



Manufacturers of
UNI® Paving Stones

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HOW TO SELL UNI - ANCHORLOCK®

UNI-Anchorlock® is a heavy-duty industrial paver with an "anchor-interlocking" shape designed to withstand twisting or tipping under high-load applications. The angular shape was specifically designed for mechanized installation of large scale projects. Like the UNI Eco-Stone® paver, it takes more knowledge to sell this product. However, due to the size of most Anchorlock® projects, the extra effort makes it worth your while.

UNI-Anchorlock® should be marketed for applications such as ports, rail and industrial yards, depots, storage areas, parking lots, streets, and more. The main competition for this product is 4" x 8" rectangular pavers. However, everyone makes a rectangular paver so you need to stress the superior interlocking ability of Anchorlock® over traditional rectangular pavers, as well as speed of mechanized installation.

Projects such as ports, depots and rail yards are often ideal candidates for interlocking pavers due to the fact that the existing or fill soils at these sites is often of poor quality. Pavers can compensate for settlement in these soils and still be capable of supporting high loads. These projects often require that they make repairs to the subgrade soils due to settlement problems. Since the pavers can be taken up and reinstalled after the repairs, this is a benefit that can be marketed to these types of projects - less down time and reduced or no cost for surfacing materials - unlike asphalt or reinforced concrete.

Of course, unlike residential paver jobs, many of these projects will not just drop in your lap. You'll need to make sales calls, send product information, hold seminars or lunch presentations, and exhibit at industry-related tradeshows in your area.

TOP TIPS & TOOLS FOR SELLING UNI - ANCHORLOCK

- Get a copy of our 124-page manual - **Applications for Concrete Paving Block in the United States Market** - and make yourself familiar with it. Believe us, you'll be an expert after reading this publication! Well, almost. This manual is also a "must include" in any package sent out to design pros.
- Consider hosting an industrial or heavy-duty pavement seminar with guest speakers such as Dr. Brian Shackel or Harald von Langsdorff. Or develop a presentation and do it yourself. These types of programs qualify for Professional Development Hours (PDH) that design pros can use towards professional accreditation.

- Like Eco-Stone[®], UNI-Anchorlock[®] has been extensively tested and researched. The **NASA friction tests** done on a number of paver shapes clearly demonstrate Anchorlock's[®] superiority. It was the only paver shape that did not deform during the entire course of testing. This report should be used when rectangular pavers are competing for an industrial heavy-duty project. Copies of this report are available from our offices.

- The **Port of Tampa** and **Sterling Sugar** Case Studies are Anchorlock projects. These case studies clearly demonstrate the superiority of UNI-Anchorlock[®] pavers under high-load, poor soil conditions. The **Pier IX** Case Study on UNI-Stone[®] also is a good case study demonstrating the extreme loads and stress these pavers can withstand. These case studies are excellent sales tools for promoting UNI-Anchorlock[®] pavers.

- We also have available some life-cycle costing studies that were done for the Port of Tampa that may be useful when proposing Anchorlock[®] for large-scale projects. These compared UNI-Anchorlock[®] with asphalt and two-types of reinforced concrete pavements.

- Order the UNI-Anchorlock[®] PowerPoint presentation and review it. It is very comprehensive and covers general construction for industrial use, research - including the NASA studies, and highlights projects such as the Port of Tampa and Sterling Sugar, as well as numerous project pictures from across the U.S. If you have PowerPoint, you can customize and save various versions for different audiences.

- We also have a 14 minute video - **Using UNI-Anchorlock[®] in Industrial Applications** - that you can order from our offices. While we wouldn't recommend it for a direct presentation, it can be useful to run at a tradeshow, or to send as part of a comprehensive industrial package to engineers, port, rail or depot officials, streets and public works officials, etc.

- Finally, if you need assistance, we're here to help. Give us a call or e-mail us if you have any questions.

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