

New England Arbors Launches New Brand

Eden™ line combines great style and design with a surprisingly competitive price point

February 2008 – New England Arbors has launched a new line of products for the more price sensitive consumer. Their new line, branded as Eden™, offers a wide variety of maintenance free vinyl arbors and trellises, starting at \$99 retail. With Eden™ products homeowners can still enjoy the classic beauty of a charming arbor, without the tedium and expense of painting, repainting and maintaining it.

The Eden™ Arbors line is inspired by the traditional design of New England architecture, but was designed with the price-sensitive consumer in mind. "Our New England Arbors brand is strong, but we realize that some people are looking for smaller, accent pieces for their yards and gardens," says Stephen Prins, president and founder. "The Eden™ line offers a new brand of good looking arbors and trellises at a very affordable price."

Eden's™ garden products are easy to assemble and install, requiring no specialty tools or exceptional skill. For most installations, a drill, shovel and a level are the only tools needed.

"Not only are Eden™ products significantly less expensive than comparable wood or metal systems, they also provide total freedom from maintenance," Prins says. "They never need painting, staining, or sealing to keep the exceptional good looks. They will not fade or yellow, will not rust or corrode like metal substitutes, and have been field proven in climates ranging from Arizona to Alaska with no problems. People are looking for an addition to their landscaping that doesn't require extra work. We want our customers to tend to their gardens- not their arbors."

Eden™ products are completely impervious to moisture and insects, and generally require just an occasional rinse with a garden hose to keep their new, freshly painted appearance, he adds.

The product is delivered boxed, in kit form, complete with illustrated instructions that make installation fast and simple. All Eden™ products are backed by a twenty warranty against defects in materials and workmanship.

For more information on Eden™ arbors and trellises, visit the company's website at www.edenarbors.com, or call 1.800.282.9346.

