



Professionals Update

February 2016

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Greetings!

Are you making the most of the slower times of the season?

Many contractors use downtime to organize, inventory and prepare for busier times ahead. **If you're looking gain a competitive edge, you need to learn new things.** Managers can identify and plan new revenue sources. Team members can learn to complete tasks more efficiently.

Keeping up with new technology and better solutions is always a challenge. We can't keep doing things the same way.

You owe it to yourself and your team to invest some time in training. Education for your employees has significant paybacks in increased productivity, reduced errors and overall retention.



Forget about dusty textbooks. Today's professional education is better and more relevant. Hands on classes, insightful videos and on-line seminars provide knowledge that is easy to absorb and understand.

Grow your professionalism by taking advantage of all of the learning opportunities we offer. Ask us for more details.

North Florida Irrigation Equipment



Click for February Specials

Quick Links

- Contact Us**
- Product Offering**
- Store Locations**
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2016 Pipeline for Professionals

Product TRAINING

HANDS-ON TRAINING, EDUCATIONAL SESSIONS AND DEMONSTRATIONS FOR THE LANDSCAPE, IRRIGATION AND LIGHTING PROFESSIONAL

February 18 & 19, 2016 | 8 a.m. - 4 p.m. daily

GET OUT OF THE TRENCHES AND INTO THE FLOW.
Discover the latest and greatest irrigation techniques and equipment

ATTEND EDUCATIONAL TRAINING SESSIONS:

Thursday, Feb. 18, 8 a.m.–4 p.m., \$30 (cost includes Ohm meter)

- Irrigation/pump troubleshooting

Friday, Feb. 19, 8 a.m.–12 p.m., \$15

- Rain Bird basic irrigation design

Friday, Feb. 19, 1 p.m.– 4 p.m., \$15

- NDS S-5 drainage design

To register, call (904) 733-8720 ext. 0, or email barbara.moore@northfloridairrigation.com

The Impact of Uncollected Customer Payments

Uncollected customer payments can really pinch your bottom line.

For the typical contractor, \$1,000 uncollected requires \$15,000 in additional new sales to recoup the lost profits.

[Click to view the chart larger.](#)

The Impact of Uncollected Money

If Your Uncollected Amount is:						
	\$1,000	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
Net Profit						
		Additional Revenue Required to Offset Loss				
2%	50,000	250,000	500,000	1,250,000	2,500,000	5,000,000
3%	33,333	166,667	333,333	833,333	1,666,667	3,333,333
4%	25,000	125,000	250,000	625,000	1,250,000	2,500,000
5%	20,000	100,000	200,000	500,000	1,000,000	2,000,000
6%	16,667	83,333	166,667	416,667	833,333	1,666,667
7%	14,286	71,429	142,857	357,143	714,286	1,428,571
8%	12,500	62,500	125,000	312,500	625,000	1,250,000
9%	11,111	55,556	111,111	277,778	555,556	1,111,111
10%	10,000	50,000	100,000	250,000	500,000	1,000,000
15%	6,667	33,333	66,667	166,667	333,333	666,667
20%	5,000	25,000	50,000	125,000	250,000	500,000

See You at the Jacksonville Landscape Show

See the trends. Build relationships. Grow your business.

Attend the 2016 Jacksonville Landscape Show, sponsored by the Northeast chapter of the FNGLA on February 11th and 12th.

This not-to-be-missed event includes dozens of speakers, continuing education opportunities and informative exhibits.

The show will be held at the Jacksonville Fairgrounds.

[Click here to learn more and to register.](#)



Oil Prices Dropped. Why Did PVC Go Up?

An update from the industry's leading supplier, Silverline Plastics

With oil prices moving lower globally, a number of our customers have asked "why are PVC pipe prices not moving lower, as well"? Please consider these important factors:

- North America PVC resin is a derivative of natural gas, not oil. However, world oil prices may indirectly impact the price of North American resin, primarily by influencing export prices.
- PVC resin prices moved significantly higher through 2015, but pipe prices were relatively stable during this period.

Learn more in Silver-Line's [new video that discusses PVC pipe pricing](#)



DryConn® DBR/Y-600: Best in Class for Irrigation, Golf and 2-Wire Applications

We know you take pride in your work, and strive to use high quality materials. It's the simplest way to reduce liability risk, decrease call backs, and improve relationships. When it comes to quality in wire connectors for golf and two wire applications, the [DryConn® DBR/Y-600](#) is the leader. This UL 486D Listed waterproof wire connector far surpasses similar items in the marketplace. Here's why:

1. Waterproofing: The DBR/Y tube housing holds a whopping 74% more silicone than similar connectors—specifically, that's 14.75mL of fill versus a meager 8.5mL.



2. Pullout Performance: During tedious testing, it was determined that the DBR/Y consistently performs 10% better in pullout testing than competing connectors.
3. Connector Design: The Gorilla Nut inside each DBR/Y has a square cut spring to grip wires, and a cushioned exterior for comfortable grip.
4. Made in the USA: DryConn connectors are carefully crafted at the King Innovation headquarters in O'Fallon, MO where quality processes + quality materials = superior products.

[Check out the video for more info on how to make quality connections with the DBR/Y-600.](#)

Seasonal Lighting Early Order Program

Seasonal Lighting early orders are due by March 20th.

Our early order program provides you with a fantastic opportunity to lock-in factory-direct pricing on holiday lighting supplies you will need later this year. Terms are 50% due in mid-June and balance upon delivery in September.

Ask your North Florida representative for complete pricing, product selection and other details. There are many new products at competitive pricing for 2016. Don't miss out on this profit boosting opportunity!



Winter Means Less Daylight - And More Opportunities to Sell LED Lighting to Your Clients

Keep crews busy this winter by converting your previous incandescent and halogen lighting system customers to LED with Kichler® 12V and 120V LED replacement lamps.

Old fixtures = new opportunities.

During the winter, homeowners are pulling into their driveways after dark making landscape lighting top-of-mind. Yet customers with existing systems might not be willing to start over with new fixtures; that's when Kichler LED replacement bulbs make sense. Let them know that Kichler LED lamps generate all of the lumens of a halogen or incandescent system while consuming less wattage. Plus, there are no replacement bulb costs for six years. Testing confirms that the lamps pay for themselves in less than two years - a savings story your customers will love to hear, especially during the winter when [energy expenses can rise due to less daylight](#).



Engineered to deliver beautiful results. Designed and tested for use in residential and commercial applications, Kichler lamps generate a consistent light output and offer all-weather performance. Our beam spread choices and Kelvin color temperature options also help you customize the light to your application.

To learn more about converting your customers, contact us for free information. Or [click here](#) to watch Kichler's videos.

Cold Weather Solvent Cementing Tips from Weld-On

Good joints can be made, even in sub-freezing temperatures!

Working in freezing temperatures is never easy, but sometimes the job is necessary. If that unavoidable job includes solvent cementing plastic pipe, you can do it successfully with Weld-On solvent cements.



In cold weather, solvent cements penetrate and soften the surfaces of plastic pipe and fittings more slowly than in warm weather. The plastic is also more resistant to solvent attack. Therefore, it is very important to pre-soften surfaces with an aggressive primer. A longer cure time is necessary due to a slower evaporation rate in cold weather.

Tips to follow when solvent welding in cold weather:

1. Prefabricate in a heated work area.
2. Store bulk quantities of primer & cement in a warm location above 40°F (4°C) when not in use and make sure they remain fluid. We recommend the use of smaller containers to transport the fluid products to the joint assembly work-site.
3. If Weld-On solvent cement is stored at a very cold temperature and gels, it can be reconstituted by bringing it into a warm environment (60°F - 90°F / 15°C - 32°C) and allowing it to sit for 24 hours. Do not try to artificially heat it in order to speed up the process. Before use, vigorously shake the solvent cement.
4. Take special care to remove moisture including ice and snow from the surfaces to be joined, especially from the ends of the pipe as well as fittings and valve sockets.
5. Ensure that the pipe, fittings, and valves are at the same temperature prior to priming and solvent cementing.
6. Use Weld-On P-70™ Primer to soften the joining surfaces before applying the solvent cement. More than one application may be necessary. Surfaces are sufficiently "primed" when scraping a blade on the treated part will result in the effortless removal of some plastic material.
7. Allow a longer cure period before the system is pressure tested. A heat blanket may be used to speed up the set and cure times.
8. Read and follow all directions on Weld-On product labels carefully before installation.

[Click to download the full technical bulletin.](#)



ONLINE TRAINING PORTAL

Training Made Easy



Our training portal is a valuable resource that provides you access to the industry's best knowledge base on every aspect of operating a contracting business.

- From the convenience of your computer or tablet, you have access to a rich catalog of courses and educational content.
- Learn anytime, anyplace with access to the portal 24/7.
- Make your employees more productive by registering each of them in on-going education.

Visit our website to register today!



February Specials

2016 EARLY ORDER PROGRAM

Qualifying purchases and terms
for ALL black plastic products

\$2,500 PURCHASE

- 5% cash discount, 30 days or NET 60 days

\$5,000 PURCHASE

- 5% cash discount, 30 Days, or
- 2% cash discount, 60 Days, or
- NET 90 Days

RAIN BIRD

K
RAIN
IRRIGATION SOLUTIONS
WORLDWIDE™

TORO

Irritrol

Signature
CONTROL SYSTEMS, INC.

RAIN BIRD

FREE case (75)

1804 spray heads

when you buy 3 cases
of 5004PC Rotors and
an ESP4MEI Controller



OFFER EXPIRES FEB. 29, 2016

K
RAIN
IRRIGATION SOLUTIONS
WORLDWIDE™

Buy a 3202 PRO EX 4

STA.MOD.CRTL

Get 5 RPS-75 Rotors FREE!



OFFER EXPIRES FEB. 29, 2016

TORO

20% off!

All Junior Battery 1
Station Controllers



OFFER EXPIRES FEB. 29, 2016

ROUNDUP

Ranger Pro

2.5 gal.

\$39⁹⁹ ea.

(case qty. only)

Ranger Pro

2.5 gal.

\$48 ea.

(less than case)



Quik Pro Dry

6.8 lb.

\$66⁹⁹ ea.

(case qty. only)

Quik Pro Dry

6.8 lb.

\$79 ea.

(less than case)

OFFER EXPIRES FEB. 29, 2016

KICHLER
LIGHTING

Ask about our "New" Kichler CBR Cast Brass Series (drop-in fixtures)

15475CBR BULLET

\$37



15478CBR PATHWAY

\$67⁹⁵

OFFER EXPIRES FEB. 29, 2016