"Smart Irrigation" Month resource base grows

A statement stuffer 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 stuffer 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 communities 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
For information, fill in 063 on reader service form or see http://www.oners.hotims.com/12051-063

“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
For information, fill in 067 on reader service form or see http://www.oners.hotims.com/12051-067

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
For information, fill in 064 on reader service form or see http://www.oners.hotims.com/12051-064