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## FOR IMMEDIATE RELEASE

### Ten “Smart” Ways to Save Water in Your Landscape

**June 27, 2007, Phoenix, AZ**—The summer months are here and landscapes across the country are consuming about three times more water due to hot and dry weather conditions—and more water means a higher water bill. With lawns accounting for up to 50 percent of an average household’s water use, it is essential to adopt water wise products and practices into your landscape that will save you water, and money.

With Smart Irrigation Month approaching in July, consider these “smart” tips when looking to conserve water in your landscape:

#### **1. Have a professional conduct an audit of your irrigation system**

It’s easy for an irrigation system to waste water—common culprits include leaky pipes, broken valves or sprinklers, or a malfunctioning irrigation controller. By contacting a licensed professional to audit your irrigation system, your problems will be pinpointed, and recommendations to fix these water-wasting inefficiencies will be provided.

Some local water purveyors even offer free irrigation system audits. If this locally-funded service is not available in your area, click here to browse through the Irrigation Association’s online list of IA Certified Landscape Irrigation Auditors.

#### **2. Use a “smart” irrigation controller**

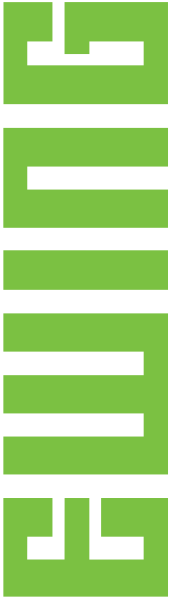
With the ability to monitor site conditions such as humidity, rain, temperature, slope, soil and plant type, a “smart” controller collects a landscape’s evapotranspiration (ET), which is a measure of soil-moisture loss and plants’ water consumption, and communicates this information to the irrigation system so it only turns on when the landscape needs water.

There are two types of “smart” controllers: Climate-based, and soil-moisture-based controllers. Climate-based controllers receive weather information from an offsite or onsite weather station that signals to the controller when to water; soil-moisture-based controllers gather information from soil-moisture sensors embedded in the ground, and relay to the controller when moisture levels are low, instructing the controller to irrigate. Soil-moisture sensors can be used hand-in-hand with a weather station for a more complete ET reading.

#### **3. Install rotating sprinkler nozzles**

Across the country, rotating sprinkler nozzles are replacing conventional spray heads because of their ability to save water. With the capability to save approximately 30 percent more water over conventional spray heads, these nozzles can be retrofitted to any pop-up spray head body, making it easy to upgrade your irrigation system.

While rotating, these nozzles shoot out several spidery streams of water, and apply water at one-third the rate of spray heads, allowing the soil to more efficiently absorb the emitted water. Aside from saving water, these nozzles elicit virtually no runoff, mitigating liability and preventing fertilizers and pesticides from contaminating rivers, lakes, and other bodies of water.



#### **4. Adjust sprinkler heads**

Whether installed along a sidewalk or a street, you must maintain the adjustments on your sprinklers so that water stays off the pavement—and on your lawn. Most sprinkler nozzles have arc and radius adjustment devices—the arc controls the degree of the fan size, and the radius controls how far the fan projects—which enable sprinklers to specifically target landscaped areas, avoid overspray, and reduce wasteful runoff. “

#### **5. Use low-volume drip irrigation around trees and plants**

With water resources stretched to their limit, the use of low-volume drip irrigation is on the rise. Simply stated, drip irrigation is the slow and steady application of water precisely to the root zone of each individual plant. The benefits of drip irrigation extend well beyond the conservation of water, and include improved plant health, erosion control, reduced weed growth, and wind-proof watering to create deeper and more efficient root systems. Low-volume drip irrigation also reduces liability from runoff, and offers protection to hardscapes and buildings.

#### **6. Water in the early mornings**

To reduce evaporation, it's best to water before the sun is up, when winds are calm and temperatures are cool. Program your irrigation controller to turn on in the early morning and you'll lose less water to evaporation than if you watered in the middle of the day.

#### **7. Don't over-water**

“While most people are aware of the effects of under-watering their landscape, too few are aware of the risk of over-watering,” said Warren Gorowitz, Ewing Irrigation's National Water Management Products Sales Manager. It's a practice that is more damaging because it prevents air and nutrients from reaching plant roots. Over-watering also creates an ideal environment for disease, fungus, and weeds to thrive.

#### **8. Connect a rain sensor to your irrigation system**

To prevent the watering-in-the-rain scenario, connect a rain sensor to your irrigation system, and when rain starts to fall, your irrigation system will shut off automatically. Rain sensors are an easy add-on to an existing system, and relatively inexpensive.

#### **9. Ask an irrigation professional**

If you have questions about how to adjust your sprinklers or program your irrigation controller, call your local irrigation professional or distributor. Be sure to ask if they are a Certified Irrigation Contractor or licensed through their home state. Just one flaw in your irrigation system can lead to thousands of gallons of water wasted.

“It is our responsibility as irrigation professionals to educate clients about proper irrigation system maintenance, as well as products available that save time, water and money,” said Douglas York, President of Ewing Irrigation. Irrigation systems can be intimidating to work with, but with the help of your local irrigation professional, all your how-to questions can be answered.

#### **10. Tell your neighbors**

Spread the message! The more people who know about the various ways to conserve water in their landscape, the more water we will have for our future generations. When your neighbor is watering their sidewalk, let them know how to fix the problem, and why it is important to do so.

In support of Smart Irrigation Month, Ewing Irrigation is offering free blue, silicone wristbands featuring the message, “Be True to Blue – Use Water Wisely”. While supplies last, request a wristband by logging on to [www.ewing1.com](http://www.ewing1.com), and clicking on ‘Smart Irrigation Month Wristbands’.

Established in 1922, Ewing is proud to serve as a leading source for water management and conservation solutions. With more than 170 convenient locations from coast to coast, Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries.