

RAIN BIRD AUSTRALIA -
a proud distributor of



turf, golf and ag irrigation
products across Australia.

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SPECIAL OFFER

**FREE Rain Bird
MPR Nozzles and
U-Series Nozzles**

See coupon on page 4

Timely Release of Worldwide Campaign



A message from
Tim Bonifant,
General Manager,
Rain Bird Australia.

Water bans and restrictions...
Irrigation audits...
Tiered water rates...
Water conservation product rebates...
*Lawn size and landscape
restrictions...*

What do these have in common?

These are all measures that have been taken in our industry to help manage an increasingly precious resource – water. It's what keeps the world alive. Yet drought conditions and limited new sources of water reinforce our need to use water more efficiently.

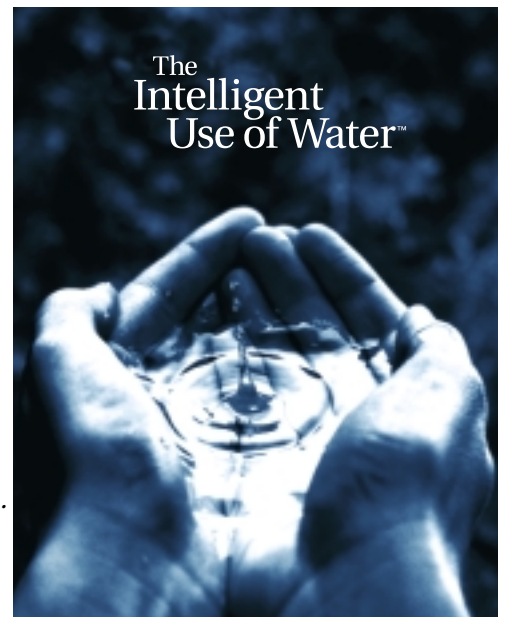
The need to conserve water has never been greater. As industry leaders, we at Rain Bird think our industry should take the lead in managing this resource by promoting water conservation through efficient irrigation management. We want to do even more, and with your help we can.

With Australia reeling from its worst drought in 100 years and with severe water restrictions still in place in a number of regions around the country (see the table on page 2) the timing and name for this campaign could not be more appropriate.

The Intelligent Use of Water™.

As well as the eye-catching graphic, the Intelligent Use of Water™ message and supporting marketing materials are most useful in programs and communications aimed at water agencies and in areas facing water restrictions, water rate hikes and offering irrigation product rebates. Most of the materials have been aimed at water agencies, but will also be useful for contractors, specifiers, distributors and even end-users. The supporting materials include the following:

- A corporate brochure that conveys Rain Bird's history and corporate positioning.



*Rain Bird's "The Intelligent Use of Water"
eye-catching graphic*

continued on next page

continued from page 1

- A “Water Efficient Products and Practices” brochure presentation that describes 12 water efficient product types and practices recommended by Rain Bird for Turf applications.
- A guide to “Common Water Waste Problems and Solutions”
- A list of design/support tools that support The Intelligent Use of Water™.

- A home owner tips leaflet/handout with water-savings tips
- A list of recommended products for rebate programs.



In addition to the above, RBA have developed a Point of Sales presentation kit for presenting Water Saving Tips.

All of these tools are available from RBA. Please call your local representative.

Introducing the Right Choice for a Beautiful Landscape CD.

Win jobs by educating potential customers about automatic sprinkler systems! Help customers learn:



- The basic principles and benefits of an automatic sprinkler system
- The basic anatomy of an irrigation system
- How to choose the right contractor for installation
- Water savings tips
- And best of all - about your company

Customize the presentation with your own company logo, name, company background, and contact information.

The Right Choice for a Beautiful Landscape CD is now available for order at no charge. To order your copies, please ask your Rain Bird representative.

Perth Water Wise Expo a Success

The WA Water Corporation recently hosted a Water Wise Expo at Belmont as part of Water Week. Rain Bird Australia was there to showcase the range of Rain Bird products and services with special emphasis on ‘The Intelligent Use of Water’. With severe water restrictions now in place for a third year, the need for water efficient products to minimise waste has never been greater. All in all, Rain Bird products were very well received with particular interest shown in the Rain Curtain Technology and the new

5000 Plus 3/4” rotor .

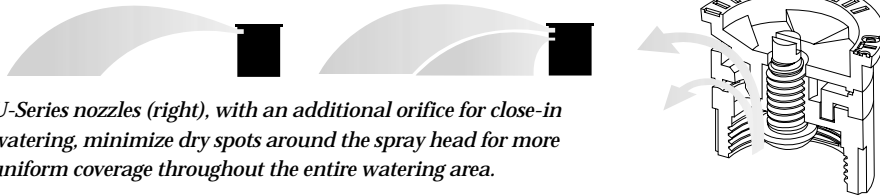


Rob Gough (left), RBA Turf with Jason Hodgson, Total Eden at the Rain Bird Australia stand, 2003 Waterwise Expo, Perth

REGIONAL UPDATE ON WATER RESTRICTIONS						
Location	Hand Watering	Drip	Turf	Gardens	Dam Storage	Comments
Adelaide	Anytime	Anytime	8:00pm-8:00am alternate days 5:00pm-10:00am any day		n/a	Level 2 restrictions - in force up to 26/10/03 Effective 26/10/03
Gold Coast	Sprinklers / watering systems banned at all times				44.9%	
	Hand held hoses only 4pm - 7am 3 days/week			Hand held hoses only 4pm - 7am 3 days per week		
Melbourne	Hand held or trigger hoses only on odd or even watering days 8pm-11pm	Not to be watered Recreational fields need written consent		Hand held or trigger hoses only on odd or even watering days 8pm-11pm	53.6%	Stage 2 water restrictions
Perth	Anytime	6:00 pm - 9:00 am - two allocated water days			38.7%	In force since 8/2001
Sydney	Anytime	Anytime	Sprinklers/watering systems banned at all times		58.6%	Introduced 1/10/03

Install confidence. Install Rain Bird U-Series Nozzles.

U-Series nozzles produce spray patterns from two orifices to form a continuous water stream. The result is that gaps in coverage are eliminated so the entire watering area is more uniformly covered.



U-Series nozzles (right), with an additional orifice for close-in watering, minimize dry spots around the spray head for more uniform coverage throughout the entire watering area.

A competitive comparison.

The following is an example that shows the cost- and water-saving advantages of using Rain Bird® U-Series nozzles instead of standard spray head nozzles. This example uses a 4.6 m by 13.7 m turf grass area.

Watering time needed with standard spray head nozzles	50 minutes/week
Watering time needed with U-Series nozzles	32 minutes/week
Time Saved	18 minutes/week
<i>A 36% reduction in watering time!</i>	
Multiplied by: Spray zone flow	50 Litres per minute
Multiplied by: Watering weeks/year	20
Water Savings Per Year	18,000 Litres
Multiplied by: Cost per kilolitre	\$0.65
Cost savings Per Year	\$11.70
Cost Difference of using U-Series nozzles vs standard nozzles	\$0.90
Multiplied by: Number of nozzles in zone	8
Added cost	\$7.20
Approximate Payback Period	32 weeks

Install unrivaled water conserving performance.

You can confidently expect that when you install patented U-Series nozzles from Rain Bird® the result will be the most uniform water distribution available for spray heads. These nozzles feature Rain Curtain™ Nozzle Technology, which has proven to be the best choice for water conservation. This is the only plastic nozzle with a **dual-orifice** design that efficiently delivers superior close-in watering and even water distribution across the entire radius range.

- Reduced watering run times conserve water and save money.
- Water flowing from both orifices* eliminates gaps for more uniform coverage.
- Matched precipitation rates across pattern and radius with U-Series, MPR and VAN nozzles provide flexibility in design & installation.
- An easy, cost-effective retrofit solution to eliminate “doughnuts” around the spray heads.
- Available in 3.7m and 4.6m models in quarter-, third, half-, two-third-, three-quarter- & full-circle patterns.
- U-Series nozzles fit all Rain Bird spray heads and shrub adapters, and can be used with Rain Bird PCS screens.



* Not applicable for single orifice full-circle nozzles. These nozzles form larger water droplets with a lower trajectory, which resist wind and eliminate watering gaps for more uniform distribution.

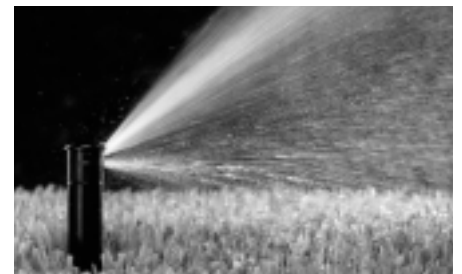
Going head-to-head against the competition.

The benefit of Rain Bird® U-Series nozzles with Rain Curtain Technology is clearly visible in side-by-side comparisons with standard, single orifice spray nozzles. The second orifice on the U-Series allows for superior close-in watering.² With the efficiency of U-Series nozzles, you may reduce watering times by more than 30%.¹ Refer to the example on the left to see how. U-Series nozzles have the lowest scheduling coefficient available in a spray head nozzle.³

What is Scheduling Coefficient?

Scheduling Coefficient (SC) is a measure of irrigation uniformity developed for turf grass.⁴

- SC measures how much more you must water the **entire** area for the driest sections to receive sufficient water.
- **The lower the SC, the better the spray head nozzle distributes water.**



Patented U-Series

Water flowing from both orifices results in a lower scheduling coefficient which reduces watering times. This efficiency conserves water, saves money and reduces waste.



Competitor A and B nozzles fail to provide efficient close-in watering which results in a higher scheduling coefficient—the bottom line, longer watering times waste water and money.

¹ Your results may vary based on site-specific conditions i.e. sprinkler spacing, wind, temperature, soil & grass type and local water costs.

² Not applicable for single orifice full-circle nozzles. These nozzles form larger water droplets with a lower trajectory, which resist wind and eliminate watering gaps for more uniform distribution.

³ Based on tests conducted at Rain Bird's Product Research Center in Glendora, CA. Tests conducted on Rain Bird U12Q, U12H, U15Q & U15H nozzles, and principal competitors' 12Q, 12H, 15Q & 15H nozzles.

⁴ Certified Landscape Irrigation Auditor Manual, The Irrigation Association, August 2000.

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Golf
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Vic/SA/WA Brad Fawcett Mobile: 0407 361 612
NSW/Qld Greg Smith Mobile: 0438 503 070
WA Dale Stafford Mobile: 0409 115 000

Product of the Month Rain Bird 1800 Series



Installing the Rain Bird 1800 Series

Install 25 years of unrivalled performance!
Get the legendary quality and features of
1800™ Series Spray Heads and Rain Bird
nozzles.

- Largest selection of nozzles available to meet your every need.
- Proven, co-moulded wiper seal for leak-free operation and lowest flow-by.
- Advanced ratchet mechanism employs a separate adjustment ring to prevent wear and maintain alignment.

Free Rain Bird MPR Nozzles**

Redeem this coupon and receive:

Free Rain Bird MPR Nozzles**

When you buy a case of selected Rain Bird 1800 Spray Heads.

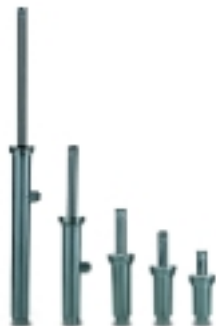
Buy the best... Get Rain Bird MPR nozzles **FREE!**

Get 1 FREE bag of MPR nozzles when
you buy 1 box of 1803 or 1804 spray heads.

Get 2 FREE bags of MPR nozzles when
you buy 1 box of 1806 or 1812 spray heads!



U-Series Nozzle Trial Offer*** Get a FREE bag of Rain Bird U-Series
nozzles when you buy any 5 bags of Rain Bird MPR or Rain Bird VAN nozzles.



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

*Must present original coupon at time of purchase. Limit one coupon per company. Box quantities only. Good only for product specified. Valid at all participating RBA dealers. Offer valid 1-Nov-03 to 30-Nov-03. Offer not valid with any other discounts or promotions. No partial discounts for partial box quantities..

** VAN, U-Series & brass nozzles are excluded. Limit 5 free bags.

***Limit 5 free bags

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 - To redeem promotional items - verify client has purchased qualifying goods; present original coupons & invoices to your Territory representative, or post to RBA customer service. Promotion cannot be combined with any other RBA offer. All claims against this promotion must be claimed by 31-Dec-03.