Subject Line: Don't let winter freeze your project timelines

Hi {Customer Name},

Winter has already arrived for some regions, and for others, it's almost here. That means one thing: it's time to start planning for the cold, wet weather that can saturate your job site and cause projects to stall. The good news is that TriAx Geogrid from Tensar International keeps job sites running through rough winter weather and can even save thousands of dollars in the process.

Has snow, rain, standing water and/or mud stalled your projects?

My name is {RSM NAME}, the Regional Sales Manager at Tensar International for your area and I want to help you get back to work. I’ve helped many people like you keep job sites running through the winter season and even save thousands in the process. So how do I do it? Simple: [TriAx Geogrid](https://info.tensarcorp.com/how-geogrids-work-to-keep-projects-on-track).

Unlike chemical stabilization (i.e. lime, cement, and fly ash), TriAx Geogrid can stabilize subgrades in near-arctic conditions with no curing time. Simple and easy to install, it has been used successfully in some of the coldest climates around the world, including Siberia and Northern Canada.

**Just last month, we helped a contractor complete this**[**subdivision project in Plainfield, Illinois**](https://info.tensarcorp.com/hubfs/TX_PP_IL_NorthpointeSubdivision_12.18.pdf?utm_campaign=WH_Marketing%20Campaing_Wet%20Weather&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz--3S8FAo_wmniNv8AFlSBL3Jfh30o47qqJUA-OkkSgJEjI5vWagq8Mqi0nQbt3i-SaKu9J2)**that was too cold for lime stabilization.**

**Depend on me to keep your projects moving forward too.**

I’d like to help solve the challenges you’re facing or I can review a specific project for cost savings. And, I can even set you up with a free roll of TriAx Geogrid as part of our “Test Drive” program. Give me call me at (phone number) or simply reply to this email to get things rolling.

Regards,

{RSM Name}

P.S. – New to TriAx Geogrid? Check out this quick, [one-minute video](https://info.tensarcorp.com/how-geogrids-work) to see how our geogrid works.