

# Headlines

## Hunter® Irrigation News & Insights

### The New PGJ Rotor—the Intelligent Solution for Small Areas!

When your landscaping has areas that are long and narrow, the obvious choice would be to install sprays. Yet the intelligent choice would be a rotor specifically designed to fit that application — introducing the new PGJ!

It's built by the people who make the most reliable and most popular landscaping rotor in the world (its big brother is the

PGP®) and it incorporates practically all of the great PGP features that offer big efficiencies over traditional spray-head systems:

- A rack of 8 easy-to-install and change, water efficient nozzles, with great uniformity at lower pressures.
- Low angle trajectory comes standard at 14 degrees to perform better against wind interference.
- A heavy-duty rubber cover to keep dirt out of the adjustment mechanism makes



installation and maintenance fast and easy.

- The same easy arc and radius adjustment from the top of the rotor, at any time. Plus a pull-up socket.
- A heavy duty body and cap.

The PGJ offers less installation cost in time and equipment than a sprayhead system, with lower precipitation rates that lower system operation costs.

At last, the professional installer's search for a "PGP quality" rotor for spaces of 4.5 to 11 meters has struck gold — the New Hunter PGJ!



### Improving Presentation Close Rates in a Price-Oriented Market

Today, irrigation system contractors are frequently faced with pricing as a major challenge when competing for potential projects. Potential clients will often offer an objection to whatever price you quote, simply to see how you respond. Our challenge is to discover and create new advantages, other than price, that will set your bid apart.

How can you improve your success rate in your sales presentations? Hunter Industries Marketing Department has done extensive surveys of irrigation system buyers to develop a blueprint for improvement that should include four basic steps.

(See **Presentation** on page 3)

# SMALL AREA?

## No Big Problem with the Wide Array of Hunter Sprinklers and Nozzles

*For irrigation designers and contractors alike, one of the constant challenges to overcome is finding a way to efficiently irrigate smaller landscape areas.*

### Sprays

Our 0.6, 1.2- and 1.8-meter nozzles are uniquely crafted for smaller turf areas. For delicate plants and flower beds, use Hunter's revolutionary **micro-spray nozzles**.



The **pressure compensating bubbler nozzle (PCN)** sits atop a riser that retracts into the ground when not in use making it the perfect alternative to drip for tree or shrub watering.

We recently added **multi-stream bubbler nozzles (MSBN)** to offer yet more choices for your low application rate needs. Four models of half and full circle stream bubblers, not available from any other manufacturer.



Hunter also offers several other specialty nozzles, designed to meet specific needs in smaller areas. We feature the industry's only **left and right corner strip nozzles**, as well as **side strip nozzles**, for long, narrow turf or planting areas. Our new **center strip stream bubbler** has been designed for placement in the center of a narrow area of shrubs or plants that is much longer than it is wide.

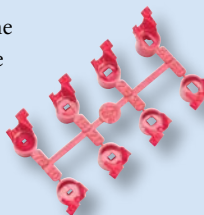


For slopes and shrub beds Hunter's, adjustable **stream spray** can be the perfect low precipitation solution in the popular 4.8 meter radius nozzle, and is now available in an 2.4 meter version.

### Rotors

The I-20 has been uniquely crafted to handle the irrigation of virtually any landscape, from 5.4 to 14 meters. To meet the needs of smaller areas, Hunter has developed a "six pack" of **short radius nozzles**, available in three flow rates for both 5.5 meter and 7.6 meter radius.

And now the new **PGJ** is available as the Hunter rotor designed specifically to serve as an alternative to sprays. By installing two rows of PGJ's instead of three rows of sprays, you'll require fewer valves and stations and in turn, less trenching, piping and labor.



*Almost every project you handle will have some difficult to water areas. Hunter is dedicated to helping you out by providing many different nozzles that offer many possible solutions.*

## Non-Volatile Memory Gives Peace of Mind

It has been said that "time is money" and the time taken to re-program customer's controllers, in person or via telephone, after a power outage adds up to a lot of both. Unreliable power supply and supply "brown-outs" are a common occurrence in many projects. They lead to lost programs, incorrect controller time settings, un-irrigated landscapes and the resulting problems. But not if you have installed a Hunter controller!

Every Hunter controller has on board non-volatile memory.

It holds the controllers programs indefinitely during power cuts, without the need to install a back-up battery. Hunter EC, SRC, Pro-C and ICC, and even the SVC and WVC battery-operated controllers don't require a battery to hold their programs secure.

Plus the EC, Pro-C and ICC also keeps real-time clock accuracy for up to 4 weeks, without the need of a back-up battery.



## An Open and Shut Case for PGV Jar-Top Valves

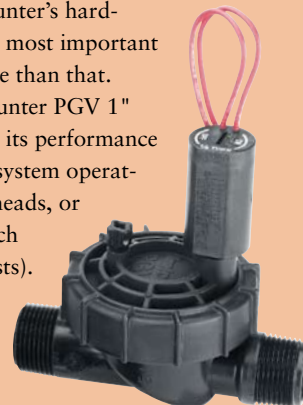


**H**unter's new PGV valve provides you both performance you can count on, and performance you can count.

The PGV Jar Top is engineered and manufactured with Hunter's hard-earned quality and reliability built-in. Although these are the most important features required in a professional valve, the PGV offers more than that.

Compared to the two leading 1" valve competitors, the Hunter PGV 1" has lower friction losses—up to half as low in the middle of its performance range. The benefit to you can either be a significantly lower system operating pressure requirement, with lower pumping costs or overheads, or running twice as many heads off the same valve station (which means less valves, less controller zones, and lower system costs).

You can add efficiency and performance to the PGV-JT's list of benefits, alongside reliability, ease of maintenance and a long working life under the toughest conditions in your area.



## Presentation

(continued from page 1)

### 1 Identify What the Customer Really Wants.

Ask your potential customer what they are looking for. Then, adjust your presentation to show what you can provide to meet and exceed those goals. The closer you listen to what they have to say, the better you'll be at becoming the answer to their needs.

### 2 Sell Benefits, not Simply Features.

Features are great; they tell what a product does. But what a customer really wants to know is what it does *for them*. Those are the benefits. Sell your products and services as solutions to specific customer problems by pointing out the benefits of increased property value, protecting their investment in landscape plantings, and the system's reliability as a reduction in future costs. Be sure to explain how an automatic system operates at the

most efficient times of the day or night and shuts off during rain.

### 3 Fine-Tune Presentation Techniques.

Make sure that your presentation covers the things that your clients feel are important... and that contractors often forget to cover. For example, nearly half of the customers in the Hunter



## Wireless Valve System — Now Providing Solutions for International Projects

Hunter's award-winning, battery-operated Wireless Valve System is now available in 2 radio frequencies for use in practically all international markets. The 2- and 4-station Wireless Valve Controllers and Wireless Valve Programmers are shipping in 900 Mhz band configuration for the Pacific Rim, and 868 Mhz band configuration for most of Europe and the sub-continent. Please check with local authorities for your approved band option.

The flexibility of the WVS system makes it very popular with municipalities and large project designers. For example, each of the four output stations on every WVC-400 control unit has its own independent program with options of up to 9 start times per day, plus day-of-the-week or interval watering of 1 to 31 days.

But more than the list of innovative product features, the greatest benefit comes from Hunter's trademark reliability and field proven durability built in to every unit.



survey did not offer references. Other items contractors "forgot" included failure to demonstrate the products offered (39%), no explanation of the benefits of the system (32%) and no explanation of a rain sensor.

### 4 Follow up Your Presentation.

It's incredible how many sales people never touch base with a potential customer after a formal presentation. Find out when they plan to make a decision and call them to answer any questions. A follow-up call or "thank you" note is a small time investment to demonstrate your professionalism.

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## IN THIS ISSUE



The New PGJ Rotor:  
“PGP® Quality” for  
Smaller Areas



Easy Solutions for  
Small Areas



Wireless Valve System  
Provides Battery-  
Operated Control

## TECH CORNER



### We Don't Call it “Quick Check™” for Nothing!

No other rotors offer a faster easier way to adjust and check the arc setting than Hunter's. You can do it all in a manner of seconds, helping you speed up both installation and service calls.

**Step 1: Check the arc, by quickly rotating the turret from side to side**

**Step 2: Adjust the arc to the setting you want**

**Step 3: Check to the arc again and walk away!**

AND...every Hunter rotor — PGJ, PGP®, I-20, I-31, I-41, I-60 and I-90 — adjusts exactly the same way. So if you can adjust one, you can adjust them all.

## A New Hunter Catalog:

Just Out! Hunter's new irrigation products catalog packed with great information on the most innovative irrigation products available for the professional irrigation designer, municipality, and dealer.

Contact us at [Hunter@HunterIndustries.com](mailto:Hunter@HunterIndustries.com) or ask your local Hunter distributor for a copy so you will be up to speed with the latest and greatest in landscaping irrigation equipment.

