



## Professionals Update

March 2016

### In This Issue

- 2016 Economic Outlook**
- Use E-Mail Marketing to Line Up Spring Business**
- New 2x Formulas from Rid O' Rust**
- Smoothwall Drainage Pipe**
- Joining PVC Pipe in Cold or Wet Conditions?**
- Seasonal Lighting Early Order Program**
- Go with K-Rain's Deluxe Rotor**
- Stop Drainage Clogs with Catch Basin Filters**
- On-Line Training**
- PVC Pipe Prices Set to Climb**

Greetings!

Have you made bold plans for 2016?

Don't settle for the same stress and hassles that bogged you down last season. It's time to take action before the season starts.

Find more "sweet spot" customers. Make an effort to go after the kind of customers who help grow your business season after season. Make a list of the services you like to sell and the areas you like to cover, then go for those accounts.

Improve your company's productivity. Work to cut wasted time and effort that comes from poor organization, equipment downtime and lack of employee knowledge. Invest now in training and systems to get more done during the season.

Get the right people on your team. Start your recruiting effort to get committed, driven team players. Stop putting up with poor performers. Great workers are out there.

Be ready for growth. Spring 2016 is going to be busier than past seasons. Be bold in bringing on additional resources to be ready for a great season.

### Quick Links

- Contact Us**
- Product Offering**
- Store Locations**
- General Policies**
- Discount Program**

**North Florida Irrigation Equipment**



**Click for March Specials**

## 2016 Economic Outlook for Professional Contractors

How will the economy impact your business in 2016?

Leading industry supplier NIBCO has commissioned nationally-recognized economist Andrew Duguay to provide us with regional forecasts specifically targeted to the landscape and irrigation professional.

Get valuable insights to help your planning for the year ahead.

[Click here to view the details \(PDF\).](#)



## Use E-Mail Marketing to Line Up Spring Business - *Try It for Free!*

E-mail is a great way to remind your customers of the need to have their irrigation system activated for a new season. Here are some tips for successfully using email for this task:

1) Use an html-based email (like this one) to contact customers. You can include helpful graphics and links to on-line resources. Plus, you will receive automated tracking of bounced emails so you can easily correct out-of-date lists. [Click here to sign up for a free trial](#) of an easy-to-use email service.

2) If you can, link your email to a page on your website where customers can schedule their appointments. Or simply ask customers to respond to your email.



## New 2x Formulas from Rid O' Rust

Rid O' Rust, the name you have come to know and love for well water rust prevention just got better. Rid O' Rust just got twice as good, in fact. Through the magic of modern chemistry, we have taken our proven formulas and made them twice as strong as before.

Our new 2X formulas come in 1/2 gallon and 2.5 gallon bottles. This improvement saves packaging, shipping and most importantly, your back! No more lugging 5 gallon pails to the customer's tank! Using 55 gallon drums? Forget about it! The new 30 gallon drums are easier to handle and treat more water than ever.

In addition, we have streamlined the line to make product selection easier than ever! Can't decide between Formula 1000 and Formula 3000? No problem! RR2 is the new formula for you! Yes, we've been able to find the sweet spot in our formulas so that the new RR2 can do the job of both 1000 and 3000.

A traditional Formula 500 or 2000 user? Great! RR1 is your new best friend! The same great active ingredients, just twice as concentrated as before, for easier use.

Did we mention the cost savings? Depending on the product and size you used before, switching to the new formula could save you and your customer as much as 30%!

Want more information? Ask us or check out [www.americanhydro.com](http://www.americanhydro.com).

Interested in knowing which new formula is best for you? [Check out our conversion chart](#).



## Move More Water & Get Lasting Performance with Smoothwall Drainage Pipe from ADS

Smoothwall drainage pipe from Advanced Drainage Systems (ADS) is easy to work with and offers advantages over traditional corrugated pipe.

[Smoothwall pipe](#) is available in 10' lengths; 3", 4" and 6" diameters, and joins with simple, secure bell-and-spigot connections. The pipe is made with a white, high density polyethylene layer around a black polyethylene core to form a lightweight pipe with excellent beam stiffness.

Because Smoothwall is relatively stiff in the longitudinal direction, it can easily be laid straight and "true to line and grade". The smooth interior walls mean less slope is needed to get the pipe to drain properly versus corrugated. The pipe provides for safe, easy, efficient installations without breaking, splitting or cracking, and is more impact-resistant than PVC, ABS or styrene.



Smoothwall can be used for all your turf drainage needs as well as sidewalk culverts and on-site waste management systems.

## Joining PVC Pipe in Cold or Wet Conditions? *Ask for Christy's!*

Stay productive even in lousy weather!

Installing and repairing can't always wait for a perfect day. Often you're working with wet pipes, fittings and muddy conditions. Choose a solvent cement that's specifically formulated for wet conditions, [like Christy's Red Hot Blue Glue or Christy's Wet or Dry.](#)

Both of these products are formulated to work across a wide range of weather and site conditions. They set and cure extremely fast, helping you maximize your productivity.



Keep your crews productive. Learn more about solvent cementing in wet conditions [in this video:](#)



## 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!



## Go with K-Rain's Deluxe Rotor

The innovative RPS75i from K-Rain continues to win new fans among professional contractors.

To reduce the radius and distance in other rotors on the market, the nozzle must be changed or the break-up screw must be engaged. These steps limit the maximum reduction to 25% and cause uneven watering.

**With the RPS 75i, a simple turn of the patented Flow Shut-Off controls distance and water flow proportionately-up to 50%.**

The RPS 75i delivers even water distribution, eliminates dry spots and provides better zone performance while saving water.

All of this in just one rotor-the right rotor for every landscape!

[Learn more about the RPS75i here.](#)



**RPS 75i** with  Intelligent Flow Technology™

## Stop Drainage Clogs with Catch Basin Filters

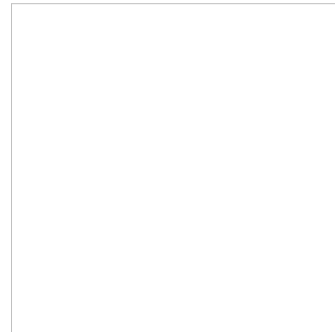
Prevent dirt and debris from clogging your customers' drainage systems. Clogged pipes reduce the effectiveness of drainage systems resulting in standing water and damage to property.

Adding a filter is a simple solution to keep water flowing through a drainage system and a cost-effective alternative to expensive repair.

Key features:

Durable, innovative filter design.  
Removable and cleanable.  
Two sizes available for 9" and 12" NDS basins.

[Click here for the spec sheet.](#)



## 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!**

## PVC Pipe Prices Set to Climb

Major suppliers have notified customers of resin price increases which will begin to cause PVC pipe prices to rise.

The PVC market continues to operate in a narrow supply and demand balance as seasonal business improvement begins to take hold. Downstream demand, while challenged by recent weather conditions, is strengthening as inventory is being replenished in the market to support improved domestic and export supply needs for resin. PVC resin costs will also be impacted by a peak in planned ethylene outages which are beginning to elevate costs to the vinyls business. These dynamics coupled with low margin levels across the chlorovinyls system is not sustainable nor reflective of the necessary reinvestment level for the industry.

Please plan ahead on your inventory and estimating.



# March Specials

**RAIN BIRD**

Buy a case of 1804s  
Get a bag of MPR nozzles **FREE!**

Get a **FREE Control Zone Kit**  
(XCZ100PRF) with the purchase  
of 2 rolls of 500' Dripline

**\$1 off** per valve  
with case purchase of DV Valves



OFFER EXPIRES MARCH 31, 2016

**K**  
RAIN

IRRIGATION SOLUTIONS  
WORLDWIDE™

Get (2) RPS75i or Select Rotors **FREE**  
with case purchase of (20) RPS75

Buy (100) RPS75 Rotors  
Get a case (20) RPS75i or  
RPS75 Select **FREE**

Bag (10) Rotary Nozzles  
Buy one bag, **get one FREE!**



OFFER EXPIRES MARCH 31, 2016



Buy 50' EZ-1001F 4" EZ FLOW PIPE  
Get a 12" Basin Kit **FREE!**



OFFER EXPIRES MARCH 31, 2016

**Seymour Tools**

Get an extra **15% off**  
with the purchase of any 3 long handle tools



OFFER EXPIRES MARCH 31, 2016

## ROUNDUP

Ranger Pro  
2.5 gal.  
**\$39<sup>99</sup> ea.**  
(case qty. only)

Ranger Pro  
2.5 gal.  
**\$48 ea.**



QuikPro Dry  
6.8 lb.  
**\$66<sup>99</sup> ea.**  
(case qty. only)

QuikPro Dry  
6.8 lb.  
**\$79 ea.**

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**KICHLER**  
LIGHTING

Ask about our **NEW CBR Cast Brass Series (drop-in fixtures)**

15475CBR  
Bullet  
**\$30<sup>67</sup>**

15478CBR  
Pathway  
**\$54<sup>67</sup>**



15481CBR  
Brass Well  
**\$42<sup>67</sup>**

15PR200SS  
Transformer  
**\$152<sup>85</sup>**

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