



Beauty, Upkeep, Status Push Turf Irrigation

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UNDERGROUND sprinkler systems are becoming more popular with commercial and industrial firms whose buildings are surrounded by large turf areas. Pride seems to be the foremost factor contributing to the trend.

This desire for appearance perfection is becoming a must in the industrial parks that are springing up throughout the country. Wide acceptance and usage of underground sprinkler systems for commercial grounds is yet to come. Therefore, phenomenal growth is ahead, with these factors bringing on the expansion:

—labor savings for turf maintenance;

—a genuine desire for a more beautiful plant site;

—recognition that well-groomed and landscaped grounds project the image of an affluent company; and

—the emergence of beautification as a popular status symbol.

Commercial site irrigation will experience the same type of success as has been achieved by color television. One commercial firm installing a system will inevitably motivate others to do the same. The trend can then snowball.

A large number of commercial installations have come as the result of the beautifying effects of systems for private homes of busi-

ness and professional people.

Proper installation is an excellent entree for subsequent jobs.

It is important for the installer to visit the job site in order to design the sprinkler system effectively around the present or proposed landscaping.

Catalog specifications for sprinkler heads should be followed closely. For example: Turf Irrigation sprinkler heads are equally spaced 24 feet apart; and rotary heads are equally spaced 36 feet apart to allow for proper water overlay.

Installation is quite simple. Introduction of trenching machines and sod cutters has practically eliminated menial labor.

Complete automatic electric systems are set for proper watering in the spring and aren't touch again until fall.

After a system is shut down, it is imperative to blow out the lines to prevent ice damage to valves, lines and heads during winter.

To insure that a system is maintained properly, it is important to discuss the system in detail with the man charged with its maintenance. He should know, for example, how and why the electric valves and controller operate. This effort will eliminate a large percentage of call backs.

Turf Irrigation Corporation has arranged a school and field trip program to orient purchasers of its products.

Selling cost for installing a commercial job, in round numbers, is about \$2,000 per acre for rotary pop-up heads and \$3,000 per acre for automatic pop-up heads. This is based on one- to ten-acre plots. The estimate includes the electric valves, electric controller, poly pipe, pipe fittings, etc., predicated from existing water service.

Evidence of this expanding industry of commercial turf irrigation has come through our experience with several relatively new sprinkler installers. With a year's concerted effort, they have seen business increase within a short period to a full-time endeavor.

Turf Irrigation Corporation's growth also reflects the trend. Consolidated sales of all our divisions for 1968 showed a 60% growth over the previous year. Backlog orders going into 1969 were about 200% greater over a year ago, attributable in part to 35 new items added to our product line in 1969.