



TORO®

# IS IT TIME FOR AN IRRIGATION EFFICIENCY CHECKUP?

## SHARING THE WATERING EFFICIENCY MESSAGE WITH YOUR CUSTOMERS



**N**o matter where you live, chances are water is a hot summer topic. Many areas of the U.S. are experiencing record drought, while other parts of the country are getting more rain than they can handle. This diversity of climates makes watering efficiently more important than ever.

According to the Environmental Protection Agency, outdoor water use in the U.S. reaches nearly 8 billion gallons every

day. It is estimated that as much as half of that water is wasted because of overwatering. The culprit – inefficient, old technology.

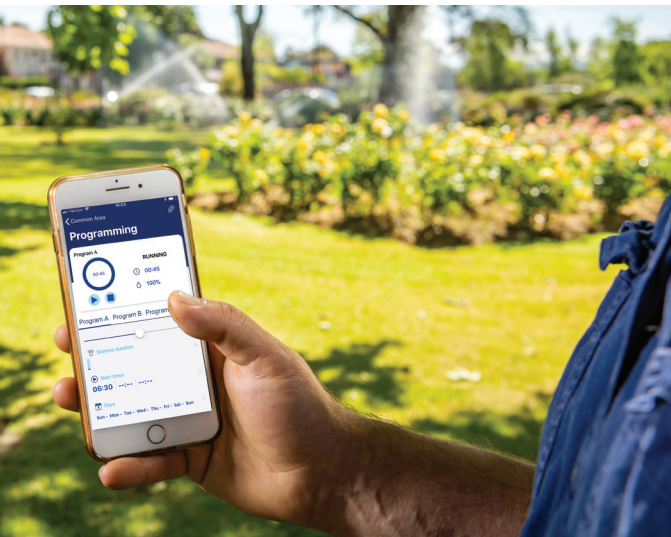
You can help your customers save time, money, and water by sharing your expertise on new techniques and upgraded products. Technology is a driving force in water efficiency. If your customer's system is more than five years old, chances are they could benefit from an upgrade. Here are a few of the ways you can help.

### EASY UPGRADES

**Adjusting or replacing sprinklers** – One of the easiest fixes for irrigation systems is to make sure sprinkler heads are hitting the areas they're supposed to and not watering driveways, streets, or other hardscapes. Readjusting or replacing broken sprinkler heads can be an instant water saver. Newer spray heads offer more durability, intuitive adjusting, and are easier than ever to retrofit. Technological advances can help restrict water loss, eliminate misting and fogging and offer steady outlet pressure.



**Rain Sensors** - Paying attention to the weather is often suggested as a solution to saving water in the landscape. One easy way to avoid watering when it's not necessary is to have a rain sensor. Newer models work better than rain sensors of the past. Check with your customers to make sure they have an updated and working rain sensor. If not, it's an easy upgrade. Share your expertise with customers by explaining how the sensors work, including how much rain needs to fall before they shut the system down. If they live in a colder region, make sure they have a freeze and rain sensor combination.



**Irrigation Controllers** - Recent advancements in irrigation controllers have made them an invaluable tool for saving water, time, and money. The new **Toro® TEMPUS™ DC**

**Series Controllers** make programming and operating irrigation systems easier. These DC battery-operated controllers are Bluetooth enabled and can be run from a smartphone or tablet with the free TEMPUS DC mobile app. Because they are battery operated and waterproof, this controller can be installed anywhere and are especially effective in areas without an electrical connection. Rain sensor and water budget ready, these controllers help customers save water immediately. Seasonal irrigation can be quickly set up for the whole year, and run times are easily changed, saving time and effort. TEMPUS DC Controllers are available in 1-, 2-, 4-, and 6-station models, with or without an LCD screen.



**New Nozzles** - Technological breakthroughs in irrigation nozzles have made giant strides in reducing water waste. New nozzles, such as Toro's **Precision™ Series**, offer a more uniform water droplet distribution, reducing water usage by as much as 35%. These high efficiency nozzles can make a big difference in time spent watering and offer big savings on your customer's water bill.





Knowing your landscape can help save water too. Newly planted lawns, trees, shrubs, and perennials will need to be watered more often. Established lawns and gardens may not need to be watered as often.



### **DON'T FORGET THE SIMPLE FIXES**

Offering a few simple, low-tech fixes shows your customers you're taking a holistic approach to water savings. Talk with them about keeping the lawn a little longer. Short grass can require more water. Longer grass shades the lawn's root system and can help lower watering needs. Make sure your customer knows how to adjust their height of cut.

Are your customers spending too much time and money watering? Are their systems old and outdated? Maybe it's time for a landscape efficiency check up!



Adding a thick layer of mulch to landscape shrubs and trees can help lock in moisture and lower watering needs. About three to four inches of mulch can reduce evaporation by up to 70%.