

NEW ADVANCED LAWN MOWER IS MAINTENANCE FREE USING NO GAS

SAVE MONEY - RUNS ON ONLY PENNIES

A greener, cleaner and more lightweight choice weighing 65 pounds less than the gas-guzzling mowers of yesterday

By L. Kamp, Media Services

Tired of pushing your heavy, gas-guzzling lawn mower around your yard?

You have probably heard about the new and remarkable G-tech, but if you haven't, you're in for some great news.

The G-tech is a revolutionary twist on easy-to-use cordless tools that will save you \$\$\$ on gasoline, stress on your muscles or joints and keep the air you're breathing clean and healthy.

And that's just the start of the benefits the new G-tech Cordless Lawn Mower has to offer you.

The breakthrough new G-tech can pay for itself in a matter of weeks in terms of money and health combined.

This maintenance-free wonder needs no gas, not a drop of oil and no expensive spark plugs or filters. Just pull it out and mow.

The G-tech is run by a powerful 12-volt battery that will keep your new mower running for forty-five long minutes - plenty time to mow up to half an acre.

The G-tech is an easy-to-use cylinder mower. Unlike the rotary mower you are probably using now which rips the grass blades from the side, a cylinder mower evenly cuts the grass straight across the top. This gives you the best, highly manicured cut available.

You may remember seeing or even using the old reel push mowers of yesteryear. They were widely used before the gas-powered mowers were invented. But like everything else, ease of use and convenience prevailed and the old, heavy reel mowers ended up in the back of sheds or at garage sales.

And that was truly unfortunate because the reel, or cylinder mowers are by far superior to any rotary mower.

The horizontally mounted blades capture and cut the grass in its natural upright state, shearing the grass rather than ripping it. It cuts like scissors, steel to steel, creating a manicured look for the best looking lawn in the neighborhood.

Still to this day, cylinder mowers are used at professional and local golf courses to keep their vast amounts of grass healthy and looking great.

If you compare the cut of a cylinder mower and rotary mower to a hair cut, it would be the difference between a professional hair cut at a beauty shop and a chop job at home with a store bought clipper kit.

The revolutionary new G-tech Cordless Lawn Mower takes the ultimate precision of the past and the breakthrough technology of today to give you the best mower on the market.

You never have to prime the engine and use a pull cord to start this mower. A simple squeeze of the handle and you're off. It starts instantly every time.

And because the G-tech is battery operated, it does not emit any dangerous pollution into the air.

A standard gas-powered mower emits huge amounts of dangerous carbon monoxide.

The carbon monoxide produced and released by gas-powered mowers can cause injury, fatigue, headaches, dizziness and weakness in even the healthiest people.

You need no gas containers, and have no gas smell. With the G-tech, there is no worry. Unlike gas-powered mowers, this battery-powered genie is completely environmentally safe to operate.

The outside of the G-



tech doesn't get hot like combustible engines either, so there is no chance of accidentally burning yourself on the mower.

The advanced G-tech Lawn Mower is lightweight and portable, weighing only 25 pounds - a whole 65 pounds lighter than most gas-powered mowers.

Because it is so lightweight, you will not get as tired, your legs and arms won't feel so sore and you won't get as out-of-breath as you would pushing a heavy piece of machinery around your yard. Every hill and slope in your yard now becomes a breeze to mow.

Because the G-tech is lightweight, you can maneuver it more easily around tight corners, gardens and trees. Plus, once you are finished, the battery is easily accessed for quick charging and the G-tech can easily tuck away in a corner or simply hang on a wall for storage.

G-tech is the perfect answer for use with trimming and small yards. Perfect for single women, seniors and anyone who wants an easy time of mowing.

For more details on the amazing G-tech Cordless Lawn Mower, here is my interview with Charles Stewart, Director of Product Development for International Home Shopping.

Q. What is the thought behind this amazing G-tech Lawn Mower?

A. After years of mowing my own well-manicured lawn and the inevitable aging of my body, I found it increasingly difficult to tug my big, heavy mower around the smaller areas of my yard. Plus, with the huge increases in gas prices over the last few years something had to be done.

I thought, why couldn't we just have a battery-operated lawn mower? Everything else can be run by batteries, so why not a lawn mower.

Well, it didn't take long for our experts to come up with the G-tech. It was everything I personally wanted to see in a lawn mower.

- The G-tech is lightweight and easy to move throughout my yard.

- The G-tech is battery-operated and is environmentally safe for my grandchildren and me.

- The G-tech comes with a FREE collection bag and can be used as a mulching mower.

- And, the G-tech has cylinder blade to provide perfect manicured cuts maintaining my perfect lawn.

To make a long story short, through a simple need and huge interest from my friends and family, the G-tech

was born.

Q. How can a lawn mower work on a battery?

A. The G-tech works by battery just as simply as your cordless drill, circular saw and even remote control.

The G-tech has a strong 12-volt battery that, when it is fully charged, can run for 45 minutes straight. And that is plenty of time to tackle an entire lawn.

Plus, the durable battery takes less than a day to reach another full charge.

Q. Does the G-tech work like a gas-powered lawn mower?

A. Truthfully - no. The G-tech is much greener, cleaner and easier to push. There is no expensive gas to buy or drain off at the end of the season. The G-tech folds up neatly and can be tucked away in a corner. And the G-tech doesn't make your clothes smell - I mean there is no dangerous exhaust.

So does the G-tech work like a gas-powered lawn mower? Gratefully I say no way, it is better.

Gas-powered mowers have their important place with large yards, but the G-tech has its place in every yard.

Q. What are disadvantages of the G-tech?

A. There was really only one I found and truly it is subjective because it didn't really bother me. The cutting width of the G-tech is 18". Compare this to a gas-powered mower with a 20" or 21" cut and really two or three inches is nothing much to squawk about.

The G-tech has a durable but lightweight steel and plastic frame. The height settings between 3/4" to 1 3/4" give your grass a cut anywhere from a close golf course shave to the recommended cutting height for most grass of nearly two inches.

Q. I thought the recommended cutting height for grass was 3 inches?

A. This is a common myth. You have been misled by Rotary mower manufacturers. In order for the old, gas-guzzling rotary mowers to work properly, the height must be kept to at least three inches.

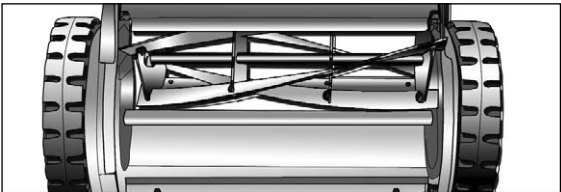
With the G-tech Cordless Lawn Mower, you can actually cut the grass to the recommended height for the grass, not the mower. For example, if you have Kentucky Bluegrass, Rye grass or Fescue, the recommended height to maintain good health and appearance is 1 1/2" to 2 1/2". And if you have Bermuda, Zoysia or Bentgrass, you can cut as low as 1" or lower. A three-inch minimum height is not what your grass needs.

Q. So, does the G-tech come with a guarantee?

A. Absolutely. As a matter of fact, the G-tech is

A Simple Mower - making your job easier

- Squeeze start trigger and button
- Safety key to prevent accidental starts
- FREE 5 gallon collection bag (\$19 value)
- Powerful 12V battery with charging cord
- Adjustable cutting heights from 3/4" to 1 3/4"
- Lightweight, can be pushed and maneuvered easily - only 25 pounds!
- Four cylinder blades give you the best cut available for your grass by cleanly slicing the grass like scissors



How does my new G-tech stack up against the old mowers? G-tech vs. Gas-powered Lawn Mower Comparisons		
Features	IHS G-tech	Expensive Gas-Powered Mower
Cost Per Unit	Under \$225	\$300 - \$800
Power Source	Cordless Electric Never run out of expensive gas	Gasoline
Weight	25 pounds	90+ pounds
Starting	Easy squeeze start handle and safety key	Difficult pull cord with priming often necessary
Maintenance	Plug in outlet to charge battery	Add expensive gasoline, replace spark plug and air filter annually
Air Quality	Safe, quiet No emissions	Pollution from Carbon Monoxide and loud noise
Grass Collection	Option to mulch or collect grass clippings	Option to mulch or collect grass clippings

yours to try for 60 days and if you're not completely satisfied, you'll get a full refund of your purchase price. If within 60 days, it does not meet your expectations or has an unlikely defect, you're covered.

End of interview.
Readers can get the G-tech Lawn Mower at an \$85.00

discount if they order within the next 10 days. Please see the Special Reader's Discount Coupon on this page. For those readers ordering after 10 days from the date of this publication, we reserve the right to accept orders at the discounted price.

Plus, with each G-tech, you will get a second

rechargeable battery valued at \$39, FREE. Complete and mail in the coupon below, visit our website at www.ihsselectricmower.com, or call 1-800-466-9973. Operators are ready for your call. If lines are busy, please try back - you don't want to miss out on what the G-tech will do for you and your lawn.

SPECIAL READER'S DISCOUNT COUPON

The regular price to get the G-tech is only \$309.00 plus \$22 shipping and handling for a total of \$331 delivered. **Readers of this publication get a \$85.00 discount and receive a second rechargeable battery FREE** (a \$39 value) with this coupon and pay only \$224 plus \$22 shipping and handling, **if you order within 10 days**. Additional G-tech Lawn Mowers are only \$204 plus \$22 shipping and handling each, saving you \$20.00 more. There is a strict limit of 3 G-techs at the discount price - no exceptions please. After 10 days, we reserve the right to accept order requests at the discounted price.

- To order by phone, call TOLL FREE 1-800-466-9973 and give the operator your **Authorization Code: GTM103**. Place your order by using your credit card. Operators are on duty Monday - Friday 6am - 3am, Saturday 7am - Midnight and Sunday 7am - 11pm, EST.
- To order online, visit www.ihsselectricmower.com
- To order by check or credit card, fill out and mail in this coupon to the address below.

This product carries a complete satisfaction guarantee. If you are not totally satisfied, your purchase price will be refunded. No questions asked.

NAME

ADDRESS

CITYSTATEZIP CODE

☐ I am ordering within 10 days of the date of this publication, therefore I get an \$85.00 discount, plus get a second rechargeable battery **FREE for a total savings of \$124.00**. My price is only \$246 for the G-tech. Additional G-techs are only \$226 each.

Number of G-tech Lawn Mowers you want: _____

☐ I am ordering past 10 days of the date of this publication, therefore I pay full price of \$309 for the G-tech plus \$22 Shipping and Handling for a total of \$331.

Enclosed is \$_____ in: ☐ Check ☐ Money Order (Make payable to IHS) or charge my:

☐ VISA ☐ MasterCard ☐ Am. Exp./Optima ☐ Discover/Novus

Account No. _____ Exp. Date ____/____/____

MAIL TO: International Home Shopping, Dept. GTM103
7800 Whipple Ave NW
Canton, OH 44767


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