

the **Arett**

Outlook
arett.com

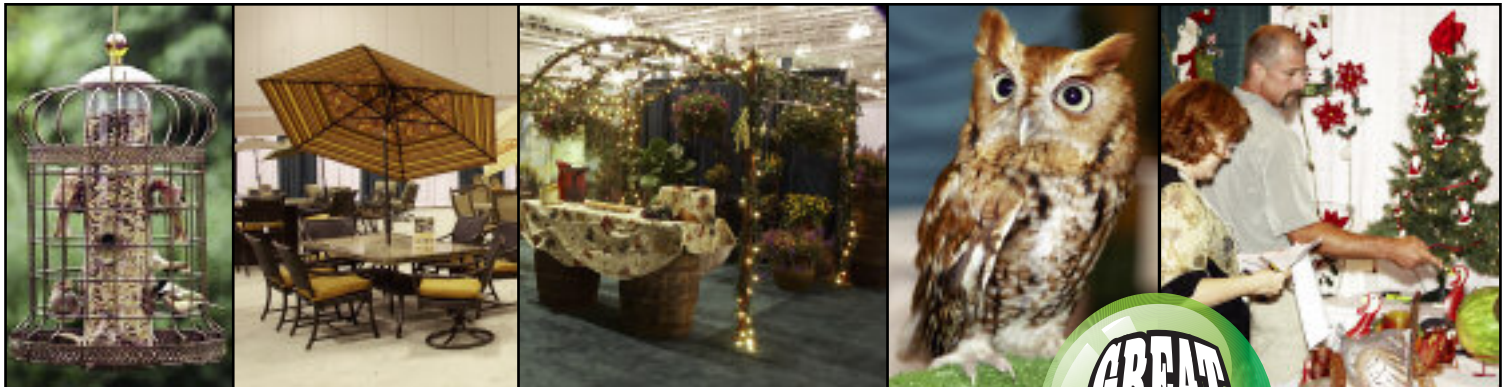


Family Owned
Since 1953

800-257-8220

Arett Sales Newsletter • May 2008

Your success is our goal!



Expofest 2008 Is Almost Here!

An Exclusive EXPO for Independent Lawn & Garden Retailers

Time is running out to register for Arett Sales' Expofest 2008, which will be held on June 25 and June 26 at the in Atlantic City Convention Center, in Atlantic City, New Jersey.

Expofest 2008 features top manufacturers offering a selection of lawn & garden merchandise that is second to none in the industry! You will find everything you need to stock your garden center for fall and winter as well as a huge assortment of import patio merchandise for the spring of 2009!

Just look at all Expofest 2008 has to offer:

- 80,000 sq. ft. of products and services all under one roof!

- Stock up on Fall, Halloween, and Christmas merchandise for 2008!
- Pre-order Outdoor Living and Patio & garden imports for 2009!
- Save lots of money with show-only specials!
- Enjoy food, music, camaraderie and beer at our Wednesday night Beerfest!
- FREE ADMISSION (registration required)!

The Expofest 2008 host hotel is the Sheraton Atlantic City. Special room rates are available for the Sheraton if rooms are reserved on or before June 5. Rooms can be reserved by calling AC Hotel Experts at 888-306-6145.

Show hours are from 1 pm – 8 pm on June 25 and from 8 am – 3 pm on June 26.



REGISTER TODAY!

Visit www.arettsales.com and click on "Events."

Or call 800-257-8220 and ask for customer service.

Extended Customer Service Hours!

Monday - Thursday: 7:30 am - 6:00 pm
Friday: 7:30 am - 5:00 pm

These extended hours will be in effect until the end of June.



Open House 2008 Show Dates

September 14 - 16 at the Atlantic City Convention Center in Atlantic City, NJ.

Ames True Temper Hosting Garden Tool Design Contest

Ames True Temper is sponsoring a design contest for non-powered lawn and garden tool invention concepts. Their company website states that the potential award payout "could be as much as \$1,000,000." The deadline for submissions is July 1, 2008. For complete contest details and an entry form, go to www.amestruetemper.com and click on the "Got Inventions" icon.

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Give Your Website's Shopping Cart An **UPGRADE!**



Arett Sales Is Now Making It Easier Than Ever To Add Online Shopping To Your Website

Whether you already have a website or are looking to launch one, Arett Sales can help you take advantage of the increasing upward trend in online sales by adding a user-friendly, fully-functional shopping cart feature to your new or existing website!

- Expand your customer base
- Add an unlimited amount of products
- Sell more product without no inventory
- Flexible, affordable and easy-to-maintain
- Online credit card processing
- Integrated shipping calculations

Come See A Demo At Arett's EXPOFEST 2008!

*Watch your
mail for the
May/June
specials!*



Arett Sales DEALER specials

*Save on over **85** hot items!*



Premier Lawn, Garden and Outdoor Living Supply Distributor servicing:

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Ohio, Indiana, Michigan, Kentucky, Tennessee, Delaware, Maryland, Virginia, West Virginia, Washington D.C. and North Carolina.

Help Your Customers Buy The Right Gas Grill

Besides price, what separates an ordinary gas grill from a great gas grill? By knowing the difference yourself, you can help consumers buy a grill that they will be happy with for years to come. Here are a few points you can share with your savvy grill shoppers, courtesy of Weber.

The Elements of a Gas Grill

The basic underpinnings of a gas grill are really quite simple: First come burners to create heat. Above them you'll find some type of system to disperse the heat from the burners (Flavorizer bars, ceramic briquettes, lava rock, etc.). Above those lie the cooking grates. Let's look under the hood to get a better sense of what you should be looking for.

The Cooking System

Better grills generally have two or more separate burners (not just control knobs) which allow greater control of heat. Most lower-priced grills have only one burner shaped like an H or a bar, some with one control, some with two controls. Grills with one burner don't allow you to control heat as well as grills with multiple burners and may result in hot and cold spots on the cooking surface.

When cooking on a gas grill, juices from the food drip down and accumulate near the heat source until they reach a flash point and burn off. The best systems quickly flash the drippings, eliminating flare-ups and creating flavorful smoke. Most manufacturers rely on lava rock or ceramic briquettes to distribute the heat from the burners to the cooking surface. Drippings from the food tend to pool in these systems causing undue flare-ups. The best grills use a steel bar system (pioneered by Weber) that funnels the grease away from the burner flames, greatly reducing flare-ups.

BTUs (British Thermal Units)

BTUs are not a measure of cooking power. They indicate the volume of gas a grill can burn. Tightly engineered grills use fewer BTUs and cook food more efficiently. Sometimes less is more. Too many BTUs can cause damage to burners and reduce the life of the grill. In general, large grills with large cooking surfaces require higher BTUs.

Solid Construction

A good, well-built grill will feel solid and sturdy; a poorly made grill will wiggle. If a grill isn't solid on the sales floor, chances are it will fall apart rather quickly on the patio or deck. Choose a grill made of high grade U.S. steel. Also opt for a baked-on, porcelain-enamel finish. The cart should be



Spirit E-210 Gas Grill

The perfect addition to any outdoor living area. Features two 26,000 BTU burners, stainless steel doors, thermometer, side table, right and left hand condiment baskets and a tank scale. Tank not included. Item No. W30 3711001

sturdy, wheels should roll easily, and the grill should display a good fit and finish.

Cooking grates are generally made from heavy-duty plated steel or chrome-plated aluminum. A thicker, heavier-gauge cooking grate will last longer and distribute and retain heat better. Grates coated with porcelain enamel are a common step-up feature. The best grates are made of cast iron, stainless steel, or porcelain-coated aluminum or cast iron.

Assembly

When you buy a barbecue, you want to grill, not drill, so fast and easy assembly is a priority. Some grills require hours (and an engineering degree) to assemble. Better brands reduce or eliminate the amount of assembly required by the consumer.

Service & Maintenance

Top-notch after-market service supports any quality made grill, including thorough, easy-to-read information about the product, and a toll-free



service line. A good grill is easy to clean and to maintain, and long-life is assured by easy access to replacement parts and service through a well-established servicing dealer network.

Safety

A good grill lights effortlessly, controls heat easily, has handles that stay cool to the touch, and has added safety features.

Long Warranty

It makes sense: the best manufacturers can afford to stand behind their products.

Added Conveniences

Optional side burners are great for cooking sauces and other dishes. Flip-up side tables give you extra space for food preparation.

Save time, buy smarter, faster and work more efficiently!



ARETT DIRECT

AD BASIC

Online Ordering

Place your orders online! Easy look-up by product name, manufacturer or item number. You can even enter your show program orders online!

- **Order by UPC number!**
- **Receive order confirmations by e-mail!**
- **View current account statements!**

Online Catalog

Access the Arett catalog to look up product images, descriptions and pricing by product category or manufacturer name.

Look Up Inventories

Plan your orders with daily inventory updates.

FREE

To Sign Up, Go To
www.arettdirect.com
and click on the "Browse Catalog" tab.
Or call 800-257-8220 and ask for Customer Service.

AD PREMIUM

All the features of BASIC, plus...

Order Summary

View your current order status, including open orders, back orders, future orders, and shipped orders, as well as invoices and credits for the 6 last months!

- **Sort viewed orders by any column!**
- **Print & e-mail copies of viewed orders!**

Order Downloads

View, print, or download your orders in Excel or XML format.

Purchase History

View your product purchase history by manufacturer for the past two years.

Arett's Item Database

Download Arett's item database including:

- UPC codes
- Customized pricing information
- Product purchase history and more

Only \$99



Consumers Ask: Why is my pond water green?

Why is my pond water green?

This is the most common question in water gardening, the easiest to answer, and the hardest to “fix”. Green water is caused by free-floating algae cells in the water, as opposed to the types of algae that colonize the bottom and sides of the pond. All algae growth happens simply because there’s sufficient sunlight and lots of plant food in the water. All plants feed on nitrates and phosphates, but algae reproduce so quickly that they can “bloom,” reproducing exponentially and causing green water.

How do I keep water from turning green?

All you have to do is remove the nutrients, and the algae will subside. The algae themselves do a great job of removing nutrients, so spring blooms common in cold weather climates typically subside by themselves. This is because nutrients build up all winter and the first plants that can take advantage of them are the algae cells in the top layer of water as it starts to warm up in the spring. They’ll consume all the available nutrients and subside in a week or two. During the rest of the season, algae blooms are usually caused by overfeeding or runoff. You’ll want to eliminate these sources of nutrients first. Only feed your fish what they can completely consume in a few minutes. Any more is algae food. Make sure no runoff is getting into your pond, not only to keep fertilizers out but pesticides, fungicides and other toxic chemicals as well. Grass clippings can be a major culprit if you have to mow around the perimeter of your water feature.

If you still have green water you may not have enough ornamental plants to consume the nitrates that are a natural end product of good biological filtration. Consider adding pond plants to consume the nitrates and, if possible, shade the surface of the water with their leaves to remove another key component of algae growth – sunlight. With about 60% of the surface of the water covered with lily pads or floating plants, alga just can’t thrive.

How do I add pond plants to my Koi pond, when they just eat them all?

You can almost always add plants to your filters where the Koi can’t get to them. If that’s not possible or not enough plants will fit in the filters, consider adding an Active Bog, a shallow gravel-filled planting area at the perimeter where water pumped in from the pond flows through roots that pull the nutrients from the water column,

effectively starving the algae. Since you pump the water into the bog it can be placed anywhere where the water will flow back into the pond, around the perimeter or even on a floating or fixed platform in the middle of the pond (Bog Islands), and your Koi can’t easily get the plants.

Should I use a UV Clarifier to control algae?

You can use ultraviolet light to control floating algae, by pumping water through a tube containing a UV light source. UV light at the appropriate wavelength and exposure actually damages the DNA of algae cells, preventing them from reproducing effectively. Since individual cells typically only live a few days, they die off by themselves without reproducing, so the water clears.

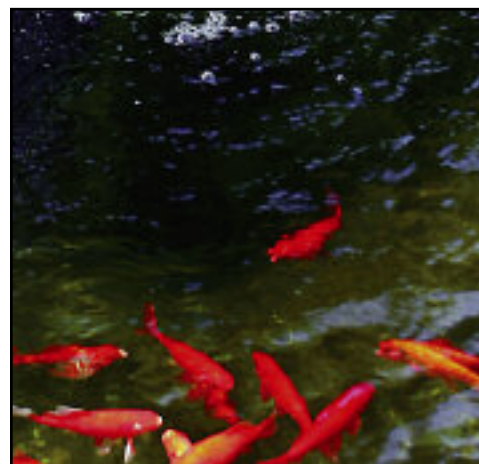
However, the use of UV light to control algae can mask an underlying problem. If you have too many nutrients in the water and not enough plants to consume them, you WILL get string algae instead, which, since it doesn’t float, won’t be affected by the UV light. UV is most effective when used for those spring or Indian summer algae blooms when the other plants in the water garden are dormant.

How much water should I flow over my UV?

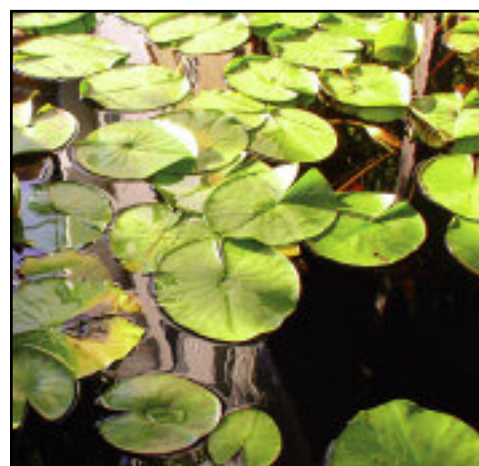
Just enough and not too much. Easy, right? On the contrary, this is a very tough question. To clarify, or control green water, the recommended dosage is 15 microwatts per second per cubic centimeter of water at a frequency of UVC of 265 nanometers.

What this boils down to is a formula for the right amount of sunburn. You don’t want to incinerate the cells. That would take too much energy. You don’t even need to kill them, just to stop them from reproducing, so there is a maximum recommended flow rate that ensures that the cells passing through the light will get enough of a “tan” to make them sterile (hence the term UV sterilizer). Too fast a flow means not enough exposure and hence, no effect on the cells.

UV’s are rated, therefore, by the maximum flow that will still provide for enough exposure to the light to be effective. It follows that you can make a light more effective by slowing the flow, thus increasing exposure time, so we often recommend a valved bypass to selectively flow only part of the water going to the falls through the UV, to maximize exposure rates.



Green water can be unsightly in ponds.



Pond plants can be used to block sunlight and reduce algae growth.



Item No.
S99 02910
& S99 02920

UV sterilizers, like the Pondmaster Submersible Ultraviolet Clarifiers, can be used to control green water.

However, and this is the tricky part, if the flow is too slow and not enough pond water is being exposed quickly enough, the algae can reproduce before they make it into the UV. This sometimes happens in larger ponds with lots of nutrients and sunlight, and generally requires multiple UV units for effective control. The point is, do not exceed the maximum flow rates recommended or your UV just won’t work, and decreasing the flow will typically make the UV work better.

Understanding The Basics Of Co-op Advertising

The amount of paperwork sometimes involved in dealing with co-op advertising can make it seem overwhelming. But if you have a good understanding of how co-op works, it can help reduce some of that stress and ensure that co-op advertising becomes the helpful marketing tool that it is intended to be.

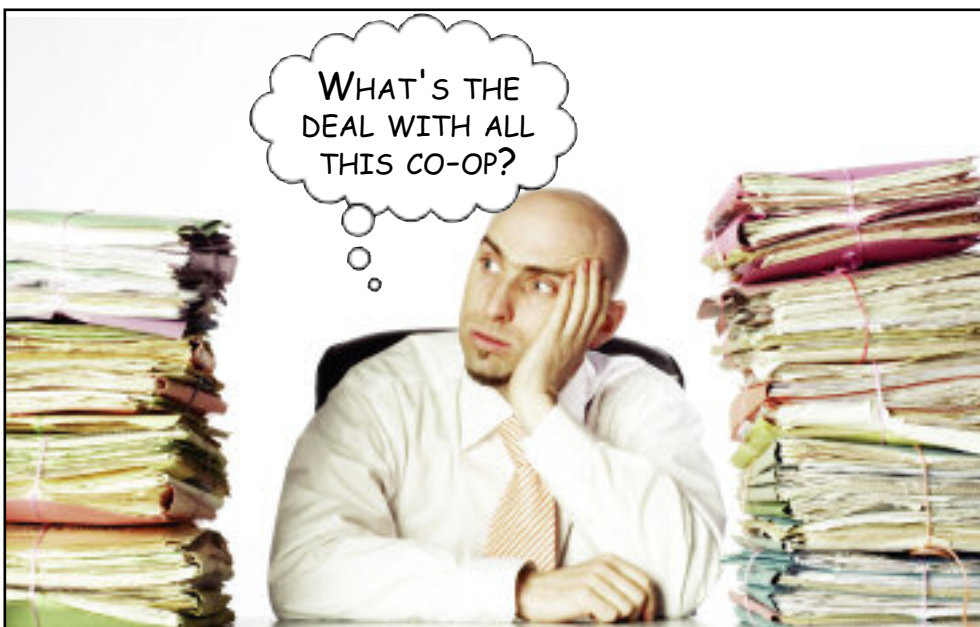
A co-op advertising program is a program set up by a manufacturer to reimburse retailers for a part of the money they spend in advertising that specific manufacturer's products. Each manufacturer co-op program is structured differently in terms of how much they will reimburse a retailer, what elements they require in the advertisements, when the programs start and expire, how and where claims should be submitted, and what will be the method of reimbursement.

Most co-op programs are based on a percentage of the retailer's purchases. But retailers will not actually see the co-op money until after they have advertised the manufacturer's products and have submitted a request for a reimbursement, or a co-op claim. Some programs will reimburse 100% of the cost of the advertising up to the available amount the retailer has qualified for. Others will reimburse only a portion of the costs. Some programs, like Scotts and Jonathan Green, will offer the retailer a larger percentage of co-op funds for placing orders at specific times of the year. All the details are up to the manufacturer and not every manufacturer offers a co-op program.

Generally, manufacturers will reimburse a retailer for the cost of space in newspaper ads, circulars, catalogs and magazine ads that is devoted to that manufacturer's products. Some programs also allow for television, radio and internet advertising, t-shirts, displays, giveaways and other special promotional items, but they usually require pre-approval for those kinds of campaigns. It's always a good idea to make sure any agreements for special promotions are in writing, because a copy of the agreement will make it much easier to get the claim processed.

Retailers usually only need a copy of the manufacturer's co-op program and a purchase history to calculate their available co-op. Both can be acquired from the distributor through which the products were purchased. Arett Sales has a list of co-op programs available for download from the home page of our website, at www.arettsales.com.

In order to receive a co-op reimbursement from a manufacturer, retailers need to submit a co-op claim to the manufacturer through their distributor.



All co-op advertising claims require proof of performance (a copy of the ad or a notarized radio/television script) and cost substantiation (invoices for printing, distribution, airtime, etc.). Any claims submitted without the necessary paperwork and proof of performance may be returned to the retailer either by the distributor or the manufacturer.

Claim submission deadlines vary and can begin at any time of the year, so retailers should not collect claims throughout the season and then submit them all at the same time. Most manufacturers require that claims be submitted 30 to 60 days after the ad has run. If it is received after their deadline they have the option to reject it.

There is no one method used by manufacturers to make claim reimbursements. Manufacturers determine if they are going to pay for acceptable claims in 30, 60 or 90 days. They also determine if they are going to make the reimbursement in the form of a check or a credit and whether the reimbursement will be sent to the distributor or directly to the retailer. Just because a claim is submitted through the distributor does not mean the distributor will be involved in processing the actual reimbursement.

There is no official set of guidelines that determines a distributor's involvement in the co-op process. Some distributors choose to have no part in the process at all, leaving the bulk of the work to the retailer.

In addition to forwarding payments to retailers, Arett researches, collects and distributes information on available co-op programs to retailers. We provide retailers with the necessary

materials to help them meet co-op program qualifications, such as product line art and manufacturer logos. Arett prepares reports for retailers on available funds, claims submitted and amounts paid. Arett processes co-op advertising claims for retailers with materials they have provided. When informed of non-payment, Arett will follow up with manufacturers on unpaid co-op claims. Arett Sales' Advertising Group develops programs for retailers to help them use their co-op funds effectively.

However, regardless of how deeply involved Arett Sales is in the co-op process, we cannot bear responsibility for claims that are rejected by manufacturers.

A popular co-op advertising misconception is that the reimbursements come from a pot of money held by the distributor. Because the claims are submitted via the distributor and sometimes the manufacturer makes the payment to the retailer through the distributor, it's easy to see why some would have that false impression. However, since co-op advertising funds are maintained and distributed by the manufacturers, distributors do not have jurisdiction over whether or not a claim is paid or rejected.

Helpful Hint
When submitting a co-op advertising claim to Arett Sales, please use the co-op claim form on the next page so that the processing of your claim can be expedited.

ARETT SALES' 2008 CO-OP CLAIM FORM

IN ORDER TO ENSURE SWIFT AND ACCURATE PROCESSING OF ALL CLAIMS,
THIS FORM MUST BE SUBMITTED WITH EACH CO-OP CLAIM - OR THE CLAIM WILL BE RETURNED.
(Please Print Clearly)

Date: _____ Arett Customer #: (if you know it) _____

Store Name: _____

Store Mailing Address: _____

City/State/Zip _____

YOUR CLAIM #: _____
(this number will be referenced on claim notification)

Your Name _____ Signature _____

Phone Number _____ Fax Number _____

E-Mail Address : _____

There are certain criteria that must be met for a claim to be considered legitimate by a manufacturer. The checklist below reflects these criteria. Therefore, if you cannot meet ALL the criteria set out below do not bother to submit your claim because it will be rejected by the manufacturer and we will return it to you.

- Ad contains Manufacturer's Logo
- Ad contains Manufacturer's product images
- Ad contains product benefits and a price

All ads/direct mail must be submitted with proof of performance or the claim will be rejected by the manufacturer. Therefore, if you do not attach the following documents, do not bother to submit your claim because it will be rejected by the manufacturer and we will return it to you.

- ORIGINAL AD: full newspaper page (tearsheets) or Actual Piece must be attached
- Distribution Invoice must be attached
- Printing Invoice must be attached

Please submit enough copies and originals of each of the above to send out to each manufacturer.

If any Special arrangements have been made in advance with the manufacturer, WRITTEN AGREEMENT MUST BE ATTACHED.

CLAIM WORKSHEET: This form must be completed and attached to each claim for processing.

Claim # _____ Ad Date: _____ Manufacturer name: _____

Total Printing Cost: \$ _____ (invoice attached)

Distribution/Insertion Cost: \$ _____ (invoice attached)

Size of advertised piece: _____" (Length) x _____" (Width) = _____ sq.in.

pages of ad: Newspaper ads: ___ Full page ___ Half Page ___ Qtr Page ___ Other

Inserts: ___ 1pg ___ 2pg ___ 4pg ___ 8pg ___ 16pg ___ 32PP ___ Other

Measure each ad space used for the particular mfr. If one mfr. appears several times in a piece, you complete the various spaces below. Please complete a separate sheet for each manufacturer.

Ad Space 1: _____" (Length) x _____" (Width) _____ Product Name

Ad Space 2: _____" (Length) x _____" (Width) _____ Product Name

Ad Space 3: _____" (Length) x _____" (Width) _____ Product Name

Ad Space 4: _____" (Length) x _____" (Width) _____ Product Name

Mail this form and all attachments to: Arett Sales CO-OP Processing 1152 Marlkrass Rd. Cherry Hill, NJ 08003

Keep a copy for your records. Please allow at least 8 weeks for Arett Sales' processing.

ABSOLUTELY NO CO-OP FUNDS ARE TO BE DEDUCTED FROM ARETT INVOICES!

If ad and claim do not follow co-op guidelines, the claim will not be processed and will be returned to you.

Thank you for using this free service courtesy of your friends at Arett Sales. Questions? Call 1-800-257-8220 ext#213.

ARETT SALES 1152 Marlkrass Rd Cherry Hill, NJ 08003 800.257.8220 FAX:856-751-7167 advertising@arett.com

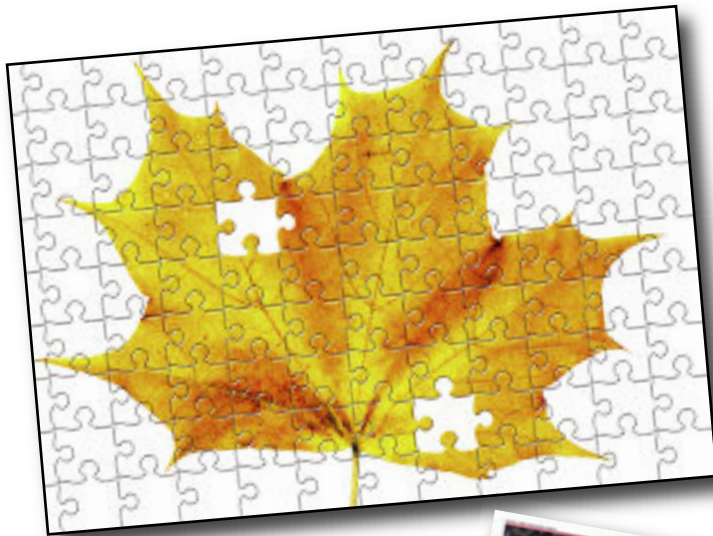


ARETT SALES

1152 Markkress Road
Cherry Hill, NJ 08003
800-257-8220
www.arettsales.com

**Inside:
"Arett Outlook"**

Put Together The Pieces Of Your Fall & Christmas Marketing With...



ARETT SALES

ADVERTISING

- Design • Layout • Printing • Delivery • Distribution
- Fliers • Brochures • Postcards
- Store Signs • Websites • And More!



Call us today @ 800.257.8220 #5 for Advertising

1152 Markkress Rd • Cherry Hill, NJ 08003 800.257.8220 FAX 856-751-7167 email: advertising@arettsales.com