

WORD FROM OUR PARTNER

Rain Bird: Encouraging The Intelligent Use of Water™

EVERY DAY, WE MAKE CHOICES — choices that directly affect our families, our communities and our environment. But will our choices leave behind a better world for future generations than the one we inherited?

Rain Bird understands the vital role water plays in a healthy, sustainable environment. We take the challenge of using water responsibly very seriously. That's why our overarching philosophy, The Intelligent Use of Water™, guides everything we do.

We've built a reputation on delivering irrigation systems that combine performance with efficiency. Every day, Rain Bird leverages state-of-the-art technologies to innovate and develop products that apply water in the most effective and efficient manner possible. From pressure-regulating spray heads and water-efficient nozzles, to cutting-edge controllers and state-of-the-art drip irrigation systems, Rain Bird's products use less water to maintain beautiful landscapes and golf courses.

Our commitment to The Intelligent Use of Water extends beyond our products to initiatives aimed at educating the industry and the community on the need for and best practices of outdoor water efficiency.

Through the annual Intelligent Use of Water Summit, Rain Bird brings together some of the world's leading experts on water, irrigation and conservation to openly



discuss and debate water-related issues. From our well-documented white papers to the curricula we've developed with leading educators, Rain Bird constantly seeks out new ways to build a better understanding of water's economic and environmental roles.

We also believe that building partnerships with likeminded individuals and organizations is a powerful way to inspire change. Rain Bird partners with organizations like the GCSAA's Environmental Institute for Golf and the American Public Gardens Association to promote responsible water management.

Rain Bird is dedicated to environmental stewardship, and this commitment is woven into the very fabric of our organization. In the future, we will continue to develop both products and initiatives that have the potential to inspire responsible, informed choices about the way we all use water each and every day.

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