

A NEW LOOK.

In 2006, Irritrol solidified its brand identity and we were excited to rediscover the foundation and heritage of our brand. During the process, it became very clear that the essence of the Irritrol brand centered on one thing—productivity. This is why we selected the new tagline... *“Get more done.”*

TO help bring our brand position to life, we will be launching a new messaging campaign in 2007. Our new “Straight Talk” campaign is straightforward, bold, and fun messaging that speaks to what Irritrol has been bringing to the irrigation industry for decades—productivity. It will also provide a consistent look, feel, and message throughout all of our upcoming marketing initiatives. Beyond messaging and a tagline, we have developed several new tools to support our commitment to driving productivity for all of our industry partners.

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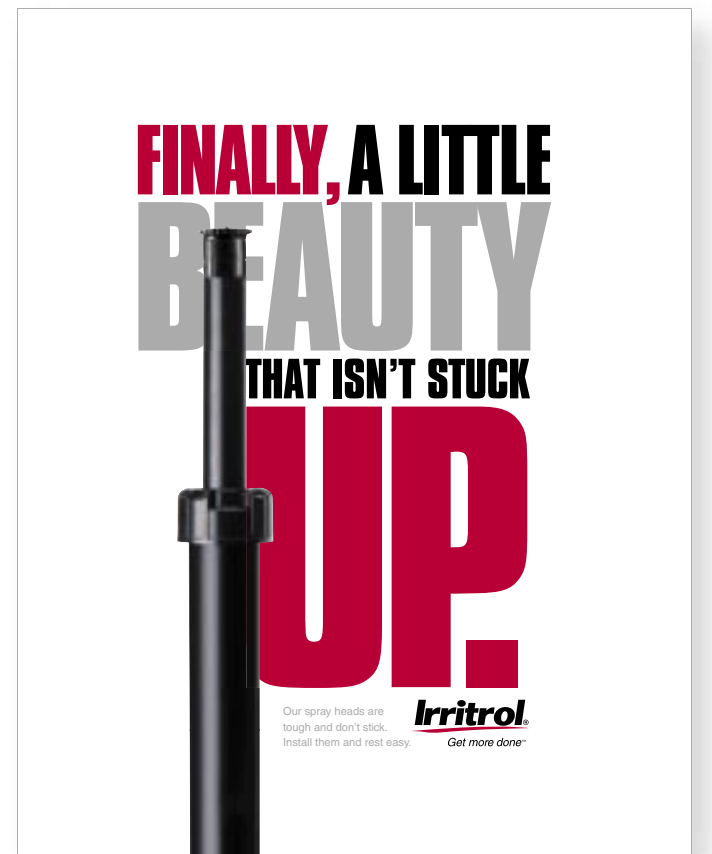
GET MORE DONE.



For more information, go to www.irritrol.com



PRODUCT LITERATURE



TRADE ADS & POSTERS

STILL WORKING FOR YOU. We are committed to bringing new products to the industry with features that drive your productivity, and we continually challenge ourselves to find new ways to drive business success for all of our professional partners. New to the 2007 lineup:



CMR-KIT:
A handy, portable contractor remote control kit for 1-person maintenance and trouble-shooting.

Rain Dial Series: ▶
We went one better and spruced up this series to include exceptional scheduling flexibility, speed of programming and maintenance, and more pump control for water well and booster pump applications.



Platinum Sport Stainless Steel Rotor:
Built with a commercial-grade stainless steel riser, this full-featured rotor comes in seven nozzle sizes to get the job done right.



PC Controller Series:
The easiest way for homeowners to control their irrigation systems from their home computers. And so easy to install, your only call back will be a thank-you. ▶



MC-E Series: This series boasts 10 different models that offer versatility for small to large properties.

450R & 430R Rotors:
Designed with you in mind. Equipped with industry-recognized arc adjustment that allows for little to no training when setting these rotors. So there are no hassles above ground or below it.



NEW LOOK. NEW PRODUCTS. GO FIGURE, NEW WEBSITE.

This month we are focusing on the launch of the new irritrol.com. Now you can get the immediate response you need through Irritrol's easy-to-navigate website.

It is designed to provide customized service and support to its valued network of distributors, irrigation contractors, designers, and homeowners.



Also check out Irritrol's full range of water-efficient products for residential and commercial use. And while you're at it, discover the downloadable resources, such as our new logo, product literature, bidding specs, and CAD details, to name a few. Get instant access to support services like controller repair, customer service 800 numbers, trouble-shooting tips, marketing services to support your business decisions, and more. Get more done at irritrol.com.

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Irritrol
Get more done™