

RAIN BIRD AUSTRALIA -
a proud distributor of



turf, golf and ag irrigation
products across Australia.

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Irrigation Australia Conference & Exhibition Adelaide 11-13 May

Don't miss:

- Rain Bird Australia's Contracting Workshop with guest speaker Winston Marsh
- Rain Bird Australia Cocktail Function Tuesday 11th May (call us for details)
- A great stand (number 407) with lots of new products on display for the first time

Growing a successful irrigation contracting business

Welcome to the autumn edition of the Rain Bird Australia newsletter. We have had a very successful summer and appreciate your support and sales efforts. As always, everyone at Rain Bird Australia is totally committed to giving you the best service, product and technical support. We have recently added a new marketing/customer service coordinator and appointed an Ag specialist. New products are being introduced and these will be launched at the forthcoming IAA Conference & Exhibition in Adelaide 11-13 May. Rain Bird Australia is a major sponsor of this Expo and will be hosting a workshop: 'Growing a successful irrigation contracting business through the Intelligent Use of Water™'. Come and hear industry speakers and Winston Marsh - the 'Marketing Guru' who can show you how businesses, large or small can attract customers and clients like magnets! He is a much sought after speaker and we are very fortunate to have him speak at this informative event. We look forward to seeing you there!

Tim Bonifant, General Manager - Rain Bird Australia.

IAA Conference & Exhibition, Adelaide Convention Centre 11-13 May, 2004.



Irrigation Contracting Workshop

Sponsored by Rain Bird Australia

Topics: Growing a successful irrigation contracting business through the Intelligent Use of Water™. How to respond to water restrictions and other government regulations. Understand the new irrigation qualifications and training, improve your tendering - price a job and bid to win - and other tools to grow your business. Call us for booking information.

Guest speaker: *Winston Marsh - the "Marketing Guru". "Find out ways to attract customers like magnets and how to achieve incredible results! Winston Marsh is a motivator and a talented and electrifying communicator who will get you to laugh and learn your way to fantastic results as he shares the secrets of attracting new customers like flies, getting customers to spend money like crazy, having customers come back forever and making sure customers become evangelists for the business."*



Winston Marsh

Impressive Demo by Brooks Irrigation

The Large Turf Field Day held in December last year at Singleton Rugby Union Club in the Hunter Valley NSW, was an event to both support the local community and promote recent advancements in irrigation technology usually not easily accessed in the bush. Around forty shire park managers, golf course superintendents and local groundsmen were invited to attend the show to learn about new Rain Bird products and the latest installation methods in the heavy turf industry.

The event run by Brooks Irrigation with the support of Rain Bird Australia certainly put on a show! The team set about installing and commissioning a Rain Bird automatic irrigation system at Singleton Rugby Union Oval including a Lowara pump, Techsys pump control and tank set-ups.

A big job by any standards, but this one had to be finished in double quick

time. The Brooks Irrigation team began on the morning of Wednesday 10 December knowing full well that a round of the club's touch football competition was due to take place the following afternoon and evening.

Using GPS and GIS techniques, supplied by Brooks Survey, to establish the correct layout of trenchless pipe meant the job was completed on schedule. The field was put back into playing condition with minimal downtime and the OH&S issues often created by recent trenching on a playing surface were negated.

The installed system includes the use of Rain Bird model 8005 pop-up sprinklers with 'Rain Curtain' nozzles which emphasised the product's superior water use efficiency. Moreover, the 8005 has many built-in vandal resistant features. Visitors learned how the Rain Bird



Singleton Oval, Hunter Valley

automatic irrigation system could be expanded into a Centralised Irrigated Control System, such as the Rain Bird Site Control or Maxicom, and the Multi-Program Rain Bird ESP-LX+ Commercial Controller was also on display.

The touch football competition kicked off on time on the newly-irrigated oval but unfortunately we can't bring you the results!

Rain Bird Australia staff scoop the pool

Recently at the US Golf Show, Rain Bird International had an international awards dinner. Rain Bird Australia staff received two of the three major awards. These awards for 2003 are judged across the whole of Rain Bird International and are considered very prestigious within Rain Bird.

Brad Fawcett and Greg Smith shared the International Golf Sales Manager of the Year award for their teamwork and two years of fantastic sales results.

Dale Stafford was awarded International Service Person of the Year award for his outstanding efforts in service in Australia/South East Asia, China and supporting the Middle East.

In 2004 we are lucky to have Dale focussing these efforts in Australia and New Zealand.



Congratulations!

Christensen Irrigation in Qld was awarded the Australian Golf Dealer of the Year award for 2003 for outstanding sales numbers and growth, supported by winning some key system upgrades at The Grand GC and Royal Pines GC. David Quodling from Christensen was in San Diego to accept the award.

New Ag Area Manager

Guy Hoffensetz - Area Manager - Agriculture - Australia & New Zealand.

Guy comes to us after working for Netafim in Queensland for the last four years as their National Waste Water products manager. He has a degree in Landscape Architecture from QUT in Brisbane. Guy will be based in Brisbane and started on the 29th of March. He will be a great asset to our AG efforts in Australia and New Zealand.

You can contact Guy on 0409 621 055.

New Customer Service Relations/Marketing Coordinator



Dean Johnson joins Rain Bird Australia bringing a wealth of industry experience. He was with the Toro Company in Minneapolis for over 13 years - in customer care, sales/marketing

& account management - covering all facets of irrigation products. He moved to Australia in November to marry an Australian girl and is planning permanent residency and ultimately citizenship in Australia. Dean understands our total and absolute commitment to customer service and he will play an important part in achieving our objectives. We are sure you will make Dean welcome and feel comfortable in both his new workplace and new country.

New Products

5500 Series Rotor

Bigger, Better, Built to Last

The Rain Bird® 5500 Series Rotors are built to withstand the harsh conditions and vandalism present in commercial rotor applications. They have been designed and tested to ensure the high reliability demanded by the market today. The 5500 Series offers the

durability and performance of Rain Bird's best commercial rotors in a package designed to excel in short to midrange applications.

Operating Range

- Precipitation Rate: 4.8 to 37.3 mm/hr
- Radius: 25 to 50 feet (7.6 to 15.2 m)
- Pressure: 2.1 to 6.2 Bars

Vandal resistant

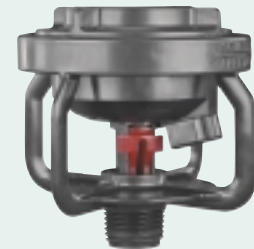


LF1200™ Series Sprinkler

Rain Bird is excited to announce the new LF1200™ Series Sprinklers, a new platform of agricultural sprinklers featuring low scheduling coefficients that make for the best distribution uniformity in its class.

The LF1200™ Series Sprinkler is built rugged to withstand the harsh conditions in agricultural applications. It has been designed to combine the advantages of an impact sprinkler with stream height flexibility, delivering precise, uniform and unrivaled water distribution.

This low-flow sprinkler offers full-circle operation with a variety of colour-coded nozzles and deflector inserts that snap into place with a push of a finger making accommodations to every setup a snap.



The new Rain Bird LF1200™ Series Sprinkler

ESP-LX Plus Site Satellite Series

The ESP-LX Plus Site Satellite provides Maxicom²-based central control for sites that only require the valve capacity of a single controller. Powerful enough for large sites yet flexible for smaller applications.

Features

- Combines the power of a Cluster Control Unit (CCU) with the capabilities of an ESP-LX Plus controller
- Stores and executes schedule instructions from the central controller
- Includes 2 sensor inputs - no decoders required
- Operates up to 24 stations



- Communicates with central controller via telephone, hardwire, radio or fibre-optic cable
- Available in plastic wall mount or module kit to upgrade existing ESP-LX Plus controllers
- Ideal for Water Managers, small or isolated sites such as small parks or median strips and multi-site retail locations

Help is just a click away *New ESP-LX+ Interactive Help Guide.*

Homeowners and contractors have a powerful new support resource at their fingertips. The new ESP-LX+ Series Interactive Guide features a user-friendly "virtual" sprinkler timer that provides interactive, step-by-step answers to common questions like how to set the time and date, how to adjust watering times, how to easily adjust watering programs to meet seasonal needs and much more. It also offers a clear overview of scheduling and irrigation system basics, and a helpful glossary. The guide is available anytime day or night from our website, and will soon be shipped with all new ESP-LX+ Series Controllers on CD.



The interactive guide makes it even easier for homeowners to learn to use the powerful features of their automatic irrigation system and to keep their lawns and gardens healthy, while using water as efficiently as possible. The guide also helps reduce contractor callbacks and gives contractors a simple way to train new employees to help them get familiar with the ESP-LX+ before they go into the field.

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If you have any news, photos or comments on Rain Bird products or services, please write to the Editor.

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The 70th Anniversary of the Impact Sprinkler

Seventy years ago, on December 18, 1933, Orton Englehart filed for a patent for his novel watering device described as a "spring-activated horizontal impact arm driven sprinkler." On the 16th of April, 1935 patent number 1,997,901 was granted. The impact sprinkler was durable, and distributed water farther, more evenly and much more efficiently than existing sprinklers of that time. Clem and Mary LaFetra, neighbours of the inventor, recognised the potential impact of Orton's device and began to market it. Subsequently, the LaFetras set up a manufacturing facility in the family barn, which evolved into today's Rain Bird Corporation. In 1990, this important invention was designated a historical landmark by the American Society of Agricultural Engineers, placing it alongside Eli Whitney's famous cotton gin. Orton Englehart's original work shed still exists today and is open to the viewing public. The shed features many of Englehart's early prototypes, moulds and patterns of sprinklers and other interesting artifacts.



Some of the many early Rain Bird sprinkler prototypes.

Save on Rain Bird Rotors

Redeem this coupon and receive:

\$15 off for each case of 3500 Series rotors* Case(s) _____ Discount x \$15 = _____ Subtotal

\$25 off for each case of 5000 Series rotors* Case(s) _____ Discount x \$25 = _____ Subtotal

\$40 off for each case of Falcon® 6504, 7005 and 8005 rotors* Case(s) _____ Discount x \$40 = _____ Subtotal

*Must present original coupon at time of purchase. Offer good on all models of 3500 & 5000 series rotors and Falcon 6504, 7005 and 8005 rotors. Limit one coupon per company. Case quantities only. Good only for product specified. Valid at all participating RBA dealers. Offer valid 19-Apr-04 to 31-May-04. Offer not valid with any other discounts or promotions. No partial discounts for partial case quantities.

Total Discount = _____



Contractor: Please complete the following information and present coupon at your Rain Bird Australia distributor at time of purchase.

Your Name Company Name

Street Address

Suburb Postcode State

Phone Fax

Email

This coupon can be redeemed at any participating RBA dealer. For the closest dealer to you, call your RBA Territory representative (see list above) or RBA Customer Service on 1800 424 044. **Invoicer** – for credit: Verify client has purchased qualifying goods. Deduct the coupon amount from your monthly remittance to Rain Bird Australia and attach the original coupons & invoices with your remittance. Offer valid only at participating branches. Promotion cannot be combined with any other RBA offer. All claims against this promotion must be mailed together with original coupons and invoices with payment remittance by 30-Jun-04. RBA Apr 04