



Professional Landscaper Says Yes to SharperBlade

Michael Swearingen, owner of Mike Swearingen Landscape Care and veteran gardener of 25 years, is no stranger to the hassle and expense of traditional rotary trimmers (a.k.a. weed whackers). His clientele is made up of about 50 homeowners with acre lots in an upscale country club development in Pleasanton, California. He and his staff routinely use rotary trimmers, and routinely have to stop to fix broken “fishing line,” reload empty spool heads, and buy replacement parts. These not-so-simple tasks cost him between an hour and 90-minutes each week. With SharperBlade’s Trimmer Blade, the accumulative time savings over a one-year period translates into increased profits and enhanced customer satisfaction. He believes the value to the general consumer is even greater.

“I think the average homeowner or amateur landscaper is more reluctant to use the weed whacker because it’s such a pain,” said Swearingen. “It’s hard to manipulate the sting. People want it quick and easy. They don’t want to hassle with the string. It’s such a hassle trying to get it equal length. With SharperBlade, you just stick on the flexible, self-sharpening blade and you’re good to go.”

“The simplicity of it makes it worth its weight in gold,” he continued. “Anything that is as simple, and easy, and effective as this is, you can’t go wrong with. That’s the bottom line.”

