

## Rain Bird names new brand managers

AZUSA, Calif.—Rain Bird's Golf Division, a manufacturer of irrigation products for the golf industry, announced that Laurent Reinhardt and Brent Thorley have joined the company as brand managers.

Rain Bird's brand managers are responsible for the development, testing and marketing of specific new and existing prod-

uct lines. Additionally, they perform some distributor sales support activities.

As brand manager, Reinhardt oversees all of Rain Bird's satellite irrigation system controllers and weather detection products. Prior to joining Rain Bird, he was the manager of international sales and marketing for Bush Industries, Inc.

Thorley is in charge of Rain

Bird's range of golf course sprinklers, including the EAGLE Series of water-lubricated rotors and several styles of impact heads. For the past year, Thorley was the service quality manager for Rain Bird Distribution Corp., a subsidiary of Rain Bird Sales, Inc. Prior to that, he was a new products program manager for Harley-Davidson.

On the product side, Rain Bird's central control system, Cirrus, incorporates Global Positioning

System (GPS) technology and Computer-Aided Design (CAD) to produce detailed on-screen course images. Additionally, it has the ability to alert the superintendent of conditions favorable to pests and various turf diseases.

Rain Bird's Cirrus central control system can react to real weather conditions as they occur using the new Smart Weather software and the Rain Bird Weather Station. Designed to run on the

Microsoft Windows 95 operating system, Cirrus utilizes all of the features of the Stratus and Nimbus central control system series, introduced in 1995 and 1996 respectively. Offered in two-wire satellite, wireless satellite and decoder configurations, the Cirrus software also features a modular interface that allows Cirrus to control up to three communication technologies on a single course.



## Century Rain Aid opens two new Fla. locations

CARLSBAD, Calif. — Century Rain Aid, a distributor of landscape irrigation and specialty products, announced the opening of two new locations in Florida.

The new branches are based in Mangonia Park, north of West Palm Beach, and in Santa Rosa Beach, on the Gulf Coast near Pensacola, reported Mike Stein, Century southeast regional vice president.

The opening of the new sites brings the roster to 19 Century locations in Florida,

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—Mike Stein

and a total of 78 locations throughout the East Coast and Midwest. Century Rain Aid has opened or acquired more than 30 branches in the last 12 months

"The Century expansion into these markets is part of a major strategic advance throughout Florida and the Gulf Coast," said Stein. "Century has acquired Atlantic Irrigation, AWF and Gulf Coast pump, three distributorships with a Florida presence, in the last eight months," he added.

With branches in Mangonia Park and Santa Rosa Beach, the company said it will be better able to serve professional landscape irrigation contractors by offering more convenience, and expanded product line, and by introducing new professional training and buying programs.

## Flowtronex

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pumping systems. The Floboy S Series is one of two lines of products that serve a variety of commercial and golf course needs, from acting as booster pumps for irrigating hard-to-reach areas of the course to bringing water to driving ranges and clubhouse irrigation systems.

Floboy S Series systems range from 2 to 30 horsepower, with flow ranges of 10 to 250 gallons per minute. Companion D Series systems are available in 2 to 10 horsepower, with flows of 10 to 100 gallons per minute. For more information, contact 214-357-1320.

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