



Playground Adviser

BCI BURKE COMPANY, LLC

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BCI Burke's Nucleus makes traditional playground component systems available worldwide

BCI Burke's new Nucleus playground system is already making ripples inside the United States, but it will also play a vital role in BCI Burke's expansion worldwide. That's because Nucleus is TUV certified to the EN (European Norm) standard, paving the way for Burke to market all of the company's playground components internationally alongside our Intensity fitness play complex, which is already increasing in popularity outside the United States.

"The TUV certification of Nucleus is a huge event in the life of our company. Our broad line of components is now available virtually anywhere in the world, and we are continuing to add international representatives. Our fitness-oriented Intensity playgrounds have been very well received, and Nucleus allows us to integrate Intensity into playgrounds that also include platforms and more traditional play components," said Tim Burke, chief executive officer of BCI Burke.



Nucleus is built on a foundation of industry standard 5" O.D. posts, with a new proprietary dual direct-bolt connection and clamping system that allows customers to connect each platform to more components. Other major benefits include:

- **Easy installation.** Pre-drilled holes allow for a fast and precise installation. Nucleus's EZKconnect self-leveling connection system for platforms provides easy and strong connections between decks and posts.
- **Better use of space.** Nucleus's KoreKconnect direct-bolt connection and clamping system makes it possible to connect more events to posts, allowing more efficient use of available play areas.

BCI Burke partners with Choice Facility Partners

BCI Burke has announced a new partnership under which a wide range of organizations may purchase playground products through Choice Facility Partners, a facility services purchasing cooperative.

Such purchases will fulfill requirements for competitive bids, saving time and money for agencies that become

members and participate. Eligible agencies include public and private schools, education-related organizations, colleges, universities, municipalities, counties and other governmental entities and non-profits throughout the United States.

"By joining with Choice Facility Partners, we are providing more options to help schools, non-profits and other eligible organizations to purchase affordable play structures," said Tim Ahern, chief executive officer and owner of BCI Burke. Details are available at www.bciburke.com/cfp.

Win a free Nucleus playground

In conjunction with BCI Burke's Nucleus playground system release, BCI Burke is giving away a prize each month, with prizes including a free Nucleus playground, gift cards and much more!

The contest runs through December 2010, and the playground will be given away in April 2010. Simply go to www.playnucleus.com, click on the contest button and fill out the form. It's quick and easy. Check us out each month to see what you have a chance to win.

Like Halloween, a great playground is what the imagination makes it

By Tim Ahern
Chief Executive Officer

Few holidays are harder to comprehend than Halloween. Or perhaps I should say few occasions, as it's not a recognized holiday. The popularity has exploded in recent years, far outstripping the simple costumes and trick-or-treating we enjoyed when I was a child.

Today, the celebration seems to start in September, and practically every gathering turns into a masquerade party. And it isn't just about kids. Large retail stores spring up everywhere for a few weeks, and if you go into the stores and look around, you'll see most of the costumes seem to come mainly in adult sizes.

What's behind it all? I think it all comes down to one thing. Halloween is a "one-size-fits-all" occasion that we can all turn into whatever we want it to be. You want scary? You can come up with a costume that's downright terrifying, or something lighthearted and funny. You can be a clown, hobbit or Jedi knight. You can feel your way through a "haunted house," sticking your hand in bowls of brussels sprouts and cooked spaghetti that pass for eyeballs and guts. Or you can bob for apples, play games, or climb around on bales of hay. You can call it anything from a Fall Festival to something uncomfortably dark.

I think it's precisely that "one-size-fits-all" nature that makes Halloween such a time for adults and children alike. It stimulates our imaginations, offers us challenges, and invites us to join in the friendly competition for "best costume." It doesn't even matter that the prize may be worth less than a buck. It's all about the fun.

And perhaps the best thing is that it's all hands-on. You can't "do" Halloween by yourself at a computer keyboard. You have to get out, pull your costume together, and paint your face or get the perfect mask. You get out and see people. It's the only time of the year an otherwise stodgy adult can put on a silly costume and get away with it. In short, it does for all of us once a year what a great playground can do for kids throughout the year.

Today's kids spend so much time watching television, playing video games and surfing the Internet that they don't always get the fresh air and exercise they need. They need to get with other children, exert some energy, and let their imaginations work.



We design our playgrounds with just that in mind. It's amazing how a single piece of equipment, with a little imagination, can become a wall of jungle vines, the outside of a spaceship or the side of a mountain. Like Halloween, a well-designed playground can adapt to fit almost any need. It's no wonder I love this business!

Veteran rep takes pride in playgrounds

When Loren Thorstenson reflects back on his 38 years in the playground industry, he says the kids are the most memorable aspect of his job.

"Sometimes the best part of selling Burke playgrounds isn't the actual selling process or installations, but rather going to a playground site weeks, months, or even years later and watching the kids playing on it. I know these kids will grow up and look back on the fond memories they are making now, and I'm proud to be part of that," said Thorstenson, president of Howard L. White & Associates which represents Burke in Illinois.



And he knows kids will be able to enjoy Burke playgrounds for decades and even generations.

"When you buy a Burke playground, not only are you getting something really innovative, but you're also buying a product that the company truly stands behind. It shows in the company's Generations Warranty and customer service. Some playground parts are covered for 100 years, plus the warranty is non-prorated. That is a major reason Burke has the most competitive total cost of ownership in the business. And if something were to need replacing, Burke gets the replacement part to you quickly," he said.

Thorstenson also says that one reason why Burke so strongly stands behind its products is because the company creates quality items that excite customers.

"Burke looks at the marketplace and seeks to offer products that are unique and help fill a need. For example, the Nucleus playground system integrates traditional playground components such as slides and tunnels to the deckless Intensity fitness play complex which focuses on fitness. The result is a unique playground that physically challenges and inspires kids," said Thorstenson.