

PRODUCT FACT SHEET

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

PHILOSOPHY:

Every aspect of design, manufacture and function of every Rain Bird product is intended to deliver the correct amount of water, in an even distribution, exactly where it is needed. Rain Bird defines this as the Intelligent Use of Water™.

PRODUCT HISTORY & FOCUS:

Rain Bird has never veered from its original focus — to make the finest irrigation products meeting the needs of growers, golf course superintendents, homeowners, contractors and commercial property managers. In the process, the company remains at the cutting edge of change and technological innovation.

A BROAD LINE:

With over 4000 products, the line covers every aspect of irrigation and installation—from sprinkler heads and rotors, reliable valves, timers and computer-operated large-scale control systems, to tools and accessories for installing systems.

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APPLICATION

FOCUS:

Every product is focused on its intended application and environment.

Agriculture:

Products for growers...

This line of products (the original focus back in 1933) features everything from drip systems to high-volume Rain Guns that move large volumes of water. Product features include wear-resistant components, water conserving mechanisms, worry-free chemical and fertilizer application and retro-fitability.

Consumer:

Residential products for do-it yourselfers and gardeners... Rain Bird provides the entire irrigation solution from products (everything from easy-to-use timers to efficient pop-up sprinklers that keep lawns green and water bills down) to customized sprinkler design plans to simple-to-install products and toll-free (in the U.S. and Canada) technical support.

Turf:

Residential and commercial products for irrigation and landscaping professionals ... All of Rain Bird's products are engineered to be reliable, durable, simple to operate and easy to install, regardless if the installation is a single family home or a sports field or amusement park. In addition, Rain Bird also offers a full line of irrigation accessories to improve the quality, cost-efficiency and speed of installing irrigation systems.

Landscape Drip:

Products for users of low volume irrigation...

Rain Bird Xerigation™ maximizes the philosophy of "The Intelligent Use of Water" with its ultra-efficient product line. By delivering water right at the roots of the target plant, these products vastly reduce water loss to evaporation and avoid the wasteful watering of open patches of soil between plants, promoting healthier plants and roots.

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Golf: *Products for golf courses...* Rain Bird's Cirrus™ computer-based control system can tie in weather station information to control the unique micro-climates around a course and precisely adjust watering patterns at 27 different locations. Products manage variances between a sunny, wind-swept green cut for speed and a shady, lush fairway with a surrounding ball-swallowing rough. Rain Bird's golf products are favorites with superintendents of championship courses like Pebble Beach Golf Links® in California.

**TECHNOLOGY &
ENGINEERING:**

Rain Bird's innovative technologies are evident in the company's advanced plastics, laser-cut nozzles, sensitive meteorological instruments; its Rain Curtain™ Technology, that offers superior water distribution; battery operated controllers that bring automatic irrigation to areas lacking independent access to power; wireless remote control units; and central control systems that help manage irrigation sites from a PC.

Since 1991, the American Society of Agricultural Engineers has bestowed ten AE50 awards on Rain Bird for outstanding engineering innovations – a notable feat in the industry, since only 50 awards are given away each year (out of several hundred entries). The company's 130 patents and an additional 30 trademarks distinguish its more than 4,000 products worldwide. Rain Bird's products are built to the specific irrigation needs of their end users.

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TESTING:

Rain Bird has one of the world's largest indoor irrigation testing centers and a full-time quality control staff. Products are put through rigorous tests to ensure reliability and durability against the most extreme conditions. Quality tests range from running sand through the sprayheads to check for clogging to the "side-load" test, which measures the product's resistance to vandalism.

CUSTOMER SERVICE:

Rain Bird's trained technicians and customer service representatives are on hand to react to problems, answer questions and provide solutions to irrigation needs over the Technical Services Hotline (toll-free in the US and Canada). Rain Bird provides a wide array of customer education resources, such as on-site service calls, distributor training sessions, manuals and instruction guides offered on the web site.

For more information, visit Rain Bird's web site at www.rainbird.com.

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