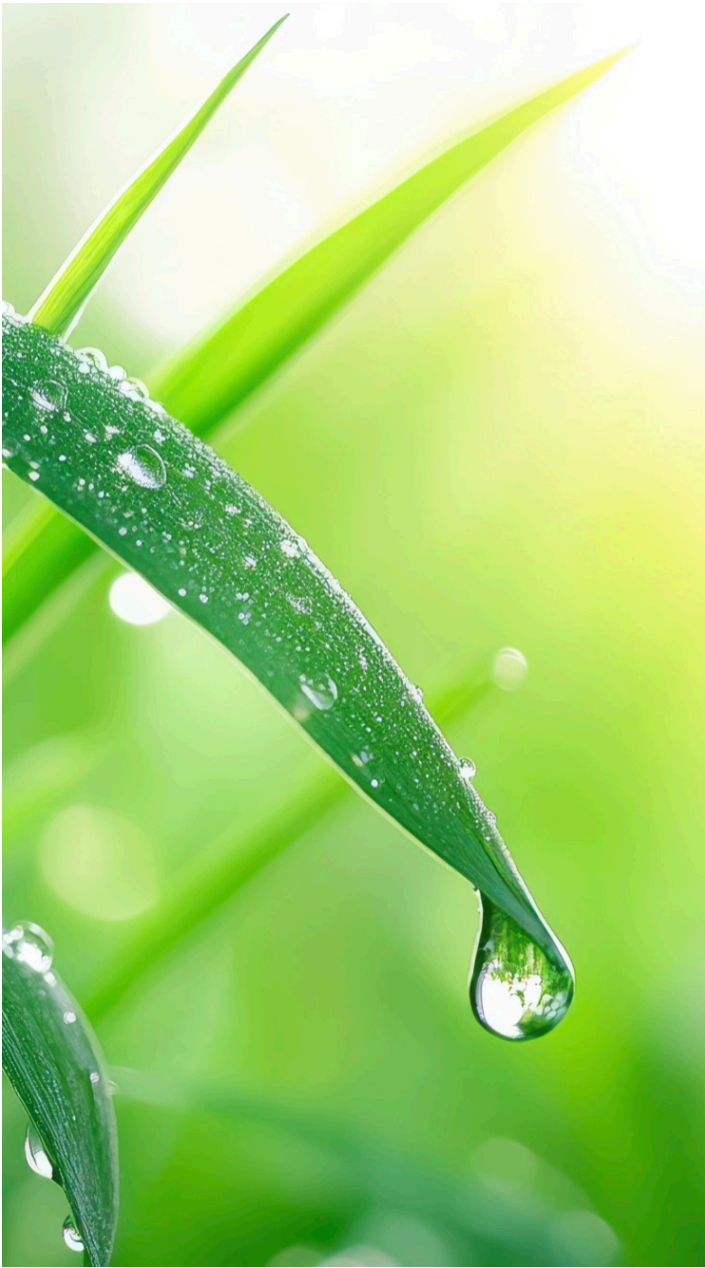




TORO®

WHY YOU SHOULD BE A WATERSENSE® CONTRACTOR HOW THE EPA PROGRAM COULD GIVE YOUR BUSINESS A BOOST



As an irrigation professional, your work revolves around water. While figuring out the best irrigation design and setup for a landscape project, you more than likely are also thinking of how to use only as much water as needed in that space. Water conservation is also on the minds of many homeowners and commercial property managers, from both financial and environmental standpoints. One way to let customers know you also are a proponent of water efficiency is by becoming a professionally certified WaterSense contractor.

WHAT IS THE WATERSENSE PROGRAM?

WaterSense, a voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA), is a third-party resource for helping home and business owners save water and be more mindful of water use. The program provides a label for water-efficient products like bathroom shower heads and outdoor irrigation systems and allows contractors to become certified in water efficiency. WaterSense labeled products are certified to use at least 20% less water, save energy and perform as well as or better than regular models.



With the help of the label and certification, customers can easily identify businesses or products that are water efficient or proficient in water efficiency knowledge, saving customers valuable time and giving them peace of mind they are choosing reliable and proficient products or services.

HOW WILL BECOMING A CERTIFIED WATERSENSE CONTRACTOR HELP YOUR BUSINESS?

Becoming a certified WaterSense contractor could help give your business a boost. It will show your customers you know and understand the importance of conserving water, and having your expertise certified by a third party will give you added credibility. Plus, through your certification, you will gain valuable resources to stay up to date with the latest water efficiency products and practices. In turn, you will be able to show and offer your customers the most innovative solutions on the market to use in their irrigation systems – products that work more efficiently and are likely to save them money by reducing water use, all while keeping landscapes healthy and lush.

WHY WATERSENSE IS IMPORTANT TO THE INDUSTRY

Beyond helping individual businesses and homeowners, WaterSense also has a big impact on the overall irrigation industry. By partnering with manufacturers, retailers, distributors, homebuilders, irrigation professionals and utilities, WaterSense has brought more awareness and useful resources about water efficiency to many communities throughout the country. It is fulfilling its mission, which is listed on its website as “transforming the marketplace for products and services that use water and promoting a nationwide ethic of water efficiency to conserve water resources for future generations and reduce water and wastewater infrastructure costs.”

Toro® celebrates this mission, partnering with WaterSense for many years to champion the program and further promote the need for water efficiency through transformative new products. Toro has even been recognized by the WaterSense program for its commitment to water conservation, education and



developing innovative and water-saving products. These products include the 570 Series Pressure Regulated Spray Heads, which use pressure regulators to prevent water waste through misting and fogging, and the Climate Logic® Weather Sensing System that converts any existing Toro or Irritrol® controller into an EPA WaterSense Certified controller.

“Toro’s dedication to providing innovative water-saving solutions for our customers made partnering with the WaterSense program an easy choice. EPA WaterSense is a benefit to many homeowners, along with irrigation professionals to become more knowledgeable and easily find water-efficient products,” said Alexis Deasy, senior marketing communication manager for Toro’s Precision Irrigation Business.

Find more information about Toro’s WaterSense products on the Toro website, and check out WaterSense certification information on the EPA website.



With Pressure Regulator



Without Pressure Regulator