

fresh

2nd qtr.
Low Pressure - High Performance™
2011

UP3 saves time

UP3 Easy Change Nozzle Really Makes Renozzling Easy

Renozzling to replace worn nozzles and to help assure crop needs will be met throughout the growing season is important. Irrigators are telling us the new UP3 nozzle makes a huge difference. The easy snap-in nozzle means there is no need to disassemble or remove the sprinkler to clean or change the nozzle. Just pinch and pull, place and click. One farmer in Texas when he picked up his new UP3 LDN set exclaimed, "That is the best thing since pop-a-top beer!" There is a video showing how quickly this can be done at http://www.youtube.com/watch?v=Fe73kUcUM2I&feature=player_profilepage



Win A Free iPad2 In The Senninger Video Contest!

Can you outrun a Wobbler? We don't think it's possible, but we want to be sure. We're asking you to make a video of you or someone you know trying to outrun a Wobbler (or any wobbling product: Xcel-Wobbler; mini-Wobbler; i-Wob; Xi-Wob) at startup without getting wet. To participate, record someone standing next to a Wobbling device that is not running. Then turn on the water to show if they can get away from it without getting wet. Upload your video to YouTube. Then tweet us a link @SenningerIrrig referencing #outrunawobbler to let us know it's there. We will promote the contest on our Facebook and Twitter pages as well. Feel free to pass the word along to everyone you know. On July 29, we will review all submissions and select the winner. All customers, dealers, Senninger employees, literally everyone is eligible to enter this contest. So what are you waiting for? Start running! And don't be afraid to get creative.



Francois Davel To Speak About Wheel Tracks At New Ag Int'l Greece

Francois addresses wheel tracks at the New Ag International Conference in Greece in June. One aspect of wheel tracks problems involves the application of water. Often the recommendation is to employ boom backs to wet the track behind the pivot. Another recommendation is to use part circle sprinklers to try to keep the wheel tracks dry. However, the flow plays a significant roll. Too much,



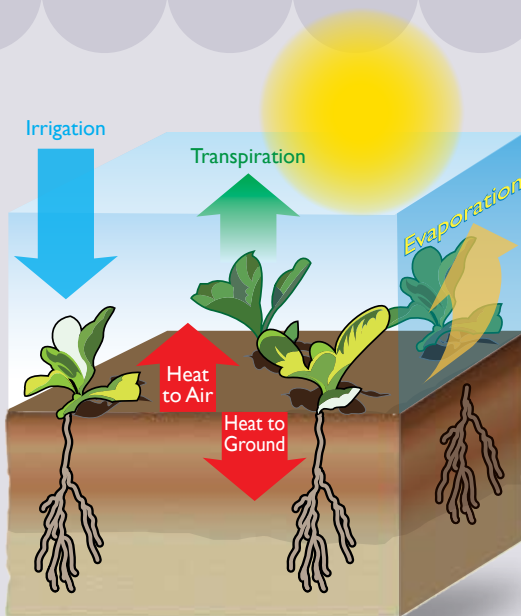
and the chance of run-off and rutting is actually increased. Reducing the flow to lower the application rate reduces the wetted area. This then creates a dry strip along the wheel

tracks of lower yields. It is possible to match the application rate of the sprinkler and the soil's infiltration rate. This way there will be minimal run-off



and minimal extra water running into the wheel tracks. This concept does not try to keep the wheel track dry but rather allows for a wet wheel track, but with no or little run-off. This allows

for optimal crop production even near the tracks. There is a wheel track article on our blog ... <http://www.senninger.com/blog/2010/10/booms-wheel-tracks-and-infiltration-rate/>



Irrigation For Crop and Soil Cooling

Irrigation can be used in hot weather to cool crops and soil which can lead to better yields. Small amounts of water applied throughout several short cycle irrigation events can lower crop temperature and raise the humidity of the air as the water evaporates. Irrigation-cooling is most effective if the application is uniform. Senninger Xcel-Wobblers and mini-Wobblers are ideal for this because they have up to 95% distribution uniformity. Irrigation-cooling does not replace an irrigation event. Adequate soil moisture must be maintained to achieve full benefits of cooling. Read the complete article on our blog ... <http://www.senninger.com/blog/2010/08/irrigation-for-crop-and-soil-cooling/>

How Does a Pressure Regulator Work?

A pressure regulator limits excess inlet water pressure to a constant outlet pressure. You need constant outlet pressure to ensure your sprinkler (or emitter) performs well. Here is a look inside one of our regulators:

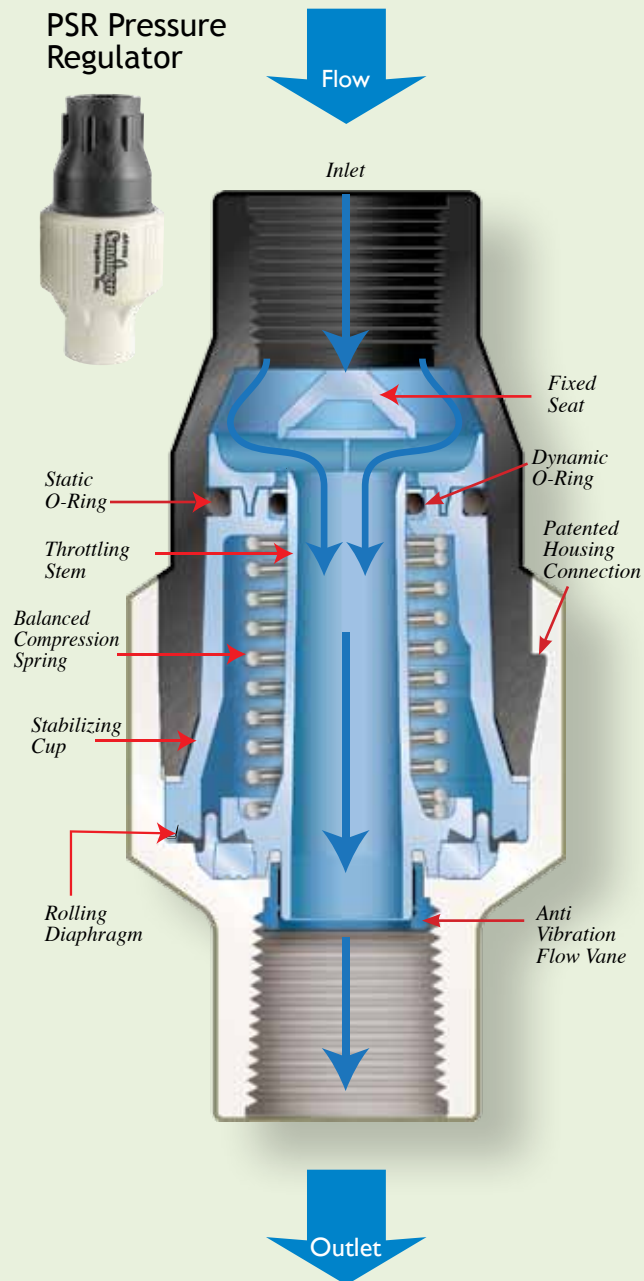
Water travels through the inlet end of the regulator and around a fixed seat into the critical flow area. The water then enters into a hollow cylinder called a throttling stem (or T-stem) which is attached to a larger diaphragm. A spring around the throttling stem tends to hold the flow area open, while water pressure on the total diaphragm area tries to close it. This duel always ends in a draw with the outlet (or regulated) pressure being determined by the spring's compressive strength. What does this mean to you?

Your sprinklers and emitters can only pass along what they receive. Give them a consistently optimum operating pressure and they'll return the favor. Most sprinklers perform best at a specific pressure level, often lower than your in-line pressure. But in-line pressure should be at least 5 psi (0.34 bar) higher than your regulator's designed outlet pressure.

A regulator's design and the materials used to manufacture it greatly impact its accuracy. Be sure to choose the regulator model that best fits the flow and pressure required for your application.

Senninger introduced the first quality in-line pressure regulator to the irrigation industry in 1966. Our regulators are 100% water-tested for accuracy and have a two-year warranty on materials, workmanship, and performance. For more information about pressure regulators, contact Senninger Irrigation at info@senninger.com or visit www.senninger.com

PSR Pressure Regulator



Saving Energy

In addition to creating energy saving sprinklers, Senninger is saving energy in their factory. They recently changed out 120 light fixtures in the production area of the Florida headquarters. Each light used 460 watts each. The new low energy fixtures use just 204 watts each. If you estimate two 8-hour shifts each, this change will save about 147,456 kilowatts per year. At approximately \$0.13 per kilowatt, that's a \$19,170 annual savings. The dilemma now is what to do with the older light fixtures.

Did You Know ...?

- Senninger celebrated its 48 year anniversary in March 2011.
- Senninger employees represent more than 27 countries from around the world.





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Come See Us!

June 9
Elko Mining Expo
Elko, NV

June 16
ASABE FL
Naples, FL

June 16
SE Greenhouse
Greenville SC

August 2
PA Allied Nursery Trade
Show (PANTS)
Oaks, PA

August 9
Empire Farm Days
Seneca Falls, NY

August 19
Texas Nursery and Landscape
Expo
Dallas, TX

August 25
Far West Show
Portland, OR

September 7
Maryland Plants & Supplies
Grower Appreciation Day &
Buyer Expo
Baltimore, MD

September 13
Husker Harvest Days
Grand Island, NE

September 22
Oklahoma Nursery and
Landscape Association
Oklahoma City, OK

September 29
FL Nurseryman Allied Trade
Show (FNATS)
Orlando, FL

November 6
Irrigation Association
(Irrigation Show)
San Diego, CA

November 28
SE Vegetable &
Fruit Grower Expo
Myrtle Beach, SC

November 29
Amarillo Farm and
Ranch Show
Amarillo, TX

November 30
California Alfalfa &
Forage Symposium
Visalia, CA

December 6
Great Lakes Fruit, Vegetable
& Farm Market Expo
Grand Rapids, MI

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