



*A family business
dedicated to serving landscapers*







LET'S BUILD A STRONG PARTNERSHIP

Dear landscaping partners,

As we kick off the new year, we want to start with a heartfelt **THANK YOU!** Thank you for your trust and incredible projects that inspire us every single day. You are at the core of everything we do, driving our thoughts and actions. **Your success remains our top priority**, and we're excited to support you in creating the most stunning landscaping projects—ones that turn heads and leave lasting impressions!

You are not alone on this journey. With our dedicated team of passionate professionals, we're here to answer your questions, tackle challenges, and celebrate your achievements. With over 60 years of experience serving landscapers, we know our craft—and we're committed to going even further to **provide you with an unparalleled customer experience.**

We take pride in offering **top-quality products**, supported by strong partnerships with renowned paver manufacturers and turfgrass grown with passion across three generations. This ensures you always have access to the best materials for your projects.

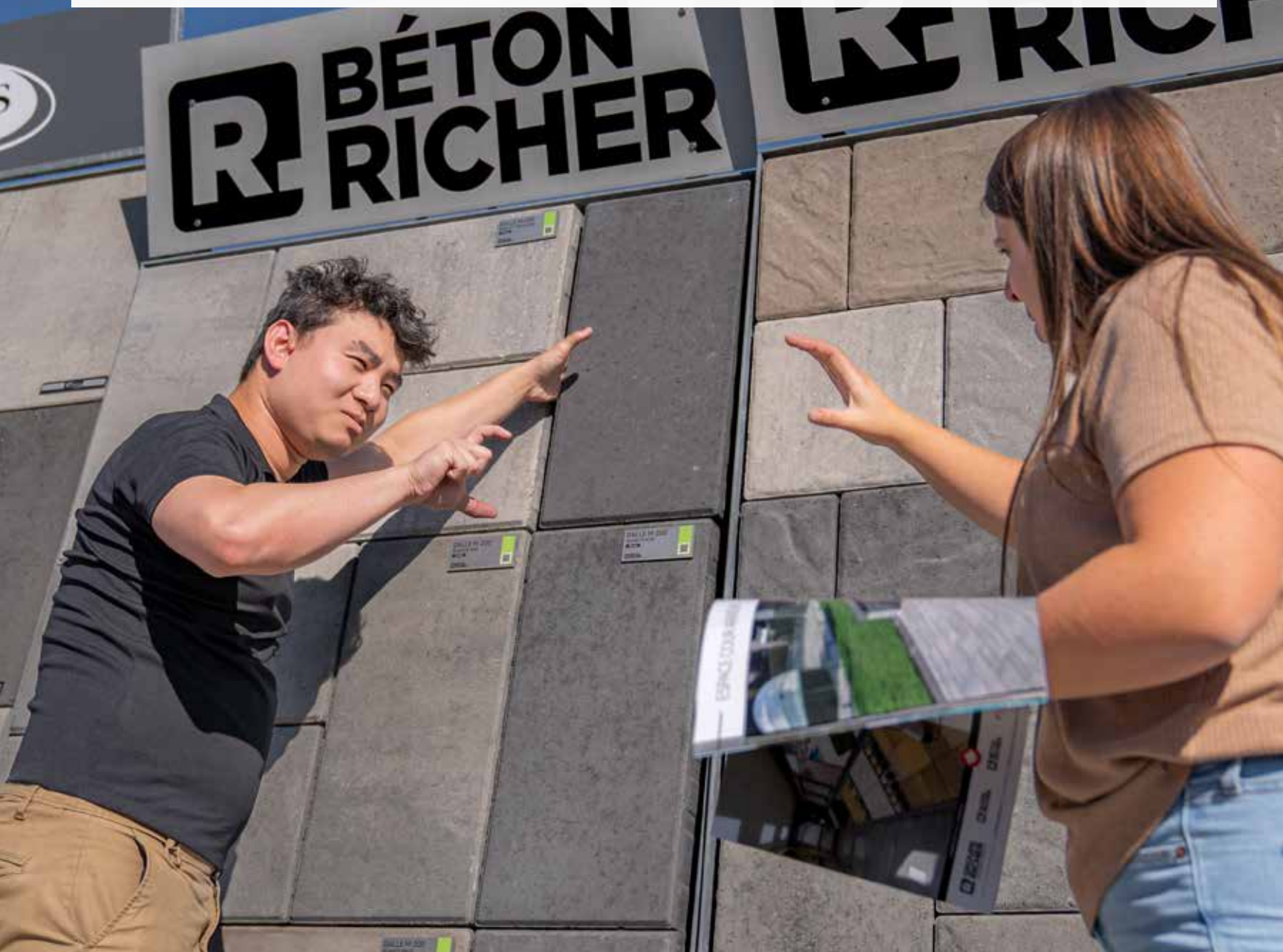
We also stay true to our core values: being more than just a supplier. **We are your partner, your ally.** Together, let's continue building strong, lasting relationships founded on trust and **mutual respect.**

So, thank you for being a valued member of our large family of landscaping partners. We look forward to sharing a year filled with success, memorable moments, and a few laughs along the way. Working together is serious business, but it doesn't mean we can't add a little extra joy to the process!

See you soon,

Julien and Gabriel Richer

CUSTOMER EXPERIENCE



NEW: A CUSTOMER EXPERIENCE DEPARTMENT A NEW VISION

We are reinventing the way we support you by transforming our order department into a department fully dedicated to your satisfaction: **the Customer Experience Department.**



A DIRECT LINE
to easily reach our team 24/7!

1 866 808-1011



A STRENGTHENED TEAM:

We are expanding from 3 to 5 team members fully dedicated to quickly answering your questions and solving your problems.



A PROBLEM? WE HAVE A SOLUTION:

Our priority is to simplify your daily life and provide you with exceptional service at every step.



AN UNFORGETTABLE EXPERIENCE:

Our goal is for **every interaction with us to exceed your expectations.**

NEW: A CUSTOMER EXPERIENCE DEPARTMENT TO SERVE YOU BETTER

With this new department, we aim to exceed your expectations and ensure that every interaction with us is fast, smooth, and efficient.

Because for us, the words “Landscape Partner” are more than just a slogan: **it's a tangible commitment**

WELCOME TO THE NEW EXPERIENCE, PARTNER!

*One point of contact,
one team,
all your solutions!*



NEW: A DIRECT NUMBER FOR ALL YOUR NEEDS

1 866 808-1011

A phone line dedicated to your requests.

Call us directly for orders, shipping, billing, issues, or any of your needs!

- Place an order quickly and efficiently.
- Know where your valuable order is at any given moment. *(It's coming, promise!)*
- Change a delivery date because Mother Nature has her whims.
- Contact us in case of emergency outside of business hours.
- Ask a crucial question. *(Even if it's just to say "Help!")*
- Resolve a small billing issue.
- File a complaint. *(We can handle it!)*
- Send us some love. *(That, we never say no to!)*

In short, everything that can make your experience smoother and more enjoyable! As you can see, this number is here to make things easier for you and help our representatives be more efficient and better support you. So, don't hesitate to dial this magic number! We look forward to your call!



Add to your
favorite
contacts!

LOOKING BACK ON 2024: A TEAM AND PRODUCTS THAT EXCEEDED YOUR EXPECTATIONS!

AN EXPERIENCED TEAM AT YOUR SERVICE:

98 %

of our customers were satisfied with the service provided by our representatives.



A RECOGNIZED QUALITY OF TURF:

82 %

of our customers believed the quality of our turf is equal to or surpasses that of the competition.



AN EXCEPTIONAL IN-STORE SERVICE:

95 %

of our customers highlighted the excellent service and professionalism of our on-site teams.



PRODUCTS THAT MEET YOUR EXPECTATIONS:

95 %

of our clients valued the quality and variety of our concrete products and accessories.

AVAILABILITY AND UNBEATABLE VALUE FOR MONEY:

90 %

of our customers were satisfied with the availability of our turf and its excellent value for money.

LOOKING BACK ON 2024: CLEAR PRICES, WITH NO SURPRISES!

In 2024, we listened to your needs and simplified our billing to offer you **an ultra-simplified experience**, making your projects more accessible and cost-effective:

- ✓ **Elimination of over 30 conditions, fees, and surcharges** on turf, concrete, delivery, and installation.
- ✓ **The membership card? It's gone!** No more complicated commitments.
- ✓ **Total transparency:** No bad surprises, just competitive prices and optimized service.
- ✓ **No volume discounts:** You get competitive prices from your first order.

You are always our priority, and we are here to make your life easier!

In 2025, we'll continue on this path of simplification:

- ✓ **NEW:** No more return fees on paving stones.
- ✓ **Fewer billing errors.**
- ✓ **Elimination of** **NET PRICES** without discounts.



TESTIMONIALS





VERT DESIGN INC. Quebec and surrounding areas:

"For 15 years, Groupe Richer has been an essential ally for my business. Their delivery service is flawless, and their team, especially Julien, is always there with tailored solutions and advice. They truly stand out as the "Landscaper's Partner", offering a service and support that can't be found anywhere else."

Pascal Carrier

GROUPE CFS, West of Montreal:

"As a partner of Groupe Richer for 8 years, I have benefited from their support on many occasions: business advice, help recruiting foreign workers, and even the creation of my logo. Their technical team is also invaluable for bidding on municipal projects. With such a wide range of products and such personalized service, they perfectly embody their role as a partner."

Sebastien Halle



AMÉNAGEMENT RÉGIMBALD INC. South Shore of Montreal:

"I've been a partner of Groupe Richer for 15 years, and their service is unmatched. Their quality/price ratio allows me to stay competitive, and their wide range of products under one roof greatly simplifies my management. Every time I encounter a problem, they find a tailored solution. Their slogan 'Landscaper's Partner' is not just words, it's a reality I experience with every interaction."

Andre Regimbald

OUR COMMITMENT



OUR COMMITMENT TO YOU

The creation of our new **Customer Experience** department marks a turning point in our commitment to always serving you better. But providing an exceptional experience is not only the responsibility of one team. It's a collective effort that involves all our departments, united by a single goal: **your satisfaction**.

Whether it's in managing your orders, the speed of our deliveries, the quality of our products, or the service in our branches, **each department is committed to offering you personalized, efficient, and uncompromising service.**

Here are the promises made by each of our departments to better support you and meet your needs!



TRANSPORT

The priority of the Transport department in 2025 is to place customer service at the heart of our actions. We are committed to being transparent and **communicating effectively with our customers by providing them with accurate information on the time and date of delivery**, while keeping them informed in case of damage, delays on a site, etc.

Maxim, Transport Director

BRANCHES

Each of our branches is committed to providing an even warmer and more positive customer experience. **Our team will do everything possible to welcome you with a smile, demonstrate a caring attitude, and create interactions defined by attentiveness and respect.** These efforts, combined with streamlined processes, will ensure service that is fast, efficient, and enjoyable.



Sandra, Branch Director



YARDS

Our Yard team is committed, in 2025, to providing you with faster and more efficient service. **We will work to reduce wait times and improve the flow of communication with you. Our efforts will also include enhancing our team's French skills to ensure clear communication** tailored to your needs.

Marcos, Yard Director





BILLING

Our billing team is available to answer your questions and resolve your concerns quickly. **We are committed to responding to all inquiries within a maximum of 24 hours.**

Marie-Anne, Billing Director

SALES

Our sales team is committed to placing human relationships at the heart of its actions in 2025. We will be available, attentive, and proactive to better understand and meet your expectations. We aim to build even more authentic relationships, based on trust and true partnership, to support you in your success.

Jonathan, Sales Director



CREDIT

In 2025, returns and credits will be processed more quickly to simplify the tracking of your account.

Mattéo, Credit Director

TURF INSTALLATION

Our team is committed, in 2025, to elevating the quality of every project to a higher standard. We will place particular focus on details and finishing, ensuring meticulous and flawless work. Our goal is to exceed your expectations with every installation, delivering service that reflects our constant dedication to excellence.

Antoine, Installation Director



YOUR BENEFITS



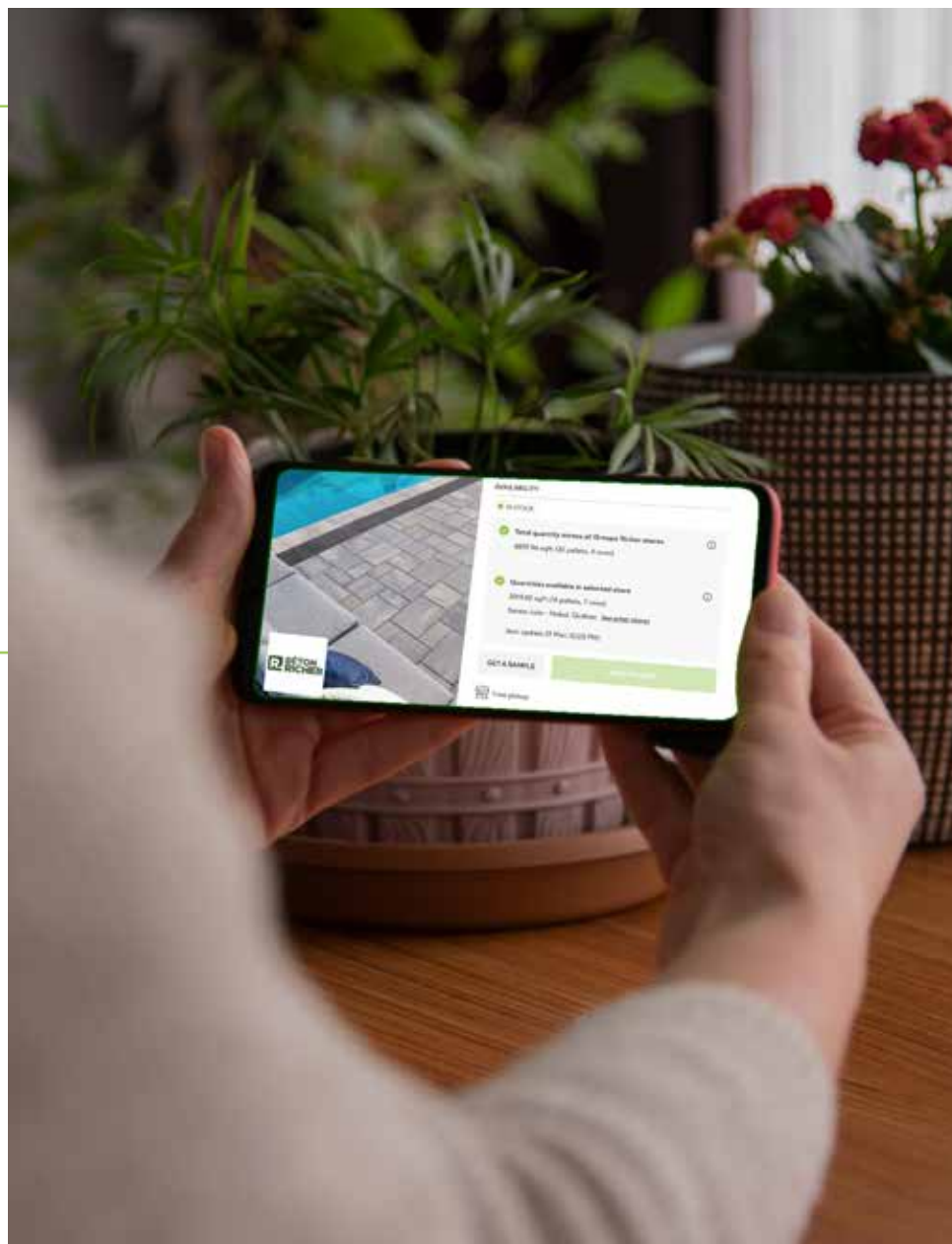
UNWAVERING SUPPORT, FROM START TO FINISH

ADVANCED TECHNOLOGICAL TOOLS TO SAVE YOU TIME

- **Online quotes:** Your prices are displayed in your account so that you can calculate your costs efficiently.
- **Online inventory:** Access our real-time inventory by branch
- **Pre-meeting form:** Prepare your clients for your project meeting by sending them ideas and products based on their needs.

HERE FOR YOU, EVERYWHERE AND AT ANY TIME!

- **8 strategically located branches and hours designed for you** (including early mornings during peak season) to meet your needs quickly.
- **9 local and dedicated representatives, fully committed to building a strong relationship with you** by taking the time to meet you in person and support you at every step of your projects.

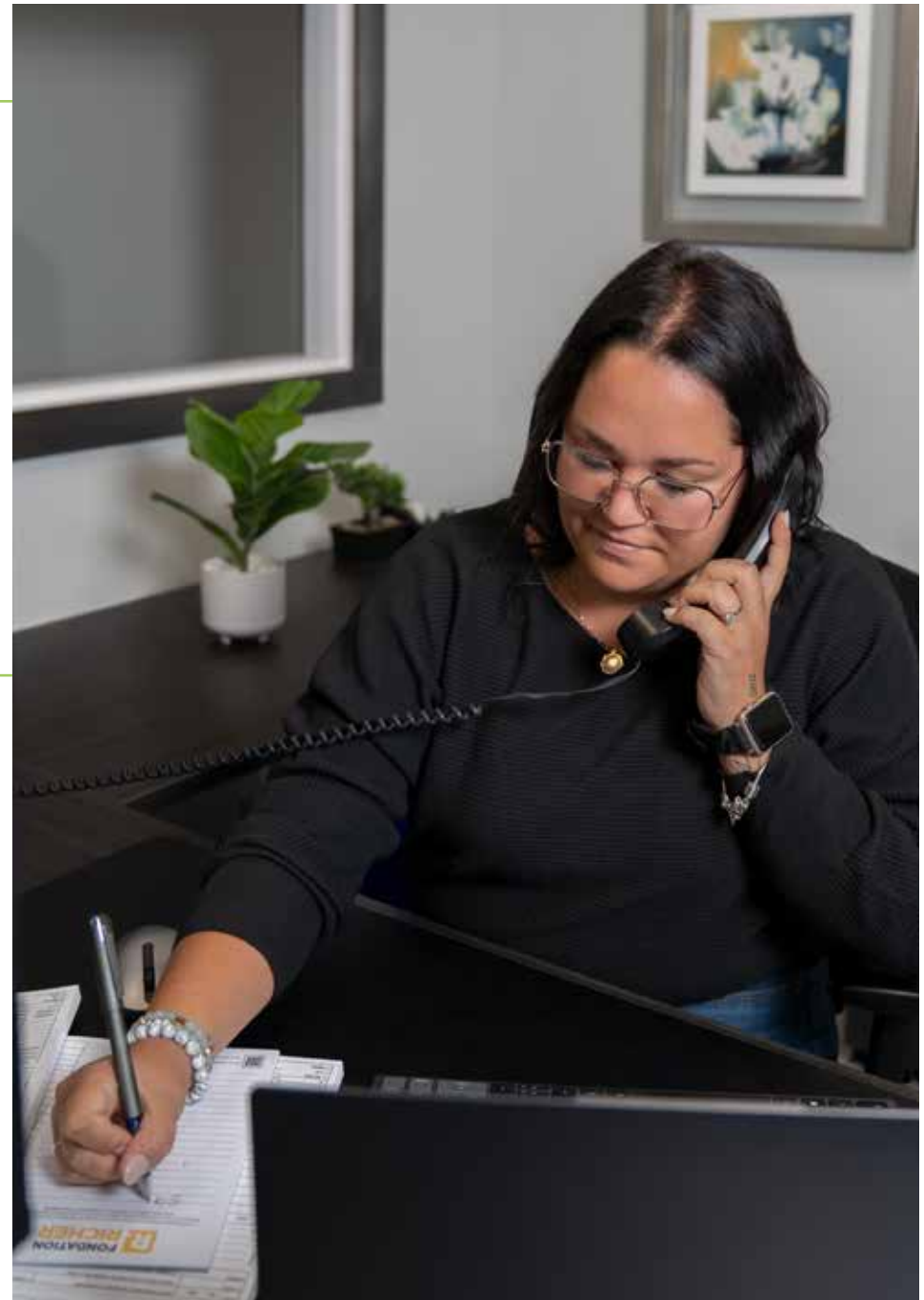


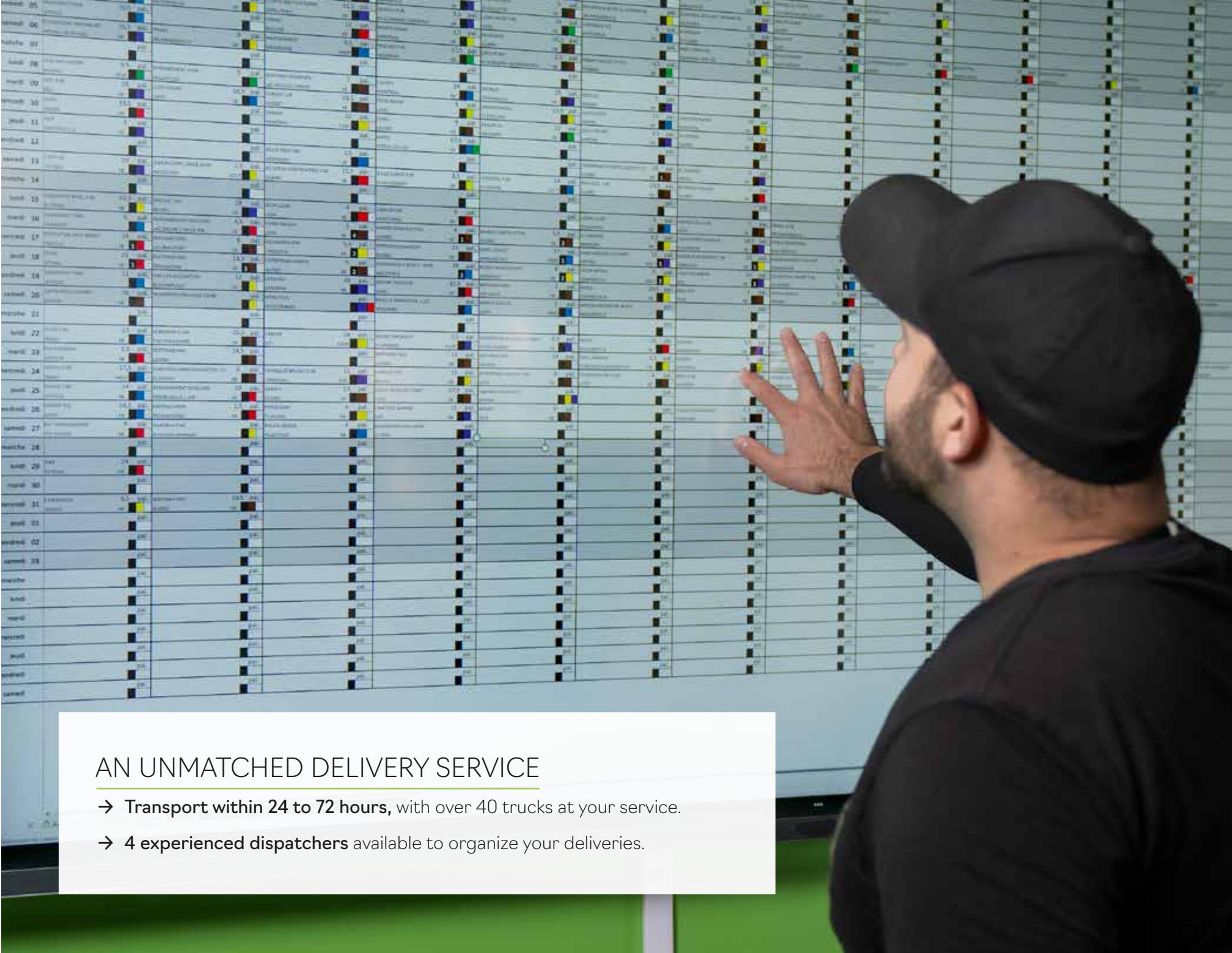
THOUGHTFUL SALES SUPPORT TO PROVIDE A GREAT EXPERIENCE FOR YOUR CLIENTS

- **Free samples:** To guide your clients towards the best choices.
- **Online inspiration:** Your clients can visit this page to get ideas and save their favorites.
- **Turf guide:** An interactive buying guide that directs your clients to the best turf selection for their needs and helps you generate more profits.
- **Design services and 3D plans:** To assist you in creating a memorable project.

FINANCIAL SUPPORT

- **Flexible credit** for your projects.
- **A direct line to our financial experts**, who'll work with you to find tailored solutions.





AN UNMATCHED DELIVERY SERVICE

- Transport within 24 to 72 hours, with over 40 trucks at your service.
- 4 experienced dispatchers available to organize your deliveries.

VISIONARY PARTNERS



JOIN THE FOREFRONT OF LANDSCAPING INNOVATION!

At Groupe Richer, we firmly believe that innovation stems from collaboration. That's why we are looking for a few visionary partners, with the goal of revolutionizing the customer experience by delivering enhanced projects. We are constantly searching for concepts and ideas that make your work easier and increase the added value for business.

WHAT IS A VISIONARY PARTNER?

Visionary partners are carefully selected professionals who experiment, on a smaller scale, with our most innovative concepts before their official launch. By joining this exclusive circle, you will have the opportunity to:

- Preview high-value solutions before they are officially released.
- Share your feedback to optimize and refine these innovations.
- Influence the future of products and services at Groupe Richer.



A WIN-WIN PARTNERSHIP

As a visionary partner, you will play a key role in the evolution of our offerings while benefiting from our personalized support and unique solutions. Whether the concepts are adopted on a large scale or not, your contribution will remain essential for the continuous improvement of the customer experience.

STAY TUNED

We can't reveal more at the moment, as we want to ensure the success of these upcoming projects. Time will tell where this journey takes us. This involves no commitment on your part, and you will only reap the benefits.

Together, let's shape the future of outdoor landscaping. To be continued!

EVERYTHING UNDER ONE ROOF

From roll turf to pavers, slabs, and retaining walls, as well as landscaping tools and equipment, bulk products, and ground covers, you'll find everything you need to create lasting projects that exceed your clients' expectations. We offer a wide range of products and services at highly competitive prices to simplify your life!

TURF



PAVERS



BULK



TOOLS



ACCESSORIES





BRANDS
RECOGNIZED FOR
THEIR QUALITY
AND DURABILITY

**BÉTON
RICHER**

OAKS
LANDSCAPE PRODUCTS

UNILOCK

RINOX

MQUIP

Garant

Husqvarna

BOSCH

SOLWORX

IS THE LABOUR SHORTAGE YOUR BIGGEST CONCERN?

Meet our international recruitment agency



Arimé offers personalized services to employers facing labour shortages in their industry and makes the hiring process easier for them.

CONTACT ARIMÉ
1 877 766-7547
info@arimecanada.com

SUBMIT YOUR REQUEST BEFORE AUGUST 1, 2025, TO WELCOME YOUR WORKFORCE IN 2026.

ARIMÉ WILL HELP YOU:

- Demystify the process of international recruitment.
- Understand the advantages and disadvantages.
- Receive all the necessary information regarding the financial aspects.

WANT TO LEARN MORE ABOUT OUR OWN EXPERIENCE?

- Write to our HR advisors at rh@groupericher.com now!



What are your needs for 2025?

Groupe Richer: Partner in your success!

