

“AMAZING” Trinity Fence



Value Builder Series

buyfence.biz

Lifetime Warranty



We must consider the fact that extended warranties are big business in the USA

A 3 year extended warranty on a \$1200 desktop PC cost \$299 or 33%. Now if they offered a Lifetime warranty it would cost 11% per year for 40 yrs or \$5440 which is 4 and ½ times the original price of the product purchased.

If we charged that rate for our fence it would raise the price from \$23.95 per foot to \$89.77 per foot. We GIVE you a Lifetime Warranty for FREE.

Standard Price \$23.95

Warranty - Value Pricing \$89.77

Galvanized Steel Inside & Out



We don't mess with electroplated galvanization. We use far superior thick galvanization in the event our thick Thermo-Plas coating is scratched the galvanized barrier coating will protect the steel beneath it.

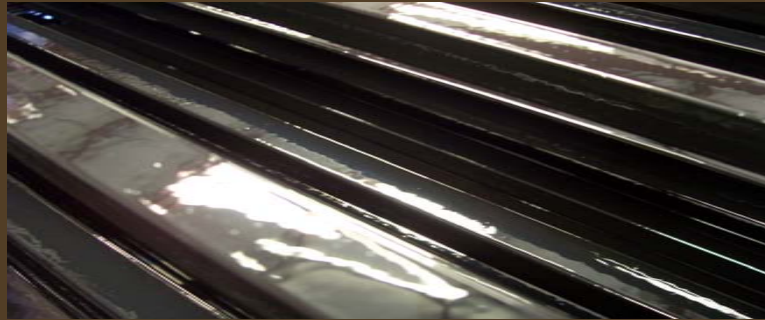
This is the price we **must pay** to give you a Lifetime Warranty.

We could save about 8% by going with a cheaper electro-plate galvanized steel but we would have to reduce our warranty substantially.

Standard pricing \$23.95

Value pricing of 8% more for **Heavy Galv** = \$1.60

Thermo Plastic Coating



This Thermo-Plastic coating is one of the finest products engineered in the entire world. 7 to 10 times thicker than Powder Coat paint finishes. It insulates the product from electrical current flow. Remains very flexible at 80 degrees below zero. It won't absorb moisture or acid rain or salt air. It will NOT fade as extended testing has proven. Scratches and scuff marks can be erased by heating the abrasion with a heat gun. This product is used around the world offering the best protection against harsh environments. This is another very costly product that's required if we are to offer a Lifetime Warranty against Rust-Fading and repainting of our superior quality product lines.

Standard Pricing \$23.95

Thermo Plastic Value adds \$12.00 per foot

Hand Welded

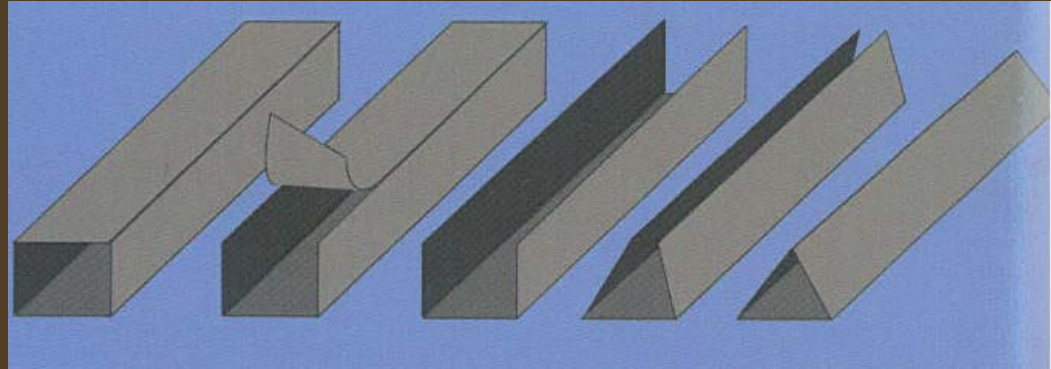
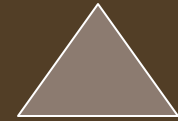


Have you ever thought about our skyscrapers and huge steel bridges. If you will notice how long span steel bridges are assembled, they use a crane to lower the section into position and then align it and place bolts and nuts to temporarily keep it in position until the welders start the process of seeming all joints together. If nuts and bolts were all they needed for strength and durability they would stop short of spending the money it takes to weld all parts together to make it totally unified. Remember this: Nuts, bolts and screws can be undone and removed unlike welds. Welded products require specialized equipment and manpower. Not so with screws.

Standard Pricing \$23.95

Hand Welded Value Pricing adds \$7.00 p/ft

The “TRIANGLE”



The triangle has 3 sides as opposed to the 4 sided square. Eliminate one side of the square and you have just reduced required materials by 25%. But the hidden value lies in the triangle itself as it is some 7 times stronger than a square shape or form.

So, if it is 7 times stronger than a square, we are then able to reduce the thickness of the part up to 7 times. Steel is bought by the pound and if we can get by using 1 pound of steel versus using 7 pounds of steel we have greatly reduced the cost of the raw material. We ran our own tensile tests on a 20 gauge $\frac{3}{4}$ " sq picket with a new torque wrench and observed the square fail and fold in half at 15 foot lbs of torque. We then applied the same test on a lighter 22 gauge triangular picket and it refused to fail until we cranked it all the way up to 68 foot pounds of torque. We can't even buy steel 7 times lighter than 20 gauge so we settled on 22/23 ga. steel

$\frac{3}{4}$ Inch Pickets



Do the math on the amount of steel that is required to produce a $\frac{3}{4}$ " sq. picket 6 feet long. $\frac{3}{4}$ " x 4 sides = 3" times 60" long = 180 sq inches divide by 144 which is one sq. foot of steel and you end up with 1.25 sq feet of steel to produce one 6' picket.

Now do the same math to figure the steel required for a $\frac{5}{8}$ " picket and (trust me) you end up with 1.04166 sq feet of steel needed. Converted, that is a savings of over 20% more steel needed to produce $\frac{3}{4}$ " pickets over $\frac{5}{8}$ " pickets

Standard Price \$23.95

$\frac{3}{4}$ " pickets Value adds \$3.99 per foot

Standard “3rd” Rail

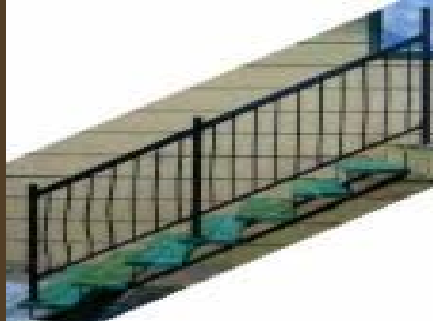


This is really easy to figure out. Most value priced fences come with only 2 horizontal rails. We offer our panels up with 3 rails standard which is \$2.00 per foot on average across the country. Are you starting to see the advantage of going with the “Trinity Fence” product line?

Standard Price \$23.95

3rd Rail This value adds \$2 per foot

Grade Adjustable vs. Stepping



versus



There are so many cost savings in having the grade adjustable fence over the static welded fence panels. Landscaping alone can run into hundreds of extra dollars for filler dirt and the labor to install it correctly.

If you run into a steep hill or mound you might be required to gut the panels in many shorter pieces to incrementally climb the grade. This requires much more labor and posts and holes and concrete for the posts.

Standard Pricing \$23.95

Grade Adjustable Value \$5 per foot

Finials



Finials are the adorning finish that qualifies the ornamental structure as a real wrought iron fence. Some fences come with a pressed tips which is referred in the Ornamental Metals Arena as the “Poor Mans Finial” very classless.

But again when it comes to *money* people opt for the lower priced version.

Only real cast finials which won't fade or rust will be seen on our fences.

Standard Pricing \$23.95

Decorative Finials Value adds \$6.85

Posts used every 6'



Again, it would be much cheaper to produce 8' long panels instead of 6' as we would use 25% less posts and labor to dig holes as well as concrete. However, The post is the foundation of the fence and we thought you would appreciate the extra strength it affords you. After all *it is* about security. *Isn't it?*

I don't know of a single manufacturer that produces a 6' long steel fence panel. You will find that they use 8,9 and 10 foot long panels to save money on posts.

Standard Pricing \$23.95

25% More Posts Valued at \$2.75 per foot

Value Calculator



Lets add up all of the Value you get with TRINITY FENCE and compare it with others

- 1-Lifetime warranty
- 2-Heavy Galvanization
- 3-Thermo Plastic Coating
- 4-Hand Welded
- 5-Heavy 3/4" Pickets
- 6-3rd Horizontal rail
- 7-Grade Adjustable Panels
- 8-Decorative Cast Finials
- 9-25% more posts and concrete



Brings Value to \$89.77 per foot

Adds Value of \$ 1.60 " "

" " \$ 12.00 " "

" " \$ 7.00 " "

" " \$ 3.99 " "

" " \$ 2.00 " "

" " \$ 5.00 " "

" " \$ 6.85 " "

" " \$ 2.75 " "

Total Value Package \$130.96 per foot