

# COMPANY BACKGROUNDER

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## **RAIN BIRD CORPORATION** **The Intelligent Use of Water™**

It is often one person's vision, fueled by passion and need that leads to innovation. So it was with Thomas Edison's light bulb, Alexander Graham Bell's telephone, Eli Whitney's cotton gin and Orton Englehart's impact sprinkler. Englehart, a Southern California citrus grower, revolutionized the food production industry and ushered in a new era in worldwide irrigation when he invented the horizontal action impact drive sprinkler in 1933.

Clem and Mary LaFetra, neighbors of the inventor, recognized the sprinkler's potential and began to market it. Soon after, they set up a manufacturing facility in the family barn and began production. They chose the company's name, Rain Bird, from an ancient Native American legend about a great bird that brought life-giving rain following a terrible drought.

Today, more than eight decades after its entrance into the market, Rain Bird Corporation is still a private company based in Azusa, California. The LaFetra family and their employees built the company into the largest manufacturer of irrigation systems in the world. Rain Bird offers over 4,000 water-saving irrigation products and services, meeting the diverse watering needs of homeowners, contractors, farmers, golf course superintendents and commercial property managers -- in over 130 countries.

The original Rain Bird impact sprinkler, patented in 1935 (U.S. Patent #1,997,901), was designated a historic landmark of agricultural engineering in 1990. Over the years, Rain Bird has been awarded more than 450 patents for its innovative irrigation technology ranging from spray heads and nozzles to valves, rotors and central control systems. Recent examples include XFS Subsurface Dripline, winner of the 2010 Irrigation Show Best New Product Award, which efficiently irrigates turf grass from below the surface; Rain Curtain™ rotor nozzles and HE-VAN high efficiency spray nozzles that offer superior water distribution; in-stem pressure regulating sprinklers that eliminate misting and fogging to help save water; the ESP-SMTE smart irrigation control system that brings advanced weather-based control to the homeowner level and reduces water use by up to 70%; and the SST irrigation timer that simplifies watering with revolutionary zone-based programming while including water saving features like automatic rain shut-off and one touch seasonal adjustment.

Since its inception, Rain Bird's commitment to quality has been unmatched in the industry. The company maintains a state-of-the-art product research and testing facility in Tucson, Arizona where products are routinely tested under the most extreme conditions to ensure they perform reliably in the field, season after season.

While the company initially focused on irrigation of citrus crops, one of its first commercial customers in the early '30s was the Los Angeles Country Club. Today, Rain Bird irrigation products are used to efficiently water private homes, universities, golf courses, botanical gardens, resorts, sports arenas, amusement parks, orchards and vineyards throughout the United States and the world.

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Worldwide soccer fans have marveled at the beautiful playing conditions at premier stadiums in South Africa and Brazil; golfers enjoy year-round tournament conditions at Pebble Beach Golf Links in California. Then there are the wonderful gardens at LEGOLAND® California maintained by a Rain Bird system designed for non-potable water; or the orchards and vineyards throughout the world that use Rain Bird A5PC Dripline to irrigate hundreds of acres of almonds and wine grapes; and the many beautiful botanic gardens and arboreta throughout the world that rely on Rain Bird systems to stay lush and healthy.

Rain Bird's focus on the most efficient use of water can be found throughout Rain Bird's innovative products. It also shows in its services, such as Rain Bird's Sprinkler Design Service for homeowners; in the Rain Bird Academy seminars and training programs for landscape and irrigation professionals; and in greener landscapes accompanied by lower water bills. All of Rain Bird's products, whether used for farms, golf courses, contractors, commercial or consumer landscapes, are designed with two priorities in mind: water conservation and the environment. As the global industry leader of irrigation applications and services, Rain Bird's broad range of irrigation products remain on the forefront of water-saving technology.

The company's commitment to The Intelligent Use of Water extends beyond its products and into public education campaigns, which include a series of white papers and public service announcements; and membership in the Alliance for Water Efficiency and the steering committee advising the U.S. Environmental Protection Agency (EPA) on its WaterSense product labeling program. In 2015 Rain Bird launched the *25 Ways to Save 25%* website (<http://25ways.rainbird.com>) to provide a resource to consumers on water-efficient irrigation options in response to the prolonged California drought. Rain Bird also has partnerships with nonprofit organizations, including sponsorship of water management education initiatives with the American Society of Golf Course Architects (ASGCA) and the Landscape Architecture Foundation's Rain Bird Intelligent Use of Water™ Scholarship, the Environmental Leaders In Golf Awards, and numerous product donations to organizations like Habitat for Humanity and the National Gardening Association's Youth Garden Grant.

Rain Bird has also received numerous awards for its commitment to environmental preservation, and was honored as the R. Marlin Perkin's Conservation Organization of The Year in 2003. In 2014, the European Irrigation Association (EIA) presented Rain Bird with the Golf Gold Award for the Rain Bird IC Integrated Control System. In 2015, the National Business Research Institute (NBRI) recognized Rain Bird Corporation with the Circle of Excellence award. In 2016, Rain Bird received the 2016 Readers Choice Award from Facility Executive Magazine in the water management category.

Rain Bird has offices in more than 20 countries. The company maintains state-of-the-art manufacturing and assembly facilities in the United States, China and Mexico. For more information, visit Rain Bird's web site at <http://www.rainbird.com>.

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