

The Future of Irrigation

Is It Here?

The MP Rotator

A New Way
of Watering

The New I-35 Sierra Hunter's Latest Rotor

Conservation and Innovation Take Root for the Future, Starting Yesterday.

The consensus is in: Blue thinking is here to stay. Today as never before, the industry requires education and renewed commitment as the reality of drought and water issues increase. Conservation and innovation are the watchwords, and there's no turning back.

Both the U.S. Environmental Protection Agency's (EPA) WaterSense program, designed to promote water efficiency, and The Irrigation Association (IA), whose proactive vision since 1949 has promoted conservation through efficient irrigation, are leading the way. The Irrigation Association's Smart Water Application Technology (SWAT) is a national plan to achieve excellent landscape water-use efficiency through technological innovation and management practices. According to Andrew Smith, CIC, CID, CLIA, Irrigation Association External Affairs Director, the winds of change are steadily gusting.

"People have done things a certain way for thirty years and they're comfortable. But those methods don't necessarily work today." Smith emphasizes encouraging real stakeholders to get on board such as landscape and irrigation contractors. The attitude today is driven not only by new knowledge but also by a growing awareness.

"The buzz in both the print media and the Internet, including Time magazine," according to Lance Elliott, Hunter Industries Brand Manager and an irrigation contractor for a

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THE
backpage
IA Show
Highlights

**B L U E
N E W**

**I S T H E
G R E E N**

Your Blueprint is Ready.

Here we go! Hunter Industries is excited to introduce a new look, name and direction for our newsletter, born out of our dedication to water conservation. Announcing our quarterly publication, *Blueprint*.

You see, we're committed both to the concept of Blue, and to giving you timely, compelling articles. Yet more support to keep you ahead of the pack and in the know. *Blueprint* reflects the new attitude in the industry climate today, and Hunter's Blue sensibility, which you'll see echoed elsewhere. Not only in our passion to developing innovative new products but also with tools and materials that make your job easier.

Take, for instance, such groundbreaking ideas as our Blue Meter. Just introduced in Hunter's 08/09 catalog, the Blue Meter describes for professionals like you the water efficiency for each Hunter product (always assuming, of course, the right installation.) With well-designed, simple graphics, the Blue Meter gives you the information to make educated decisions about products, options and accessories. We'll also include articles about where the industry is heading, existing and new products you might not be aware of, and special offers you'll want to know about.

Blue, as evidenced everywhere you look, is the color of the future. As stated by Lance Elliott in our main feature story, the message in the media is that Blue is the new color of the environmental movement. The good news is we're right where we belong: at the forefront.

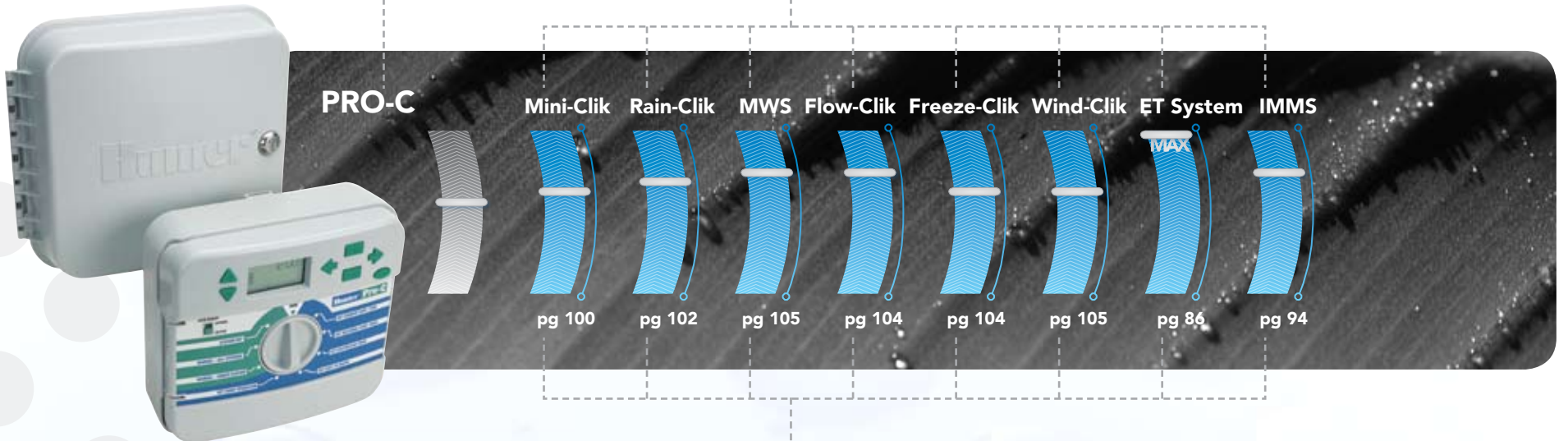
Think of the *Blueprint* as yet another viable resource, designed to educate and enlighten with meaningful information. So go with the flow and, when in doubt, check your *Blueprint*. >>



2008 - 2009
Hunter Catalog
Now available.

What is the "Blue Meter?"

The first gray meter indicates the primary product's stand-alone Blue rating. For example, the Pro-C Controller. Each of the vertical Blue Meters that follow to the right represents an optional accessory and how it can enhance your Blue rating.



Most products have companion options or accessories we recommend to help you achieve maximum water efficiency. For quick reference, refer to the catalog for the page number under each accessory. Go blue!

New Products for 2008



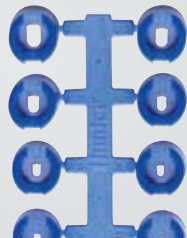
MP Rotator



MPR40 Rotor Body



Pro-Adjustable Nozzles



Blue Nozzles



Root Zone Watering System (RZWS)



I-35 Sierra



Professional Landscape Drip Line

Conservation and Innovation

Continued from page 1

decade, “is that Blue is being adopted as the new color of the environmental movement.” He is among those taking his company far into the 21st century.

“Hunter has embraced the Blue concept through its initiative,” says Elliott. He explains that innovative ideas such as the Blue Meter, which debuted in Hunter’s breakthrough 08/09 catalog, depict the level of water efficiency for each Hunter product (assuming correct installation). This resource uses easy-to-understand graphics that help irrigation professionals make educated decisions. By selecting specific options or accessories, designers and contractors can enhance each irrigation product’s effectiveness.

“Ultimately, the service provider or contractor is the consumer’s window to the industry,” says Andrew Smith. “We’ll increasingly need certified professionals who understand and can communicate the science of irrigation.”

Smith believes we’ll also see more reclaimed water use. “We just don’t need to use water intended for drinking on irrigation.” According to the EPA, only one-half of irrigation water applied is used effectively by plants, an enormous waste due to overwatering or delivery of water to the target as well as hard surfaces, runoff and deep percolation.

Elliott, impassioned about Hunter’s Blue philosophy, clarifies the company’s comprehensive approach to product offerings.

“Our stance is that all irrigation products work together cohesively, not just as a single smart product.” Elliott explains that, unlike companies that bank on a single product, Hunter believes the solution is more sophisticated and multidimensional.

Andrew Smith echoes a similar thought: people perceive a “smart” controller as being an absolute solution. But it won’t do its job if the basics are wrong, creating a system that can backfire.

“Demand-based technology works only when coupled with proper head spacing, head layout and hydraulic capacity.” Rather, we need an integrated system. He predicts yet more technology crossing over from the computing industry. “We’re already seeing GPS Systems used regularly, especially in sophisticated golf irrigation. The accuracy is far superior.”

Regarding the EPA’s WaterSense program, Gene Smith, PE, CID, and Senior Product



Manager for Hunter Industries, believes it’s been a long time coming.

“It’s the right thing to do,” he says. “It gets the message out... before it gets too bad. The EPA helps industries operate and function in a sustainable way for the environment.” He believes products that apply water in an efficient manner will be here for a long time.

“The future of irrigation will continue to focus on more climate-based products and sensor input,” says Smith.

Dave Shoup, Product Manager, Central Systems for Hunter Industries, sees products such as the ET System and related types — any climatological-sensitive control system that tracks and adjusts to weather changes — becoming more significant, with a direct payback to contractors.

“They save time and gas when they install a system like this because they don’t have to make continual adjustments and they also keep the cement dry.”

Another technology that has migrated down from large systems to smaller ones is flow metering. Shoup says you measure both climate and consumption, the amount of water actually being used, by station. We’re integrating more weather and flow data into central systems.”

“As these technologies mature, they’ll propagate throughout our product line at every level,”

Shoup adds. “We’re taking

what works from large central control systems so that technologies are no longer exclusive only to elite systems. Expect more refinement of micro technology.”

About the industry’s future and the acceptance of water conservation, Warren Gorowitz, CLIA, National Water Management Products Sales Manager for product distributor Ewing, says he’s seen a dramatic change this year.

“The interest level in conservation classes and water management products has increased,” says Gorowitz, who believes education is the future. “The average consumer is more aware because they pay the bill, but people don’t realize how much water goes outside,” explains Gorowitz, who estimates it at 50 to 80 percent of usage.

“Our industry is under attack,” he says, “if we don’t respond, it won’t be a choice.” On the prospect of increased legislation, he cuts to the chase.

“We can have a seat at the table or be on the menu for lunch.”

“Our industry has a responsibility to be good stewards of a resource of which we enjoy the unencumbered use,” says Andrew Smith. The message is end-users can maintain a thriving landscape, save money and use less water, and that’s a positive outcome for everyone.

“People also need to perceive the value in a healthy landscape,” he says, especially in urbanized areas. “The cooling effect is astounding.”



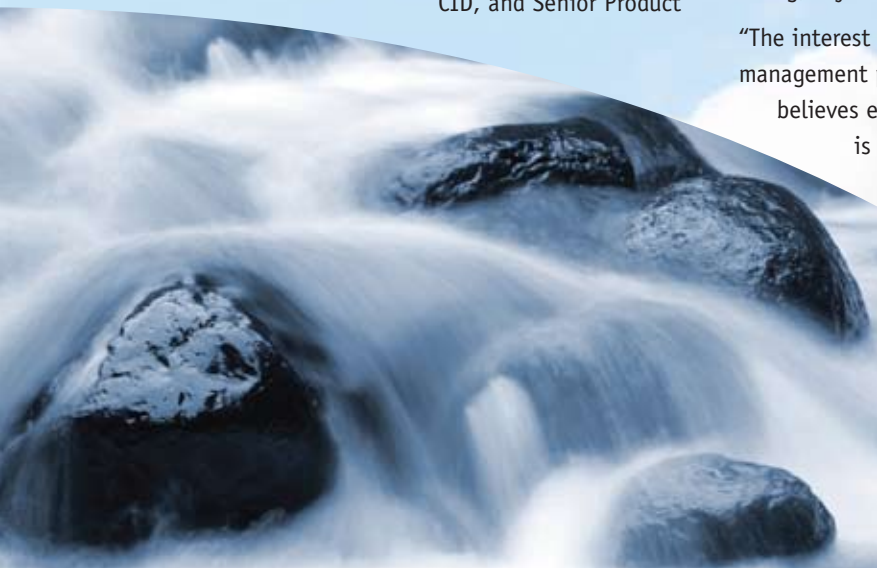
Green spaces regulate air quality and climate, reduce energy consumption by minimizing warming effects of paved surfaces, recharge groundwater supplies, and protect lakes and streams from polluted runoff. Proper landscaping also reduces nitrate leaching from the soil into the water supply and reduces surface water runoff, keeping phosphorous and other pollutants out of waterways.

With the EPA involved, Smith sees more industry standardization and labeling of products. “That said, we hope none of this stifles innovation,” he says. “Specs should focus on outcome and performance. How you get there is up to you.”

“Some people feel the need to justify using water,” Smith continues. “They should take pride in using it and just do it wisely. If they use reclaimed water, that’s even better.”

One point is clear: As a global company, Hunter will continue to be at the leading edge of water conservation technology, committed to being part of the solution. In the end, that’s really what it’s all about. >>

“On the prospect of increased legislation, he cuts to the chase. “We can have a seat at the table or be on the menu for lunch.”



Automatic arc return:
Returns to the original arc regardless of
where the turret is turned.



Three-port nozzle offers three levels of
precision watering.

Full and part circle operation in a
single rotor, for reduced stock.

Non-strippable drive mechanism
enables the turret to be turned without
causing damage.

The 1" inlet is perfect for retrofitting
existing commercial jobs.

View video
on the website

www.HunterIndustries.com/SierraVideo

The New I-35 Sierra Delivers with Elevated Stature.

The I-35 Sierra is an all-in-one head that promises the latest in 1" commercial rotor technology. Whether close-range or far distances, this product performs flawlessly. With the I-35 Sierra, we took our tested and proven rotor technology and enhanced it with truly innovative product attributes. You get ultimate water power for commercial and recreational sites up to 15.2 m to 21.3 m.

FloStop™ Technology Simplifies Your Job.

From its patented FloStop technology to its triple port nozzle design, this product is streaming with advantages. The FloStop™ valve means you can turn water on and off at the head while the rotor is operating, as well as fine-tune the flow rate in between.

Features Abound, Innovation Reigns.

In addition, you'll find features such as the automatic arc return, which goes back to the original arc wherever the turret is turned. Add to that the three port nozzle, which triples its effectiveness with three levels of precise watering function. The full and part-circle operation in a single rotor helps reduce your stock. Plus the non-strippable drive mechanism lets you turn the turret without causing damage. You also get the taller pop-up height. Finally, the 1" inlet makes it easy to do a retrofit on existing commercial jobs. The I-35 Sierra. Let it perform for you. >>

Need to change a nozzle? It's easy with the Hunter I-35 Sierra rotor. Turn the water off using our FloStop™ technology—while the rotor is operating. Just remove the existing nozzle and replace. With a twist of the Hunter wrench, the water is back on.



FLOSTOP™ TECHNOLOGY

What Were They Thinking?



See It to Believe It.

On a recent service call, one contractor discovered the following creative conglomeration protruding at a 45-degree angle from a brand new building (in order of appearance):

- 1st: 3.8 cm (1.5") copper pipe protruding from the brick wall
- 2nd: 3.8 cm (1.5") to 1.9 cm (0.75") copper reducer
- 3rd: 1.9 cm (0.75") to 3.8 cm (1.5") copper reducer
- 4th: 1.3 cm (0.5") poly nipple
- 5th: 2.5 cm (1") poly connector
- 6th: Ball valve
- 7th: 2.5 cm (1") poly pipe down into the ground

This unsightly hodgepodge then went underground about 0.9 m (3') from the building. The system pressure inside the building was 4.8 Bars (70 PSI), yet because of the restrictions placed in the piping system, the sprinklers would barely run. Imagine that. >>



Discover an Outpouring of Advantages With the Multi-Stream MP Rotator.

View video on the website

www.HunterIndustries.com/MPRotatorVideo



In the realm of new products, the MP Rotator leads the way. This water-efficient, multi-stream rotor fits any conventional Hunter spray head body or shrub adaptor. It's also a perfect match with the MPR40 sprinkler body -- designed specifically for, and delivering optimal performance at 2.8 Bars (40 PSI) with, the MP Rotator. Actually, we think the MP Rotator is just plain good news for irrigation.

A Blue Product Through and Through.

The MP Rotator transforms any of the above into a high performance, low precipitation sprinkler. You'll find its multiple streams promote uniform water application. What's great is the MP Rotator also dramatically reduces runoff and water waste, using some 30 percent less water. In our conservation-minded environment, that's truly significant. Even more, the product's matched precipitation works with any arc or radius.

Tried-and-True Plus Triple the Coverage.

While new to landscape irrigation, The MP Rotator has been tested for some twenty years in tough agricultural conditions. The results are a tried-and-true recommendation. This product also enables you to triple the area covered per zone: the system uses fewer valves and control stations as well as less pipe, wire and labor. This means lower installation costs and bids that translate to increased profits for contractors. And while the cost of an individual MP Rotator is somewhat higher than that of an individual spray, the total cost of the system is nearly 25% less due to savings in material and labor.

Focused Performance, Winning Features.

Among its other advantages, the MP Rotator offers superior wind resistance with tight, high-energy streams and excellent close-in watering, reduced misting at higher pressure and watering efficacy on slopes. From its patented "double pop" design to its removable inlet filter, features abound with the new MP Rotator.

The MP Rotator is available in two parallel lines of 12 models each. A female threaded line for conventional male threaded risers, which makes up about 90 percent of all units sold, and a male threaded line to fit female threaded risers.

The MP Rotator works as a top-performing sprinkler, water conservation device and design tool wrapped up in one. You could say it's a package that's streaming with benefits. >>



Now Available for the MP Rotator

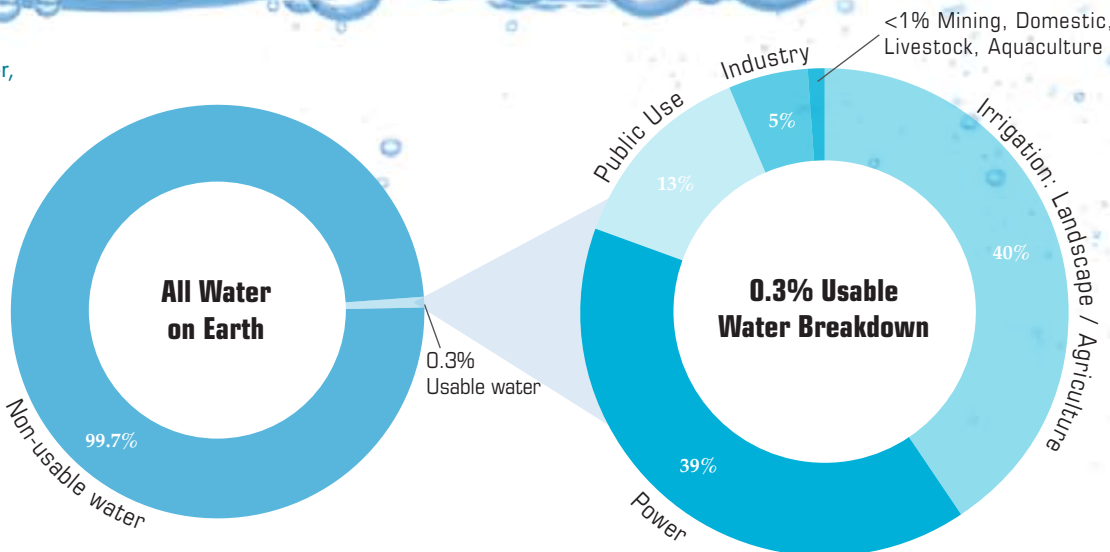
- Product Brochure (4-page) – INT-621
- Spec Guide Brochure (6-page) – INT-629
- Vinyl Decal (Store Door) – LIT-434
- Vinyl Decal (Vehicle) – LIT-433
- Counter Mat – INT-631

Water, Water Everywhere . . . Or Is It?

Fresh water is a resource to be protected and preserved. Did you know that of all the world's water supply, 99% is not usable by humans? It's true: 97% of all water is in the oceans. Of the remaining 3% which is fresh water, some 69% is in glaciers and icecaps, mainly Greenland and Antarctica. The rest is mostly groundwater.

Of all water on Earth, only about 0.3% is contained in rivers and lakes, which is where most of the water we use in our everyday lives exists. Only this 0.3% of all water on earth is actually usable by humans! Of this, separating out saline withdrawals, the breakdown of water used by humans is as follows:

Domestic use for irrigation in the United States is approximately 30% of all water used, and could be as much as 60% at peak demand, and in dry areas requiring more irrigation. That's why we're diligent about saving as much water as we can. From conservation-minded products and techniques, such as the ET Weather System, to sensors and other technology, it is our quest always to find ways to save water. >>



Source: U.S. Department of the Interior/U.S. Geological Survey* * As of 2000. The 2005 data will not be available for some time.

THE backpage



IA Show Brings Shower of Accolades.

The Verdict Is In.

The International Irrigation Association Show, which took place at the San Diego Convention Center December 9–11, 2007 following several days of industry-related classes, was a success. Hunter Industries' booth captured and reflected its new look with exciting larger-than-life high

impact photography from the new 08/09 catalog. The presentation also included a video loop on flat screen TV that communicated the company's all-encompassing Blue philosophy. On balance, the message and images were delivered with Hunter's fresh and innovative new graphics and aligned with its Blue sensibility. The traffic for both the show and the booth was strong. Better still, the response to Hunter products and technologies was, by all accounts, very positive. >>