

"Smart Irrigation" Month resource base grows

A statement staffer for water agencies and a proclamation template to help local communities identify July as Smart Irrigation Month are among new resources available to advance irrigation efficiency in 2007.

"The statement staffer was designed to help water agencies provide tips to customers for improving irrigation efficiency during hot summer months. It would be appropriate for anyone in the irrigation industry who sends invoices and other materials to customers," said Irrigation Association Communications Chair Jeff Carowitz.

"While the irrigation industry is committed to optimizing irrigation efficiency year-round, Smart Irrigation Month in July provides a platform to tell the public about advances in efficiency and raise awareness of the importance of using water wisely," Carowitz said.

Other new materials include public service announcements to submit to radio stations and a full-color industry-oriented ad to raise industry awareness of the need to advance irrigation efficiency and the potential benefits. The ad is available in multiple sizes for use in magazines, on websites and in company and organization newsletters.

The proclamation template provides an outline and supporting press release template for declaring July Smart Irrigation Month in local com-

munities or states. A formal declaration by a local official or governing body provides an opportunity for water agencies to draw special attention to water issues in July and it complements other water conservation efforts.

The next few months are prime time to plan to make the most out of Smart Irrigation Month in 2007, Carowitz said. Ideas for participation and additional resources are available at www.irrigation.org/SIM/industry.htm. Consumer information is available at www.smartirrigationmonth.org.

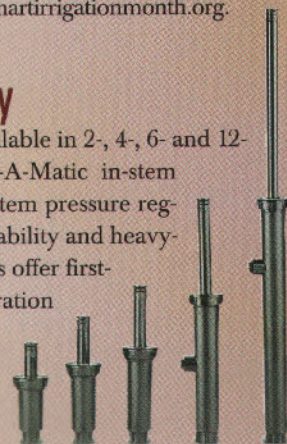
1800 Series spray head family

Rain Bird 1800 Series Spray Heads are available in 2-, 4-, 6- and 12-in. pop-up heights, and come with Seal-A-Matic in-stem check valve options and patented PRS in-stem pressure regulator option. Chosen for its versatility, reliability and heavy-duty materials, the 1800 Series Spray Heads offer first-rate quality built in for dependable operation and long life.

Rain Bird

For information, fill in **063** on reader service form or see

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"Strip" nozzles

The new ES end strip (5' x 15' pattern), CS center strip (5' x 30'), and SS-918 side strip nozzles (9' x 18'), along with the existing LCS left corner strip, RCS right corner strip, and SS-530 side strip 5' x 30' nozzles,

are designed for more slender portions of a landscape. For smaller areas where the plant material is located at the center, the irrigation should be set up at the sides and so a combination of SS, LCS, and RCS nozzles would be used.

Hunter Industries

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SmartLine controller

Weathermatic introduces the SmartLine SL4800 controller for parks and sports fields; modular unit features a 12-station base unit that expands to 24, 36 or 48 zones with the addition of hot swappable 12-zone modules. Control panel is identical to the panel on Weathermatic's SL1600, which simplifies programming and training and allows module interchangeability across the controller line.

Weathermatic

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