your time, energy, and effort to be part of this extraordinary project.



Maureen Elizabeth McDermott

This is just wonderful! Thank you to all who helped see this dream come true. I'm so excited to see my brick and the finished work. I'm sure my kids and grandkids feel the same way. Thank you again! ❤️

19w Like Reply



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Delran, NJ High School
Engraved Pavers, PAVERART School Logos

Approaching 1 Decade of *Student Led* PAVERART Designs
+ Engraved Fundraising!



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Florida State University Athletic Hall of Fame

Engraved Pavers



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Seattle, WA Seattle Canoe & Kayak Club, Seattle WA
Engraved Pavers, PAVERART Logo & Custom
Large Slab Engraving

Millersville, MD Ruth Parker Eason School
Star Inlays & Custom Large Slab Engraving



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Town of North East MD Community Park Veteran's Legacy Brick Memorial



Grant Handley

1 review • 1 photo

★★★★★ 6 weeks ago

The Town of North East, Maryland, engaged PAVERART to create a Veteran's Memorial at our community park, and they did an outstanding job. The quality of the bricks is excellent, the engraving is precise, and the customer service is exceptional. I had submitted a brick with a typo, and they quickly provided a corrected brick, even with a tight timeline

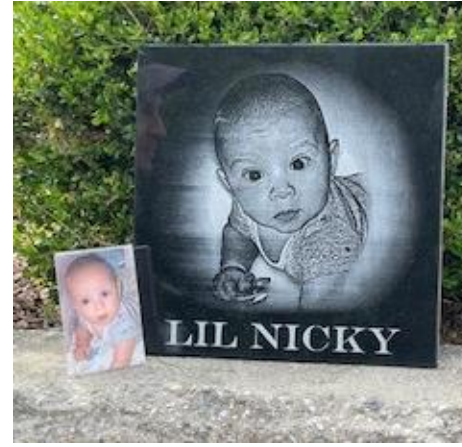


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New For 2025 Laser Engraving!

Materials

- * Clay Bricks
- * Black Marble – Photo Replications, Memorials
- * Slate
- * Stainless Steel Drinkware



STAINLESS MUGS FULLY CUSTOMIZABLE



SANDY, DAVID, JEN HERNDON CHILDREN OF CAROL ESSEX	MY BELOVED GRANDMOTHER HATTIE SISK	V. L. POTTER PATIO PANTRY FOUNDER / MGR.	GEORGE T & PHOEBE HARDING BOTH MD 1875	R. L. POTTER SR. 1903 - 2000 HARDWARE MGR.
LOVE ROM 8:36,39	PETER MARTIN KELLER MD PENN GRAD 1901	FLORENCE ARMSTRONG KELLER MD AMMC 1902	THE ESSEX, HERNDON & CONFALONI FAMILIES	DON & WILLA RUMP & FAMILY.
KEN & JEANIE MITCHELL WILL & VONNY & ASHA	RAY EVERETT HERNDON REMEMBERED	KAREN JEANNIE HERNDON REMEMBERED	MANDY, MEL, ASH, WILL, ALLY, CAM, EVAN, LANDON	ART & SHARON WALLS
DR. & MRS. HAROLD WALTON	MR. & MRS. H. A. WALLS	ETHEL WALLS MORI	DONALD W. WALLS MD	SUSIE SPEARS
HAROLD BUHALTS BOYD	MARK MAGDA MARZAHN	PATRICK AND EVELYN COCKS PARENTS NEW ZEALAND	JOHN ALEX LOFGREN	RUTH M. LOFGREN
JESSE C. RICHARDS MD	ROXANNE (GEORGE) & MARVIN MINOR	ARTHUR R. GEORGE MD	ERNESTINE GEORGE RICHARDS MD	LEWIS C. GEORGE MD

PAVERART LASER ENGRAVING on Black Granite and Slate



Next Up.....

- **Fundraising Project Steps**
- **Pricing**
- **Best Practices**



Our team is here to walk you through step by step as your PARTNER!

The following information is the “must have” and we are happy to chat live at YOUR convenience, answer questions and brainstorm ideas to make your project a great success.



Fundraising Project Steps

Once your Location for install is identified & Project Goals Are Established...

- 1) Select your size(s)
- 2) Pick a price point (donation amount)
- 3) Communicate campaign to your community
 - 1) Marketing materials – Project Goals, vision, Name, “Legacy Walk” “Hall of Fame”, deadlines
 - 2) Order Forms including inscription space available





PROMOTE! PROMOTE! PROMOTE!

* Use every avenue possible: Live events, email, direct mail, social media, cold calls, video, text messaging, local press releases, local podcasts.

- 4) Collect the donations and order forms simultaneously
- 5) Consolidate the order forms on one Word Document, submit that to PAVERART and we are ready to process your order!
- 6) We will provide within 1 week (often faster) a set of electronic proofs (visual mockups) of your donor pavers for review and approval.
- 7) After Approval of proofs, go to production, Quality Check and ship!

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Concrete Paver (Non-Clay) Pricing (Most Common Sizes)

Engraved Concrete Paver: <i>Enamel Coated or PAVERART's Proprietary Eco-Fill / Front Univer57 - ALL CAPS</i>				
Size		4 x 8 x 2" 3/8		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$25	\$0	\$25
	11-19 Pavers	\$25	\$10	\$35
	1-10 Pavers	\$25	\$30	\$55
# of Lines & Spaces Per Line	3 lines (Maximum) and 16 spaces per line			
Size		6 x 9 x 2" 3/8		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$35	\$0	\$35
	11-19 Pavers	\$35	\$11	\$46
	1-10 Pavers	\$35	\$24	\$59
# of Lines & Spaces Per Line	4 lines (Maximum) and 17 spaces per line			
Size		8 x 8		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$36	\$0	\$36
	11-19 Pavers	\$36	\$14	\$50
	1-10 Pavers	\$36	\$29	\$65
# of Lines & Spaces Per Line	6 lines (Maximum) with 16 spaces per line			
Size		12 x 12		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$49	\$0	\$49
	11-19 Pavers	\$49	\$10	\$59
	1-10 Pavers	\$49	\$23	\$72
# of Lines & Spaces Per Line	6 lines (Maximum) with 23 spaces per line			

- No Minimums, we can engrave just one! Best pricing for 20)
- Pricing includes engraving, proprietary ECO-FILL and the Paver Itself
 - Shipping will be a function of weight & Location

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Clay Paver Pricing (Laser Engraved)

Laser Engraved Clay Paver

Size		4 x 8 x 2" 1/4		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$ 19.50	\$0	\$ 19.50
	11-19 Pavers	\$ 19.50	\$5	\$ 24.50
	1-10 Pavers	\$ 19.50	\$10	\$ 29.50
# of Lines & Spaces Per Line	3 lines (Maximum) and 20 spaces per line			
Size		8 x 8 x 2" 1/4		
Pricing	Quantity	Price Per Paver	Small Order Fee (Per Paver) \$10	Price Per Paver
	20+ Pavers	\$ 30.00	\$0	\$ 30.00
	11-19 Pavers	\$ 30.00	\$5	\$ 35.00
	1-10 Pavers	\$ 30.00	\$10	\$ 40.00
# of Lines & Spaces Per Line	6 lines (Maximum) and 20 spaces per line			



- No Minimums, we can engrave just one! Best pricing for 20
- Pricing includes engraving, and the Paver Itself
 - Shipping will be a function of weight & Location



Fundraising Campaign *Profit* Scenarios

Size	# Sold	Cost Per Paver	Cost	Donation Amount Per Paver	Total Profit
4x8	50	\$ 25	\$ 1,250	\$ 125.00	\$ 5,000
4x8	150	\$ 25	\$ 3,750	\$ 125.00	\$ 15,000
4x8	250	\$ 25	\$ 6,250	\$ 125.00	\$ 25,000
4x8	500	\$ 25	\$ 12,500	\$ 125.00	\$ 50,000
4x8	750	\$ 25	\$ 18,750	\$ 125.00	\$ 75,000
4x8	1000	\$ 25	\$ 25,000	\$ 125.00	\$ 100,000

Size	# Sold	Price Per Paver	Cost	Donation Amount Per Paver	Total Profit
12x12	15	\$ 49	\$ 735	\$ 200.00	\$ 2,265
12x12	45	\$ 49	\$ 2,205	\$ 200.00	\$ 6,795
12x12	75	\$ 49	\$ 3,675	\$ 200.00	\$ 11,325
12x12	150	\$ 49	\$ 7,350	\$ 200.00	\$ 22,650
12x12	225	\$ 49	\$ 11,025	\$ 200.00	\$ 33,975
12x12	300	\$ 49	\$ 14,700	\$ 200.00	\$ 45,300

Fundraising Campaigns Can Be Extremely Lucrative, Not Just For One year but for decades to come!

- Consider site layout to grow into the area for *a multi year campaign*
- Consider 2 sizes to attract larger donations (business community, larger donors)
- Consider the “plaza” approach with a focal point design (**PAVERART**) to create shareability on social media



Fundraising Best Practices: What We Learned After 22+ Years & Projects All Over the USA?

“Majoring in the Minors!”

- 1) Too many “offerings” slow projects down and do NOT increase overall results? What are “offerings?”
 - 1) PAVER Colors
 - 2) Clip Art
 - 3) Font types

Said differently, you will not raise one more \$ by choosing Gray vs Red, or Univers57 vs Times New Roman font, or offering clipart vs non clipart. BUT we HAVE witnessed countless organizations take extended periods of times contemplating these details at the expense of mission critical details such as communication/promotion, design.

Organizations with an action-oriented, long-term Compelling Vision, “Plaza” approach can out fund-raise those that are simply doing a tactical “lets see what happens” campaign by more than of 30%.

Best Practices- *Continued*

The Important Stuff: Value Added Energy

- A compelling ***name*** for the area
- A focal point ***design*** that draws attention/interest– Attention creates pictures, pictures are shared on social media, and that further creates more awareness and desire to participate.
- ***Annual campaigns*** that are part of consistent messaging.
 - With yearbooks, annual campaign letters, for graduation, etc.
- ***FREQUENT, consistent communication*** via all communication channels available vs 1-2 campaign announcements. 90 day campaign windows are most common.
- ***Team*** Approaches tend to out fund-raise one project leader.
- ***Businesses AND individuals***: They are different, and local business would often support larger sizes and higher donation amounts.