



Champagne Edition Inc  
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### ***How the SoftStep rubber is tiles a better alternative to wood or concrete?***

SoftStep offers many benefits over wood, asphalt or concrete. SoftStep is made from recycled rubber tires (environmentally friendly) and the finished product results in a safe, non-slip surface for horses. Even when wet, horses will always maintain traction on the SoftStep rubber tile surface...this is the first and foremost benefit people should look at when building a facility. A great analogy I like to use regarding our product vs. concrete..."horses to concrete are like children to thin ice...it's an accident waiting to happen."

Another exceptional benefit with SoftStep is its insulation value, especially with colder climates. It's a fact that cold damp hard surfaces wear on the legs, tendons, and joints...anyone that has worked on a hardened cold surface will notice that, and horses are no different. SoftStep has an R30 insulation value that prevents cold and dampness from penetrating the surface...this will also result in an energy cost savings...something everyone should be concerned about today.

SoftStep can provide these benefits while leaving an elegant design with a selection of patterns and colors to choose from. Many barn owners have certain barn colors they wish to adopt and SoftStep allows the customer to choose a flooring color to complement that choice.

### ***What is important to look for when choosing flooring?***

Safety, comfort, easy of maintenance, and durability are the foundations people should look to when choosing a flooring product for their barn entrances, aisle ways, wash and tack stalls. SoftStep offers those foundations by providing a comfortable, safe non-slip surface. As for ease of maintenance the SoftStep large format rubber tiles offer a couple of key benefits that no other rubber paving product on the market can offer. Concrete can crack, asphalt up heaves and wood flooring rots. SoftStep will never crack or rot and if frost up heaves the base you can simply lift the tiles in the area of concern and re-level the surface then reposition the tile, all without the costly damage associated with the other surface options.

Soft Step's patented full interlocking designs allow for lightning fast installation with its two main products offering a full 12sq.ft. And a 9.5sq.ft. tile surface...this saves time and money as the barn owners can easily install these products themselves. Either can be installed over a compacted and leveled surface with either granular or solid base. These products work great with in-floor heating systems and should for any reason a water line need to be repaired or installed at a later date it is as easy as lifting the required tiles then placing them back when the project is done.

Anyone who has the individual "dog bone" pavers soon find out how impossible they are to sweep...that is not the case with SoftStep, due to the manufacturing process our customers find the SoftStep rubber tile surfaces can be swept with a broom. Durability is the other key factor...many rubber tile products on the market cannot handle farm equipment or vehicular traffic...SoftStep can. Its density allows for heavy equipment without damage to tiles. SoftStep is used and proven in the commercial construction world for driveways, and walkways all under the Eco-Flex brand name.



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*What are some options for someone on a budget?*

When looking at the cost of SoftStep compared to Concrete, most people pay around the \$7.00 per sq.ft. price for concrete...then they have to purchase rubber mats to prevent horses from slipping, this brings the cost up to the \$7.50-\$8.50 per sq.ft. range. This does not include the maintenance to constantly keep the rubber mats in place and if the concrete cracks that can be a costly fix as well. With SoftSteps full interlocking designs, the tiles will never shift once in place and the suggested retail is \$7.50 per sq.ft.

The popularity and positive feed back from this new generation of rubber pavers has ensured the growing success of the SoftStep large format rubber tiles and barn owners can have peace of mind knowing that they can secure the well being of their horse with every step.