

The Toro logo is centered at the top of the page. It consists of the word "TORO" in a white, serif, all-caps font, enclosed within a dark rectangular box with rounded corners. The background of the entire top section is a close-up, high-resolution image of vibrant green grass.

TORO®

SELLING PRECISION IRRIGATION

WHY INNOVATIVE PRODUCTS AND PRECISION ARE NON-NEGOTIABLES



There's a delicate balance to using the right amount of water to help landscapes grow and thrive. As a landscape professional, you know not all commercial customers understand the nuances of precision irrigation, a method of delivering the precise amount of water needed at the correct time, giving plants, trees and turf the optimal opportunity to be their strongest and healthiest. To maximize results – and save customers money and water along the way – getting customers on board with precision irrigation is key.

“There’s a science to precision irrigation,” said Alexis Deasy, senior marketing communication manager for Toro’s Precision Irrigation Business. “At The Toro Company, we use research and proven data to create products that balance all potential factors, helping to ensure you’re not underwatering or overwatering properties. This approach has helped pave the way toward water management innovation, providing dependable products professionals need to create thriving landscapes and happy customers.”

From spray nozzles and controllers to soil and weather sensors, there are a wide variety of precision irrigation products available. Here are the top reasons your customers should choose precision irrigation.

PRECISE WATERING EQUALS THRIVING LANDSCAPES

Each landscape project and its accompanying water need is unique. Geographical location, terrain, along with the type of items planted, will impact how and when a space needs to be watered. Customers look to you as the professional to help them navigate the best way to irrigate their landscape so it can thrive. With the right precision irrigation tools, you'll be able to do exactly that. Your customers will no longer need to guess if they are overwatering or underwatering. Precision irrigation will help to make sure it's just right.

SAVING WATER SAVES MONEY

According to the United States Environmental Protection Agency, 50% of water used outdoors is wasted due to overwatering, caused by inefficient irrigation methods and systems. Precision irrigation can play a large role in reducing the amount of water wasted – and increase the amount of your customers' money saved – by reducing runoff and only using the amount needed for each specific landscape, on each specific day.

NEW SYSTEMS INCREASE EFFICIENCIES

Similarly, outdated systems or components are costing your customers money due to inefficiencies and lack of efficient water application. New installations or upgrades with precision irrigation products will optimize water usage and save time. For professionals, the newest products are designed to be easy to install and use the latest technology to prevent clogging, evenly apply water and prevent water waste, minimizing down time and customer call backs.

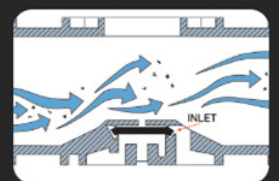
For your customers, upgraded technologies take the guesswork out of watering. That translates into less hassles and headaches with easy programming, automatic weather or soil based scheduling and convenient monitoring.

PROFESSIONAL PRODUCTS, TECHNOLOGY AND KNOWLEDGE AVAILABLE

To help encourage your customers to upgrade to precision irrigation, it may be helpful to share information about the latest technologies and innovative products to meet their needs, so they can



Dual Opposed Outlets



Highly Clog Resistant



New Laser Etching



really understand their value. The Toro Company's commitment to precision irrigation solutions has led to the creation of an expansive lineup with options that include solutions for just about every need.

- Controllers, like the EVOLUTION® Series Controller, will use weather-based programming to help irrigation schedules in tune with weather patterns and plant needs.
- The SMRTscape™ app or website allows remote irrigation management.
- High-efficiency Precision™ Series Nozzles use up to 33% less water, including Toro's newest innovation, PSN+ Series spray nozzles. These industry-leading nozzles now feature superior backflow prevention called Debris Guard™, which stops fine debris from clogging the nozzle, ensuring they last longer.
- Drip Irrigation, like Toro's 17MM Drip In® Brown Surface Dripline, now comes in the industry-standard 17MM size and features superior clog resistance, precise pressure regulation and long-lasting dependability.
- Sensors, including Climate Logic®, can automate irrigation management, making it easier for your customers to update their watering schedules and needs.

Several of Toro's products also feature the WaterSense® certification label, which meet the criteria of the EPA's standards of being water efficient, using at least 20% less water than competing, non-labeled models.

There are many convenient ways to stay in-the-know about all of Toro's Precision Irrigation products and innovations that will help you deliver the results your customers want. Look for in depth articles and tips on our website and be sure to follow us on Facebook and Instagram.

