



A series of technical bulletins from SEK-Surebond...
“Achieving Installation Perfection”

TB.13 Pay Now or Pay Later

Calculating the true cost of buying cheap hardscape accessories

You may be thinking - doesn't the price tag alone tell you the actual cost of a hardscape accessory? Yes, that is your upfront cost, but there are other factors to consider that affect total cost when purchasing hardscape accessories like paver edge restraint, polymeric sand and sealers.

A low price can be attractive especially when profit levels have declined over the years due to increased competition and budget savvy customers. However, a cheap price often means a lower quality product that may be difficult to install or could fail over time.

Have you ever seen a project that looks like either of these photos below?



These images have one thing in common: a call back from an unhappy customer. We realize that product failure may not happen every time with a cheap hardscape accessory but it will happen. And when it does, that low cost accessory is no longer a bargain and can cost you big time.

Consider these costs when dealing with call backs that can really add up:

Labor cost and time spent fixing the problem - Time is money and call backs take time. A call back takes time away from the projects where you are able to make money, and time away from marketing activities to get new business. It will also erode the profit on your bottom line when you factor in your labor costs to fix the problem.

Replacement material cost - When purchasing replacement material, it is a good time to consider whether you will make the mistake of re-purchasing the same product that failed or switch to purchasing a quality hardscape accessory to avoid future problems. Do you really want to take that risk again?

Cost of damaged reputation - When there is a problem, your customer thinks your company failed and not the cheap hardscape accessory. No matter how well you fix the problem it is difficult to overcome the damage it causes to your reputation. It's hard to put a price on that.

Loss of future referrals - Have you heard the saying 'a happy customer tells one friend, an unhappy customer tells everybody?' Avoid the loss of future referrals by choosing quality and proven hardscape accessories the first time.

Quality makes a difference - When it comes to purchasing hardscape accessories to protect that paver installation, there's a lot more to consider than just the price. Quality products give you the assurance of successful performance time and time again.

Choose your hardscape accessories wisely and not on price alone