

TORO®

WHY SMART IRRIGATION TECHNOLOGY IS SMART FOR COMMERCIAL CUSTOMERS

TALKING POINTS FOR DISCUSSING PRODUCT OPTIONS WITH BUSINESS OWNERS

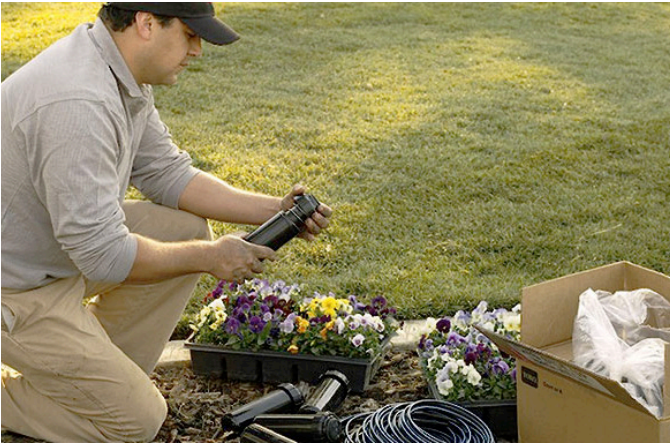


Technology is constantly making tasks on to-do lists easier, and landscape irrigation is no different. For business owners, this can be a big time-saver. It can also ensure watering processes are efficient, which often uses less water, lowering costs all while keeping the landscape looking beautiful.

Smart irrigation technology, including [Toro's WaterSmart® products](#), use innovation to water more efficiently resulting in benefits for the environment and the person or business using them.

"Technology is making it so much easier for us to be much more precise in our water use for our landscapes," said Alexis Deasy, senior marketing communications manager for The Toro Company's Irrigation and Lighting business. "Just like watering your lawn at home, using technology for your work or business landscape just makes sense. There are so many benefits – environmental, time management and business profitability."

Here are a few reasons to share with commercial customers why smart irrigation technology is right for them.



IT MAKES BUSINESS SENSE

First and foremost, there are many benefits to using smart irrigation technology that will benefit a business' bottom line. The products are user friendly and are easy to install, meaning a company can upgrade or retrofit using smart irrigation components in no time. Once installed, smart irrigation technology systems operate only when and where needed, saving water and reducing a company's water bill. Plus, having the irrigation process automated means fewer people are needed to get the job done and gives them the ability to focus time on other to-do items in the business. With products like the [Smart Connect® Wireless weather sensor](#), there is no need to be hyper vigilant on the weather to determine how to care for the landscape each day.



IT IS EASY TO UPGRADE OR CUSTOMIZE

If the installation process is giving a potential customer pause about using smart irrigation technology, there is no

need to worry. Many products, like [Irritrol® Rain-Dial® with Climate Logic®](#) or Toro's [EVOLUTION® controller with Smart Connect®](#) or the [Precision™ Soil Sensor](#), can be integrated with an existing system. Toro's [Precision™ Series Spray Nozzles](#) can also be retrofitted into a system along with customizable options like five different spray distances and a universal fit with male or female thread options.



MAKES SUSTAINABILITY A HIGHER PRIORITY

Along with all the other benefits a business can gain from using smart irrigation technology, one more advantage is becoming more water efficient by using less. More and more, consumers are turning to companies who care for the environment and focus on sustainable practices. Using smart irrigation technology and promoting your efforts can help attract more consumers and like-minded potential employees to your business.

Using smart irrigation technology can save your customers time, water and resources. It truly can bring more to their business. For more information about how to help your customers get started with these new products, reach out to your local Toro distributor or visit [Toro's website](#).