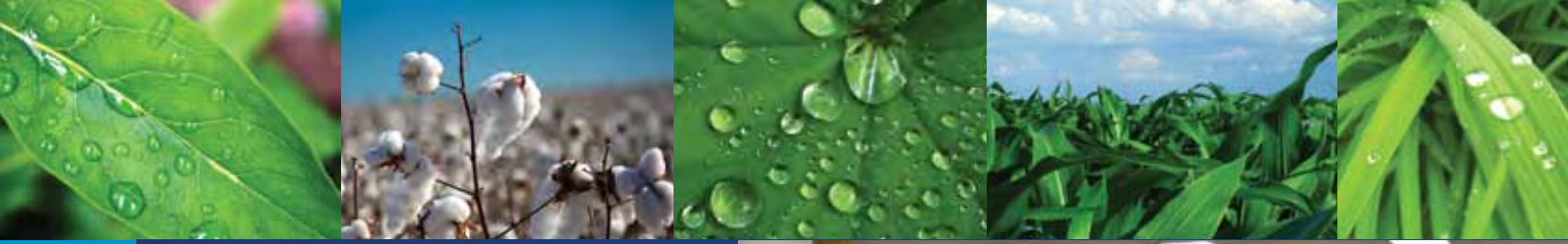


fresh

4th qtr.
Low Pressure - High Performance™
2010



Introducing...

UP3

Senninger brings you our UP3 (Universal Pivot Products Platform). The new features of this design have been applied to the proven technologies of the i-Wob, Xi-Wob, LDN, and soon the Super Spray. This new nozzle concept will provide the mechanized irrigation market with tremendous benefits in applications of water and system operation.



Senninger hosts UP3 product release party for employees. Without each of them this would not be possible.



Available
January
2011



H&H Sod - Satisfied i-Wob Customer

The H&H Sod Company's reputation relies on the quality of their sod crop. Dave Dymond, General Manager, relies on the Senninger i-Wob to help him maintain that crop. "The reason we use the Senninger i-Wob is because it puts out a large water droplet that goes straight down to the ground. Our dry period in Florida is always a windy time, so we want water to get on the ground. It doesn't do us any good to put it up in the air and have it blow away. Because the water gets to the ground quicker through irrigation, it is recommended by the water management district and the USDA as good efficient irrigation. We don't have to run it as long. It's vital to have irrigation to get our crops to maturity so we can harvest on time. Without irrigation, we just can't do that."



Welcome Steve Colquit

Senninger welcomes Steve Colquit as the new R&D Manager. Steve has 25 years of experience in engineering and manufacturing. He received a Bachelor's Degree in Design Engineering Technology and a Master's Degree in Engineering Management from the University of Central Florida. Steve has spent the last 9 years in various engineering and project management roles.

New Christmas Ornament

Since 1984, Senninger has designed and molded Christmas ornaments. This will be our 27th and you will surely want to add it to your collection. If you remember the ornament we sent out in 1983, email dilkenhons@senninger.biz. One winner will be selected from the responses to receive a special prize.



Teaming Up Internationally

Senninger and Plastigama participated in the 4th Agro Fair in Ecuador and they won an award for the best booth display in the show.

Internet Options

The Senninger **website** was renovated in 2009 to include features like product videos, an online Energy Calculator, trade show calendar, and downloadable literature. The site is now easier to navigate so visitors can find exactly what they're looking for in a few simple clicks. Since its launch, the website has had over 57,000 visitors that have viewed 300,000 pages. Senninger's **blog** is also accessible from the website. It talks about irrigation and agriculture as well as news stories that may interest readers. Since the first post in April, we've had over 1,000 readers of our now 22 posts.

Senninger's **YouTube** channel has proven to be a true asset to our salesmen and customers alike. The 17 videos demonstrate our products working in the field, show how our products function, and share success stories from satisfied customers. Since January we've had 800 viewers that have watched our videos 2,300 times. Whenever we upload a new video to YouTube or post a new blog article, we use **Twitter** and **Facebook** so people hear about it. We also utilize Twitter to tell about upcoming events and new happenings in the company.

So if you haven't already done so, visit our website to see some recent changes, including information about the new UP3. You can also tune in to our YouTube channel, browse our blog, like us on our Facebook page, or tweet back to us.

New i-Wob Deflector

Senninger introduces a new deflector for the i-Wob. The new SA6 (gray) produces a smaller droplet that is ideal for tighter soils. Available December

Integrated Base And Bracket

Each UP3 applicator can be installed directly into a pressure regulator or onto a standard 3/4" NPT female connection with no special threads or fittings required.

This reduces inventory and saves installation time and money.



Senninger Hosts UP3 Product Release Party for Employees

(Continued from cover)

To kick-off the October 18th release of the new UP3 sprinklers, we hosted a Product Release Party for the employees at our corporate headquarters in Clermont, Florida. Personnel from all departments gathered together donning matching UP3 t-shirts. Multi-colored decorations emphasized that Senninger introduced color-coded nozzle sizing to the irrigation industry in 1969. This new UP3 product line revolutionizes nozzle technology once again.

A hands-on contest demonstrated the pinch-pull-place-click convenience of the easy-change UP3 nozzle. Removal and installation of the new nozzle was much faster than the previous nozzle design. Marketing presented an overview of the UP3 products and how they will benefit our customers and growers. Employees got to see how their individual jobs impact the big picture. After the presentation, everyone shared a catered Italian buffet with second and third shift employees partaking during their meal breaks. Special guests from the molding company joined the celebration because without them the molds would not provide the quality parts that will help guarantee the success of this new line.



New Up3 Promotional Materials!

- UP3 Mailers (can be customized)*
- UP3 Counter Top Mat helps identify various UP3 components (MS671)*
- UP3 Poster - 2ft x 3ft (MS670)*
- UP3 T-shirts - available in various sizes (MS150)*
- UP3 Brochure (MS-1030)*
- Lowering Application Intensity Brochure UP3 (MS-1036)*
- i-Wob UP3 Single Sheet Literature (MS-1021)*
- Xi-Wob UP3 Single Sheet Literature (MS-1022)*
- LDN UP3 Single Sheet Literature (MS-1023)*
- Super Spray UP3 Single Sheet Literature (MS-1028)*
- i-Wob UP3 Installation Sheet (MS-1025)*
- Xi-Wob UP3 Installation Sheet (MS-1026)*
- LDN UP3 Installation Sheet (MS-1027)*
- Super Spray UP3 Installation Sheet (MS-1035)*
- UP3 Nozzle Installation Sheet - English/Spanish (MS-1029)*
- Innovations Poster (MS672)*
- Flo-Wise Meter Catalog (MS910)*
- New Price List (MS804)*
- Lowering Application Intensity Brochure UP3 (MS-1036)*



Easy-Clean/ Easy-Change Nozzle Design

Just pinch and pull to remove the nozzle; place and click to re-install. Cleaning and changing nozzles is so simple - no need to disassemble or remove the sprinkler. The UP3 nozzle sizes are easily identifiable with color-coding and embossing on the ears, including half sizes (orifice diameters in 1/28th inch increments). This same nozzle is universal to all four UP3 sprinklers.

Senninger® Irrigation Inc.

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Clermont, FL 34711 USA

FIRST CLASS
U.S. POSTAGE
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ORLANDO, FL

FIRST CLASS
MAIL

trade shows



New 2011 Calendar!

The new Senninger calendar is coming. If you don't receive yours by Dec 1, contact us right away and we will send one your way.

Come See Us!

November 29
Myrtle Beach, SC
Southeast Vegetable & Fruit Expo

November 30
Visalia, CA
California Alfalfa & Forage Symposium

November 30
Amarillo, TX
Amarillo Farm & Ranch Show

December 5
Phoenix, AZ
Irrigation Association (Irrigation Show)

December 7
Grand Rapids, MI
Great Lakes Fruit, Vegetable &
Farm Market Expo

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