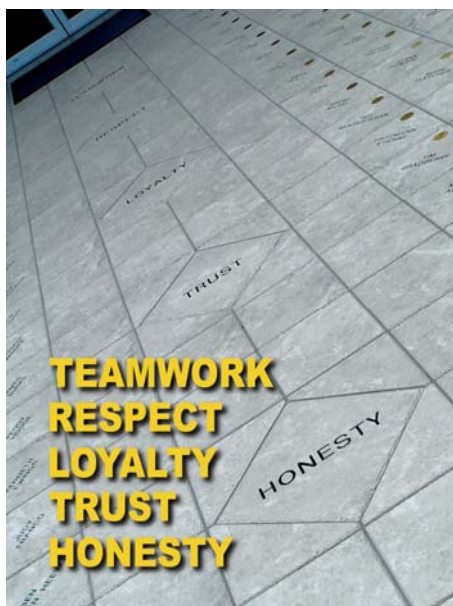




Guided by Core Values: Senninger Irrigation

Founded in 1963, Senninger Irrigation manufactures sprinklers, spray nozzles and pressure regulators which are used for irrigation in 49 countries worldwide. Their products are used in agriculture, nurseries, land application of effluent solutions, and leaching of copper and gold mining solutions. Perhaps the real story isn't their products as much as their foundation. Senninger, unlike many other companies today, is truly committed to a group of core values, relying on them as their plumb-line for making decisions regarding people and business.



Following a year-long strategic planning process, the company is renewing their commitment to those core values that have really been there all along. You can see these core values — honesty, trust, loyalty, respect, teamwork — literally etched in stone as you approach the entrance to their 94,000 sq. ft. corporate headquarters in Clermont Florida. The names of every employee that has partnered with them along the way flank these values and include brass insets with their years of service. Even the lobby portrays these values.

The Senninger entrance displays their core values etched in stone flanked by the names of employees and their years of service.

HONESTY ... *“We are committed to truthfulness and believe that honesty is our best policy. With absolute integrity, we strive for the trust and confidence that builds exceptional relationships.”*

Senninger understands that a company is only as good as their products. This is evidenced in the quality and workmanship of each product. Each and every pressure regulator is water tested before it goes out the door, and they go so far as to extend their warranty to “performance” as well as materials and workmanship.

TRUST ... *“Relationships of trust depend on our willingness to look not only to our own interests, but also to the interests of others.”*

Recognizing that their success is truly in helping others succeed, Senninger continues to provide more effective and efficient means of water application. Over the years, they’ve led the irrigation industry with relevant innovations designed to meet specific needs. These revolutionary products and concepts have changed irrigation.

- First high-quality in-line pressure regulator
- Color-coded nozzle identification system
- First drag hose for spray nozzles
- Integral lower weight concept
- Double gooseneck
- Computer design software



Senninger products are used in agriculture, nurseries, land application of effluent solutions, and leaching of copper and gold mining solutions

LOYALTY ... *“You don’t earn loyalty in a day. You earn loyalty day-by-day.”*

Senninger is known for their extraordinary customer service. Their products are sold through 2,000 dealers worldwide. Many are long-time customers who can attest to their reputation and willingness to go above and beyond to get the job done.

RESPECT ... *“We are committed to treating everyone with courtesy and respect, cultivating relationships by sowing seeds of goodwill and understanding. With attention and care, we create an environment where everyone can flourish and grow.”*

Almost half of their 200 employees have been with Senninger for more than ten years, 24 of those for more than 20 years. Representing more than 23 nationalities, the strength of this diversity of cultural backgrounds and experience has truly contributed to their success. They show all their employees the same respect and courtesy, no matter what the job description or rank. This makes for a positive work atmosphere.

TEAMWORK ... “We are committed to working together, each part a sum of the whole, all contributing to the final outcome and that outcome is success.”



Senninger runs three shifts 24-hours a day. View overlooking the production area.

In order to meet the growing demands for their products, Senninger continues to seek out talented people to join their team. They run three shifts, 24-hours a day. It takes every employee

to make the company run as smoothly as possible, and Senninger recognizes each individual’s importance to the team. Senninger Irrigation also has warehouses in Texas and Nebraska and subsidiaries in Brazil and South Africa.

If you are interested in joining a team like this or would like more information about Senninger Irrigation, call 407-877-5655.

The Senninger corporate headquarters is located in Clermont, Florida.

