

The Toro logo is a black rounded rectangle with the word "TORO" in white, bold, sans-serif capital letters. A registered trademark symbol (®) is located to the upper right of the letter "O".

**TORO®**

PRODUCTS AND PEOPLE MAKE TORO STAND OUT FOR  
**IRRIGATION BUSINESS OWNER VALUES TORO'S  
SERVICE AND NEW PRODUCTS LIKE PSN+**



**R**uss Jundt's first experience in the irrigation business in the early 2000s didn't last long. He left frustrated with a sense that businesses used water as an abundant commodity with lots of unnecessary waste.

"What I saw didn't seem intuitive or make a lot of sense," said Jundt, the founder of Conversa Irrigation. "It was the Wild Wild West of contractors. As quickly as we got in the irrigation business, we got out."

After ventures into other industries and establishing a successful business he turned into a franchise, Jundt found his way back to irrigation. This time, the entrepreneur and innovation seeker found Toro while attending the Irrigation Association national trade show and saw the Precision™ Spray Nozzle (PSN) for the first time. Jundt noticed this nozzle had won awards for smart irrigation and efficiency – a change from this first encounter in the industry.

"Based on my previous experience, the industry hadn't talked much about saving water, so this intrigued me," Jundt said.

As he learned more, Jundt realized Toro had many of the values he was looking for in the irrigation business. The combination of innovative products with the service from people who go above and beyond made Toro stand out to Jundt and become a trusted partner for him.



## PRECISION SINCE THE BEGINNING

When Jundt started his business, Conserva Irrigation, he knew exactly which nozzle to use – the Precision Series Nozzle – the same one that had drawn him to Toro in the beginning. Since then, PSN has been the nozzle of choice for Jundt who also recently saw its evolution from the PSN to the PSN+.

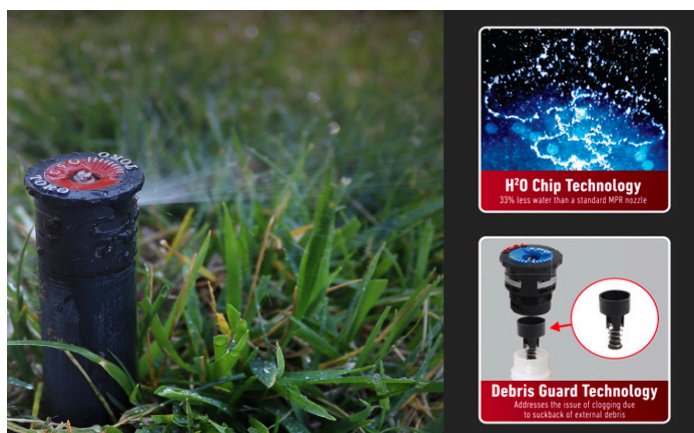
Early in his irrigation career, as Jundt started to understand the importance of pressure regulation and distribution uniformity, he realized how well PSN handled both of those challenges through its innovative design. The PSN+ builds on that foundation, using patented, specially designed chambers to create an oscillating stream of water—rather than a flat stream of water that hits an angle and is deflected out—resulting in more uniformity and greater water-use efficiency.

“It was one of our first core products,” Jundt said. “It just made sense.”

It also made business sense to Jundt. The PSN+ nozzles have exactly 1 inch per hour precipitation rate regardless of how far the arc is.

“That is genius,” Jundt said. “It’s something we could build scale on and could build easier irrigation scheduling.”

This fit with Jundt’s franchise mindset. With the steady and predictable precision rate of PSN+, Jundt has built a scalable and duplicable business. It is easy to teach other installers how to use the products and the irrigation protocol is now simplified. On top of a simplified process, Jundt has been able to instantly show customers they can save water.



“We run a zone with old nozzles and measure the water output, then change it out with PSNs and take another measurement,” Jundt said. “We can demonstrate for them (a potential customer) that we reduced the number of gallons of water used with better distribution. To be able to instantly justify return of investment – that is a huge eye opener and makes the products and the process easier to sell.”



**RUSS JUNDT**  
Founder, Conserva Irrigation

Now with PSN+, Jundt and team are even more pleased with the product because of Debris Guard™, which means no clogging even when the water isn’t clear.

## A SEAT AT THE TABLE

While creating his franchise irrigation business, Jundt had a lot of ideas and feedback. While other companies weren’t receptive to his vision, Toro listened.

“I only had \$126,000 in lifetime sales and Toro was listening to me and gave me a seat at the table,” Jundt said. “That was a big deal.”

Along with showing its dedication to customers of all sizes, Toro is known for its exceptional service, strong reputation, and highly recognizable brand, Jundt said. He quickly realized Toro wasn’t just about innovative products but went above and beyond for its customers.

“Beyond the high-quality products, it comes down to the people and the respect they give,” Jundt said. “They are understanding, will uphold their warranty and will make any situation right even if it means extra time and energy on their part.”

For Jundt, Toro is a strategic partner in the business and an integral reason for its success. Now 14 years after starting his business, Jundt is a loyal Toro user, even displaying the logo in his office, on his hat and on business clothing.

“The reliability and the people behind it and backing it is a total win and a no brainer,” Jundt said.