



Professionals Update **May 2016**


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Greetings!

Why do consumers choose to hire one contractor over another?

Industry veterans will tell you it's not all about price. According to several studies out this spring, customers are motivated by a variety of factors in choosing landscape professionals including convenience, a desire for more free time and expectations of great results.



In the [Lawn and Landscape study](#), some key things rise to the top:

Customers want to hire a pro. We all know this, but sometimes we let things slip. We forget to return phone calls or we neglect keeping our equipment in top condition. Know that customers really do "judge a book by its cover", so you should strive to always be playing your A-game.

Expertise matters. Consumers expect professionals to know the latest products and be up to date on the latest trends. More than ever, they do their homework and you should too.

Results count. Consumers rely on professionals to bring better products and a commitment to seeing the job done right. Great contracting businesses are built on delivering what the customer expects.

North Florida Irrigation Equipment



Click for May Specials

**Eliminate Pesky Mosquitoes
New System Creates a Backyard Haven**

Homeowners say annoying mosquitoes prevent them from enjoying outdoor living. We have the solution!

Introducing Haven, a control system that wires into a new or existing 12V lighting system. When the system is turned on, low voltage electricity heats a repellent cartridge that delivers an odorless, silent and invisible vapor to repel mosquitoes. One fixture repels biting mosquitoes within a 110 -square-foot area, and four fixtures provide enough coverage for the average size deck or patio. Each repellent cartridge provides 90 days of mosquito protection when used an average 2.4 hours a day.

- Operates with or without low voltage landscape lighting
- No candles, torches, sprays or smelly fuels required
- No messy traps to empty
- Mount on a deck post, railing or a stake in the ground
- Effective, convenient, season-long mosquito protection
- Timer/Controller enables automatic operation

[Click here for product information](#)

Ask us about pricing and promo materials to sell this product!



Smart Lighting Upgrade to Sell This Season: Unique's Light Logic System

The Light Logic™ system from Unique offers a convenient way to automate your customers' low voltage lighting and other landscape features - all in an easy-to-install wireless system.

It can be used with existing landscape lighting systems just by replacing the timer with the light control module.

- Create different ambiance/mood for different occasions
- Automate outdoor living spaces - fountains, seasonal lighting and other elements
- Easily retrofits into existing lighting installations
- Compatible with any 120V device
- Uses event-based scheduling
- Astronomical timing - auto adjusts dusk and dawn times by your location and seasonal changes

Light Logic is the fastest growing landscape lighting automation system available. [Visit the website to learn more.](#)



Sales Tip: Ask your NFIE representative for Light Logic brochures to help you sell this product to existing landscape lighting customers.

Time Management Tips for Contractor Business Owners

Whether it's serving customers, managing your team or getting the job done on time, there are a lot of demands on your time.

Sure, you can "burn the candle at both ends" by working overtime to squeeze in a few more tasks, but that only works for so long. How can you be more efficient and effective with your use of time?

Here's what owners say works best for them.

- 1) Turn off the technology.** If you want time to get real progress done on an office project, turn off the phone and email and focus. Avoid the temptation to reach for your phone each time the little message alert rings.
- 2) Make appointments in your calendar for key tasks.** Block out time where you can work on one thing instead of scattering your energies. It's easy to fill a schedule. Fill it with the right things.
- 3) Get better at saying no.** Decide what things will have a real impact on your business and attend those or do those. If the volunteer project or "helping out" takes away from running your show, say no.
- 4) Keep a to-do list.** You'll feel more in control of the items you need to complete and you won't forget critical things. You'll actually feel less overwhelmed.
- 5) Learn to delegate.** Lighten the load by finding others who can help. Make use of subcontractors and part-timers during critical periods.



Blazing Twizt Loc Wire Connectors

Reduce the amount of wire connectors you stock!

With just 3 sizes of the new Blazing Twizt Loc waterproof wire connectors you will always have the right size to cover all your irrigation and outdoor lighting needs.

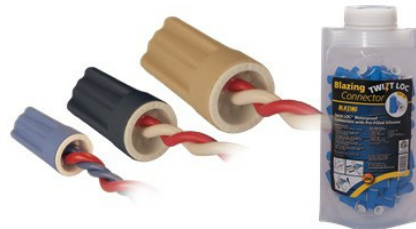
- TLC-10 (Blue)
- TLC-20 (Gray)
- TLC-30 (Brown)

All three connectors work on solid or stranded wire and accept many combinations ranging from #22 to #10 gauge wire.

The connectors all feature "comfort grip" wings on them for ease of use in the field while wearing gloves or with wet and muddy hands.

This family of wire connectors all come bulk packaged in an industry-first, contractor-friendly, wide-mouth flexible water bottle or in smaller quantity zip lock bags.

Stop by today and check them out! [Click here for the specs and sizes](#)



Backflow Service Tip: Solving Relief Valve Discharge

Watch the complete library of helpful backflow videos from Zurn

When there is water discharging from the Relief Valve of a Reduced Pressure Principle Assembly, how do we determine the cause of the discharge?

Is the problem in the Relief Valve?

Could it be a fouled number one check? Is it possible that the number two check is fouled and the valve is experiencing backpressure?

This [video](#) explores troubleshooting of an RP to help determine what is causing the discharge and will describe what action is needed to correct the problem.



New K-Rain Controller Offers Advanced Remote

K-Rain introduces the newest model of the [Pro EX Modular Irrigation Controller](#): the PRO EX 2.0 .

Still conveniently modular from 4 to 16 stations, the PRO EX 2.0 is now available with remote control: both short and long range. This new model also boasts upgraded programming and many other contractor-friendly benefits.

You can remotely manage multiple systems for multiple customers with just one handheld remote. Simply change code in your remote to address each customer's controller when you arrive onsite.



It has the largest back-lighted display. Full program of watering days, number of start times, number of stations and specialized programming is easily viewed. The responsive touch pad adds another level of easy operation. Effortlessly switch back and forth between stations and various programming options with a soft touch.

Other features include:

- Locate feature to find buried valves in the field.
- Seasonal adjustment allows fast adjustment of watering times from 10 -200 %
- Rain sensor ready. Program individual stations to be controlled by sensor
- Visual confirmation of remote controller connection
- Establish run times per zone up to 99 minutes

Regency Wire Electrical Video Tip: Troubleshooting a Valve That Won't Activate

What should you do when a valve won't activate from the controller?

Is the problem the controller, the wiring or the valve?

How can you diagnose the problem without digging?

Regency Wire answers these questions and more in their NEW [free training video](#) for irrigation professionals. Check it out and be sure to share it with your team!



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!

May Specials

★ **ONE DAY ONLY!** Friday, May 6 ★



Dollar Day on Rotors...\$1 off a rotor
(Minimum case qty. only)



OFFER EXPIRES MAY 31, 2016



Buy a case (20)
DV Valves
Get 2 Valves **FREE!**
(Limit 10 cases per company)

Buy 3 rolls of XFD
Tubing
Get 1 roll **FREE!**

Buy 2 XCZ100PRF
Zone Valves
Get 1 **FREE!**



OFFER EXPIRES MAY 31, 2016



Buy one get one **50% off**
JRDC-1 Single Station Battery Controller



OFFER EXPIRES MAY 31, 2016

UNIQUE LIGHTING SYSTEMS®

L6-NL Lancer Pathway **\$71** ea.

L624-NL Lancer Pathway **\$85⁸⁹** ea.

STEL-NL Steller Flood **\$77** ea.

F200-NL-0 Well Light **\$34** ea.



OFFER EXPIRES MAY 31, 2016