

B U S I N E S S   P R O G R A M

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***Irritrol***<sup>®</sup>  
SYSTEMS

# 2001 BUSINESS PROGRAM

## WELCOME TO IRRITROL SYSTEMS' 2001 BUSINESS PROGRAM.

The new year will see us introduce aggressive demand-creation promotions, place increased importance on exceeding contractor expectations, introduce important enhancements to key product lines and intensify our commitment to support our loyal distributor network.

"Fistful of Dollars" is a series of high-visibility national and regional contractor programs that reward buyers of Irritrol products with strong discounts and rebates.

"Elite Contractor" starts its second year with an impressive roster of some of the nation's leading companies.

Contractor rallies, product demonstrations, a strong advertising schedule, plus a hard-hitting direct mail program will continue to drive demand for Irritrol products in 2001.

Our distributor support will be just as vigorous. From strong buy-in programs to improved customer service, we are dedicated to providing you with those things that will make Irritrol Systems your most profitable line of irrigation products.

2001 has the potential to be a record-breaking year. Let's make it happen.

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## FISTFUL OF DOLLARS

Fistful of Dollars is the irrigation industry's most powerful demand-creation program for 2001. It rewards contractors who purchase our products with the strongest incentive possible — money! Not only will they be buying quality products with outstanding performance records, they'll be handed cold, hard cash for doing it.

Fistful of Dollars is an aggressive combination of national and targeted-regional discount and rebate programs that promises to get the attention (and business) of contractors. Beginning in late spring and extending through the busy summer months, we'll hit the marketplace hard and often with exciting offers built around some of our most popular products.

The game has changed — and so have the promotions. Fistful of Dollars means great savings for contractors, and great business for you.

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## ELITE CONTRACTOR

Our Elite Contractor Program has captured the attention of 100 of the nation's leading irrigation contractors, and it will continue to captivate them throughout 2001.

This by-invitation-only program offers member contractors unparalleled benefits, including field sampling of new products, 24-hour product replacement, special telephone hotline, technical workshops, and business, financial and travel incentives. Additionally, our Annual Business Conference and regional focus groups will allow us to keep our finger on the pulse of these top contractors, providing both us and you with an important perspective on the industry.

Elite Contractor is a mutually beneficial program that provides a unique opportunity to develop a lasting relationship with key industry players.

# 2001 BUSINESS PROGRAM

## CONTRACTOR RALLIES

Irritrol Systems is serious about its relationship with contractors. As part of our ongoing effort to keep the lines of communication open, Irritrol Systems' district sales managers conduct hundreds of contractor rallies throughout the country. These events provide contractors with updated product information, details on Irritrol Systems programs and product demonstrations. They also offer the opportunity to discuss events and issues surrounding the irrigation industry.

In addition to valuable information, participating contractors receive useful Irritrol Systems merchandise such as:

- Logo Bags
- Catalogs
- "Fistful of Dollars" Program Materials
- Wearables
- Product Literature

# 2001 BUSINESS PROGRAM

## CONTRACTOR MARKETING TOOLS

Helping contractors promote their business is one more way we work to create awareness and demand for Irritrol products. By offering a series of low-cost, professional marketing tools, we provide contractors with an effective way to demonstrate how they go “Beyond the Expected” for their customers.

Contractor marketing tools displaying the Irritrol Systems logo and tag line include:

- Truck marking kits
- Job site signs
- Marker flags
- Irritrol Systems wearables



# 2001 BUSINESS PROGRAM

## IRRITROL IMPRESSIONS

Contractors look for a sign of quality and professionalism when visiting a distributor, and there's no surer sign than Irritrol Systems' bold logo and "Beyond the Expected" tag line. An Irritrol Systems awareness package gives distributors all the tools they need to spread the Irritrol name and get our quality products into the minds of contractors.

The 2001 awareness package materials include:

- Indoor banner with prominent black & red Irritrol System logo on a field of white (1 unit)
- Plush, durable three-color door mat (1 unit)
- Comfort-zone counter stools with backs (2 units)
- Electric wall clock with large digital display (1 unit)
- Outdoor white aluminum sign with black and red Irritrol Systems logo (1 unit)
- Roll of white pennant flags featuring black and red Irritrol Systems logo (1 unit)
- White shelf strips with black and red Irritrol Systems logo (10 units)

All Profit Maker 2001 participants are required to purchase an awareness package for any branches not already displaying our current materials. Packages are \$300.

To place an order, either call Irritrol Systems Order Entry at (800) 883-1234 or use the special order form on the following page. Simply print out a hard copy of the form, fill in the necessary information, and fax it to (800) 883-5432.





# 2001 BUSINESS PROGRAM

## AWARENESS PACKAGE ORDER FORM

To place an order you may either:

- Call Irritrol Systems Order Entry at (800) 883-1234 or
- Fax a completed order form to (800) 883-5432.

Date: \_\_\_\_\_ Distributor name: \_\_\_\_\_

Contact: \_\_\_\_\_ Shipping address\*: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Requested ship date: \_\_\_\_\_ Purchase order number: AP- \_\_\_\_\_

\*If there are multiple shipping destinations, please include a separate sheet with address and contact name for each location.

A	Net Price	Quantity	Subtotal
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### • Complete Irritrol Impressions

Awareness Package (\$371.00 value) .....\$ x \_\_\_\_\_ = \$ \_\_\_\_\_

- 1 Banner — Indoor, 30" x 72", white vinyl banner with black and red Irritrol Systems logo
- 1 Door Mat — Durable, 3' x 4', gray Olefin door mat with black and red Irritrol Systems logo
- 2 Stools with Backs — Comfortable, 41" black swivel stools with white and red Irritrol Systems logo
- 1 Digital Wall Clock — Electric wall clock with black and red Irritrol Systems logo and an easy-to-read digital display
- 1 Aluminum Sign — 2' x 2', white aluminum sign featuring red and black Irritrol Systems logo
- 1 Roll of Pennant Flags — 60' roll of white pennant flags with red and black Irritrol Systems logo
- 10 Shelf Strips — 4' long white strip with red and black Irritrol Systems logo

Total A \$ \_\_\_\_\_

B	Part Number	Net Price	Quantity	Subtotal
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### • Individual Items

- 1 Banner .....TL1241 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 1 Door Mat .....TL1242 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 1 Stool with Back .....TL1243 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 1 Digital Wall Clock .....TL1246 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 1 Aluminum Sign .....TL1282 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 1 Roll of Pennant Flags.....TL1352 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_
- 10 Shelf Strips.....TL1355 ..... x \_\_\_\_\_ = \$ \_\_\_\_\_

Total B \$ \_\_\_\_\_

Total A & B \$ \_\_\_\_\_

Payment terms are net 90 days. Irritrol Systems pays freight on Irritrol Impressions awareness package orders.

# 2001 BUSINESS PROGRAM

## POINT-OF-PURCHASE PROGRAMS

Contractors are going to be seeing dollar signs in 2001! Materials supporting our new “Fistful of Dollars” programs will be making their way to distributors the first part of the year, and contractors are sure to follow.

Banners, mobiles, counter cards and more, all graphically announcing these exciting discount and cash rebate programs, will help drive sales of Irritrol Systems products. Plus, materials supporting Irritrol Systems’ new products will exemplify our “Beyond the Expected” commitment.

Get ready to spread the news throughout your distributorships in 2001!

# 2001 BUSINESS PROGRAM

## TRADE SHOWS

The Irritrol Systems booth will be in full swing at trade shows throughout 2001. After all, what could generate more excitement than promotions that promise contractors a “Fistful of Dollars”?

Product demonstrations, high-energy booth activities, eye-grabbing graphics and more will keep interest high. And, of course, our staff of knowledgeable professionals always will be available to answer any questions regarding products or programs.

Watch for our participation at the following shows:

- Irrigation Association International Irrigation Exposition
- Landscape Industry Show
- Southern California Turfgrass Expo
- Northern California Turfgrass Expo
- Associated Landscape Contractors of Colorado
- Sacramento Landscape & Nursery Expo
- Florida Irrigation Show

And don't forget to contact your district sales manager for a list of the local and regional events Irritrol Systems will be attending in your area.

# 2001 BUSINESS PROGRAM

## ADVERTISING

We love attention — and that's just what we'll be attracting with our 2001 advertising campaign. Our attention-getting ads, featuring our trademark “in your face” graphics, will spell out to contractors just how Irritrol Systems' new “Fistful of Dollars” rebate program and exciting new products can add to their bottom line. Of course, as our ads drive demand, you're sure to feel the impact on your bottom line.

Irritrol Systems advertising will be featured in the following publications:

- Lawn & Landscape
- Landscape & Irrigation
- Irrigation & Green Industry
- Irrigation Business & Technology
- California Landscaping
- Colorado Green
- Landscape Management



# 2001 BUSINESS PROGRAM

## SALES PREMIUMS

Check out the Irritrol Systems wearables catalog for our attractive, professional “Beyond the Expected” line of clothing and other specialty items. Our classic shirts and jackets, lively T-shirts and more make great additions to any promotional program. And, of course, they add an air of professionalism to anyone who wears them!

## LITERATURE

Irritrol Systems takes pride in staying on the cutting edge of technological advances — even when it comes to our literature.

Last year, we introduced our Product Catalog and Price List on CD. For 2001, we've gone a step further. All Irritrol Systems product literature, including the 2001 Product Catalog, 2001 Price List and our entire collection of product sheets, is available on CD and on our Web site.

Having access to the full library of Irritrol Systems literature has never been easier or more convenient. And while we'll still offer professionally printed materials, you'll now be able to print out any of our product sheets directly from our CD or the Web. Color-coded by category, these sheets feature handy performance charts, detailed cut-away illustrations, easy-to-read specification charts and more.

For a complete list of available literature, check out the following pages.

# 2001 BUSINESS PROGRAM

## THE LITERATURE RACK

### Product

### Part Number

#### Controllers

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##### *Sell Sheets*

- 446/476 Series ..... TL1178
- Dial Series. .... TL1179
- IBOC Plus Series. .... TL1277
- IBOC100 ..... TL1351
- MC Plus Series ..... TL1182
- Rain Dial® Series ..... TL1183
- Rain Dial® Plus Series (featuring KwikStart™ remote control option). .... TL1270
- Slim Dial™. .... TL1184
- Total Control® Series. .... TL1185
- 500 Series. .... TL1197

##### *Comparison Charts*

- Rain Dial® Plus Series ..... TL1279
- Slim Dial™ ..... TL1216

# 2001 BUSINESS PROGRAM

## Product

## Part Number

### Valves

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#### *Sell Sheets*

- 100 Series (Century PLUS) . . . . . TL1186
- 200B Series. . . . . TL1187
- 205 Series. . . . . TL1188
- 2500 Series. . . . . TL1273
- 2400/2600 Series . . . . . TL1189
- 311A Series . . . . . TL1190
- 2700 Series (Anti-siphon) . . . . . TL1275
- 700 Series (UltraFlow) . . . . . TL1192

#### *Comparison Chart*

- 100 Series (Century PLUS) . . . . . TL1217

### Valve Accessories

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#### *Sell Sheet*

- OmniReg™ (Pressure Regulator). . . . . TL1193



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## Product

## Part Number

### Sprayheads

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#### *Sell Sheet*

- HS Series ..... TL1194

### Miscellaneous Literature

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- 2001 Irrigation Products Catalog. .... TL1272
- 2001 Parts Breakout Book. .... TL1154
- 2001 Irrigation Price List. .... TL1281
- 2001 Irrigation Products Catalog & Specifications on CD-ROM. .... TL1283
- 2001 Wall Calendar ..... TL1284
- 2001 Presentation Folder ..... TL1234
- 2001 Return Labels. .... TL1346

# 2001 BUSINESS PROGRAM

## COMMUNICATIONS DIRECTORY

### Toll-free Telephone Numbers

- Customer Service . . . . . (800) 883-1234
- Order/Shipping Information . . . . . (800) 883-1234
- Warranty/Service Information . . . . . (800) 883-1234
- Product/Technical Information . . . . . (800) 634-8873
- Repairs . . . . . (800) 899-2058

### Telephone Numbers

- Headquarters . . . . . (909) 785-3623
- Sales and Marketing . . . . . (909) 785-3623
- Inside Sales . . . . . (909) 785-3150

### Toll-free Fax Numbers

- Product Orders . . . . . (800) 883-5432
- Credit Department . . . . . (800) 883-5432
- Headquarters/Sales . . . . . (800) 883-5432

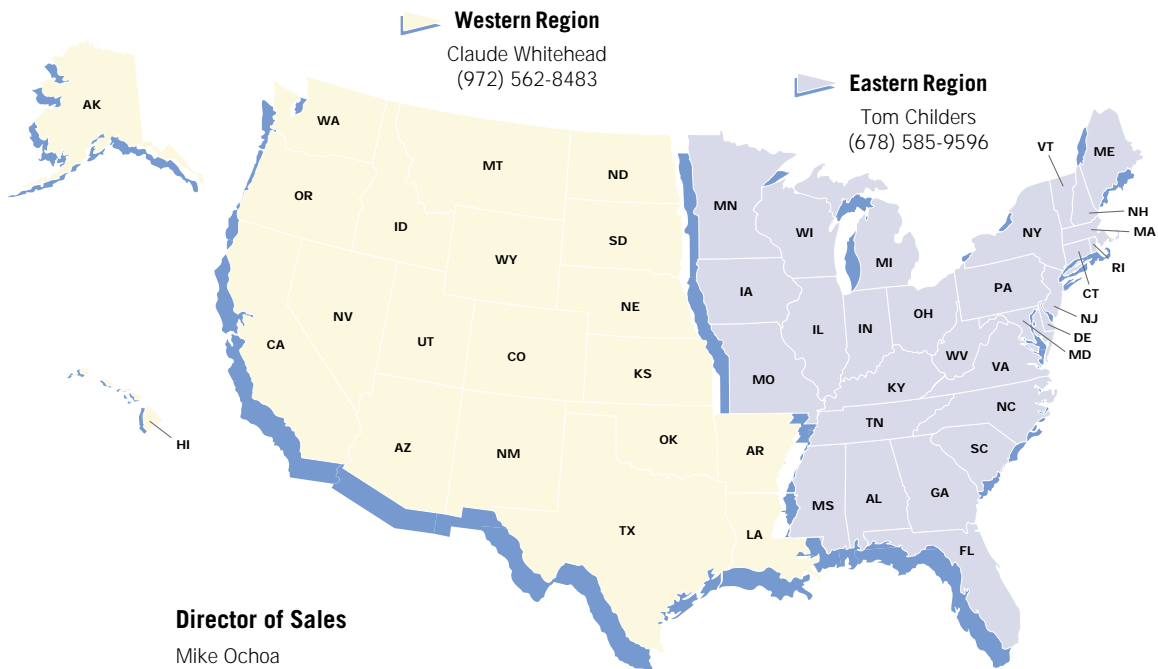
### Web site

[www.irritrolsystems.com](http://www.irritrolsystems.com)



# 2001 BUSINESS PROGRAM

## REGIONAL SALES MANAGER TERRITORIES



### Director of Sales

Mike Ochoa  
(909) 785-3169

### Brand Manager

Keith Shepersky  
(909) 785-3512

### Marketing and Product Manager

Kristina Spindler  
(909) 785-3781

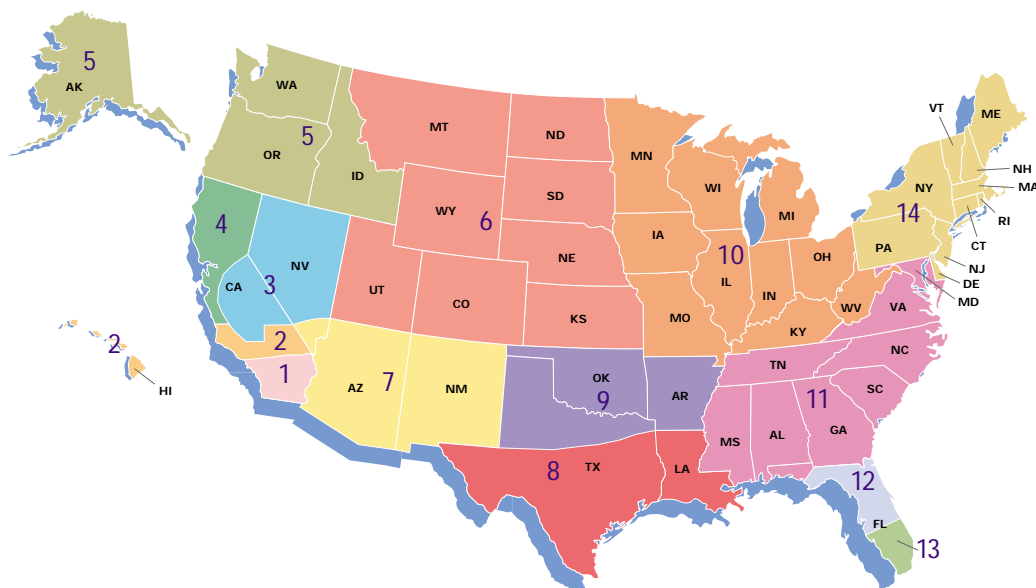
### National Sales Program and Planning Manager

Pete Johnson  
(909) 785-3132

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## DISTRICT SALES MANAGER TERRITORIES



### West

1	Susan Cronin	(760) 931-6959
2	David Lockett	(949) 249-2216
3	Jeff Noble	(559) 224-0937
4	Michael Smith	(707) 448-1700
5	Bill Rosser	(360) 576-4401

### Central

6	Eric Schneider	(303) 940-0789
7	Tom Erwin	(480) 816-4940
8	David Cummings	(512) 336-1872
9	Jim Dowd	(972) 618-0535

### East

10	Chris Nagy	(248) 673-8811
11	Tom Tootle	(678) 376-5858
12	Todd Goers	(704) 948-7455
13	Greg Boyce	(561) 622-0721
14	Joe Keteltas	(508) 359-7471

### Director of Sales

Mike Ochoa (909) 785-3169

### Region

(Corporate office)

### Brand Manager

Keith Shepersky (909) 785-3512

### Region

(Corporate office)

### Regional Sales Managers

Claude Whitehead (972) 562-8483  
Tom Childers (678) 585-9596

(Western: 1-9)  
(Eastern: 10-14)

### Marketing and Product Manager

Kristina Spindler (909) 785-3781 (Corporate office)

### Marketing and Sales Development Analyst

Matthew Roth (909) 785-3140 (Corporate office)

### National Sales Program and Planning Manager

Pete Johnson (909) 785-3132 (Corporate office)

### Product Applications Manager

George Cole (760) 945-8563 (Southern California)

### Inside Sales Manager

Mary Zesner (909) 785-3150 (National)

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# 2001 BUSINESS PROGRAM

## “ONE & FIVE HASSLE-FREE” TRADE WARRANTY

Irritrol Systems and its affiliate, Irritrol Warranty Company, pursuant to an agreement between them, jointly warrant to Irritrol Systems trade customers that Irritrol Systems products will be free from original manufacturing defects in materials and workmanship.

### “O n e ”

For the first year from the date of original sale, we offer “Hassle-free” over-the-counter exchange of products found to have original manufacturing defects.

### “F i v e ”

For years two through five from the date of original sale, we will repair or replace — without charge — all parts which are found to have original manufacturing defects, provided the product is returned at customer's expense.

This warranty does not apply to loss or damage to the product due to improper installation, abuse, alteration, mishandling, accident, or if the product has been serviced by other than Irritrol Systems or its authorized service centers. This warranty is not a consumer warranty and does not extend to anyone other than those trade customers who purchase Irritrol Systems products. Neither Irritrol Systems nor Irritrol Warranty Company is liable for failure of products not manufactured by Irritrol Systems even though such products may be sold or used in conjunction with Irritrol Systems products. Neither Irritrol Systems nor Irritrol Warranty Company is liable for indirect, incidental or consequential damages, including but not limited to vegetation loss during periods of malfunction or resulting non-use. Neither Irritrol Systems nor Irritrol Warranty Company is liable for any loss or damage and property damage resulting from installer's negligence.

### “L i g h t n i n g ”

Rain Dial controllers (manufactured on or after 11/1/00), Rain Dial Plus controllers (manufactured on or after 10/4/00) and Total Control controllers (manufactured on or after 10/27/00), when properly installed and “earth” grounded as described in their instruction manuals, shall be warranted to our trade customers for repair or replacement (at Irritrol Systems' option) if damaged by lightning or electrical surges during their 5-year trade warranty period.

This warranty is the only warranty made by Irritrol Systems or Irritrol Warranty Company. It replaces all other express warranties and all implied warranties are disclaimed including the implied warranties of merchantability and fitness for a particular purpose.

# 2001 BUSINESS PROGRAM

## POLICIES & PROCEDURES

**Standard Payment Terms:** 2% 10th prox net 60.

**Minimum Order:** \$100 net. This minimum applies to whole goods and parts orders only and not to orders for repairs or literature.

**Late Charge:** All invoices not paid by the net due date will be subject to a service charge of the lesser of 1½% per month (18% annual percentage rate) or the highest interest rate then permitted by applicable law.

**Credit Terms:** Dating terms, as well as all open account credit terms, are made available to those customers which the company's credit department determines to be credit worthy. Customers may participate in buying programs or enjoy open account terms only so long as such credit worthiness, as determined by the company, is maintained. If such credit worthiness is not maintained, all outstanding customer obligations under open account or dating terms shall, at the company's option and upon written notice to the customer, become immediately due and payable in full.

**Freight Terms:** Irritrol Systems will ship freight ground prepaid any orders valued at a minimum of \$1,000 net. Dura-Pol polyethylene hose may be used to fulfill the net qualifier for prepaid freight on a given order.

Orders valued at less than the minimum will be billed as follows:

Overnight . . . 9% of order value	Ground . . . 3% of order value
2nd day . . . 7% of order value	Air freight will be billed at actual
3rd day . . . 5% of order value	charges

**Special Order Items:** Special order items may not be returned for credit.

**Claims for Shortage:** All claims for shortage should be made in writing to our Order Services Department within 15 days of receipt of goods.

**Defective Goods Return Policy:** To return defective products, please obtain a Return Authorization Number from the Order Services Department, and submit it with the returned goods.

**Product Return Policy:** Products returned (other than defective) must be preapproved by Irritrol Systems management. For approval, contact your local Irritrol Systems district sales manager. A 30% restocking charge will be applied.

**Technical Assistance:** 1-800-634-TURF  
(8873)

**Orders by FAX:** 1-800-883-5432

**Order Services:** 1-800-883-1234

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