

Taking an Intelligent Approach

By Michael Roberts

Over the past 75 years, Rain Bird has developed a wide variety of products, services and technologies with a common goal — to irrigate golf courses, landscapes and crops in the most effective and efficient manner possible. While applying precise amounts of water with minimal waste is a common goal for most golf courses, there is more that can be done.

As a result, Rain Bird continues to support The Intelligent Use of Water™ through partnerships and educational initiatives designed to help golf courses and irrigation professionals become better stewards of this precious resource.

Rain Bird doesn't view The Intelligent Use of Water as just a slogan — we see it as a philosophy that touches every aspect



of our business. Bringing you this “Water Wise” series in collaboration with *Golfdom* is just one example of how Rain Bird partners with like-minded organizations to spotlight the need for responsible water use.

Rain Bird also educates diverse audiences about smart water use through white papers and global summits as well as elementary school programs that help teachers and students learn more about water's economic and ecological roles.

However, it's Rain Bird's deep-rooted commitment to innovative products and technologies that lies at the heart of The Intelligent Use of Water philosophy. We're dedicated to providing state-of-the-art systems and components that offer each golf course and landscape a fully integrated and customized irrigation solution.

For example, field and lab testing has shown that our EAGLE rotors can

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help golf courses use up to 23 percent less water than its nearest competitor through superior distribution uniformity. That's the commitment to innovation and performance that Rain Bird strives to offer with every product, every day and for every situation.

The bottom line? Water is our world's most precious resource, and we all need to use it wisely. However, no single individual, company or agency can do it alone. As you spend time reading the “Water Wise” series, consider how The Intelligent Use of Water applies to your life — at home, at work and within your community.

Michael Roberts is director of golf irrigation for Rain Bird. For more information on Rain Bird's products or The Intelligent Use of Water campaign, contact www.rainbird.com.

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