

THE RIG REPORT



YOUR IDEAS ARE WHERE WE START™

VOLUME 1 | NO. 1

SPRING 2015

FAIRWAY GREEN SHOWS HOW CONVENIENCE HAS NOTHING TO DO WITH LOCATION



SAM LANG, CEO
FAIRWAY GREEN - RALEIGH, NC

SAM LANG SPRAYED HIS FIRST LAWN BACK IN 1984 USING A GRAHAM HOSE. HE WAS WORKING FOR A LARGE, NATIONAL COMPANY THEN AND ALL THE RIGS AND EQUIPMENT THEY USED CAME FROM GRAHAM.

A couple of years into the lawn spraying business, Sam decided it was time to strike out on his own. So, he left behind the good state of Georgia – but not the Graham equipment. His Graham spray rigs came with him to his new home state of North Carolina.

He still had the Graham rigs, but because he was now quite a distance from the Graham location, he naturally turned to a company much closer to home for service – and even added more rigs for his growing business.

But Sam soon noticed they were having issues with the new rigs.

“The guys at Graham have customer service instilled in them.”

They weren't designed as well as his Graham rigs. Components were failing and they needed too many repairs. “They weren't using Bean components,” Sam said.

Despite being hundreds of miles away, Sam decided the quality and dependability of Graham's equipment and service made a long-distance relationship well worth it: “The guys at Graham have customer service instilled in them. We order parts, and they're here the next day. They are going to bend over backward to provide you good service.”

It has been more than 30 years since Sam became a Graham customer and they've been doing business together ever since. And you know what? So have Sam and his original Graham spray rig – it's still going strong after 30 years in the field.



STILL GOING STRONG

Sam's original Graham rig, purchased in 1984

FIND US ONLINE:

-  @Graham_SE_
-  Graham Spray Equipment
-  Graham Spray Equipment
-  GrahamSE.com

GRAHAM SPOTLIGHT:

GSE ENCLOSED UNIT PROMOTES YOUR BUSINESS

If you've stopped by our main location in Douglasville within the past few months or caught us at recent trade shows, no doubt you've seen our new pride and joy. Last fall we added the all-new Enclosed Unit to our line-up of Graham spray rigs. We don't want to sound too boastful, but customers tell us it's a real eye-catcher.

We love getting that reaction because that's the point: The Enclosed Unit is like a traveling billboard that increases your visibility and advertises your business to everyone as you go along your route. The side and rear panels offer ample space for displaying your company name, logo and contact information – big and bold. You can bet everyone will notice you on the road or at a customer's property – and remember you when they need the service you provide.

Think of it as a rig that works as hard for you on the outside as it does on the inside.

In addition to being a vehicle for promoting your business, you can count on our Enclosed Unit to be built like all our rigs: to your specifications and with the same highest quality components and careful workmanship that always go into every one we make.

Here's just some of what the Graham Enclosed Unit offers:

- Two doors on both sides of the enclosure for easy access to all your equipment inside



- One rear access door
- A Tuflex 600-gallon fiberglass tank, with additional options
- Your choice of a Hypro or John Bean pump
- Valuable real estate for custom branding on all three sides
- And, of course Graham's dedication to delivering excellent customer service

There's actually one more feature that Graham customers have told us they really like: It just looks good. You can consider that an extra, added bonus.



The GSE Enclosed Unit, the spray rig that works as hard for you on the outside as it does on the inside.

Learn more about the Enclosed Unit at our website, GrahamSE.com. Or feel free to call us with questions about our new addition – or any of our rigs and equipment – at (800) 543-2810. We're always happy to give you the information and service you need to help make your business a success.

Don't Forget! We're Here to Help.

When you bought your Graham rig, you got more than rugged, reliable equipment. You also got life-time support and convenient service. Did you find a worn hose or belt when you were going through our spring-maintenance checklist (see next page)? Do you need a repair kit for your



pump? Chances are you'll find whatever you need right at GrahamSE.com. Our online parts catalog makes finding all the most-requested replacement parts quick and easy.

If you don't see the part you need, give us a call at (800) 543-2810. You can also email a description and picture of what you need to info@grahamse.com.

We'll do our best to ship your order the same day. And if you need help installing it, call us – in most cases, we'll be able to talk you through the installation or repair right over the phone.

We want to see you out in the field and on your way to a successful season – this year and for many years to come.



The 2015 Spring Equinox is Friday, March 20.

GRAHAM PHOTO ALBUM



Superior Lawn Services

KENNETH CRISP JR.

“ I’ve been a satisfied Graham customer for over 20 years. I have built a business for myself with their equipment and a warm, inviting, long-lasting relationship with the staff. Mr. Charlie, Mrs. Linda, and Wayne are like family to me... I cherish their friendship, character, and integrity. My company has 13 Graham rigs now – some over 20 years old – and like our relationship, they are reliable, trustworthy and keep going strong every day.”



Wynn's Intensive Lawn Care, Inc.

BARRY WYNN

“ I have been a customer since the beginning, in 1980, and would definitely recommend Graham. We bought our truck back in 1997, and it's still in great shape today. Graham has great products that they stand behind.”

SPRING INTO ACTION AND GET YOUR RIG READY TO WORK

If you've been working with Graham Spray Equipment for any length of time, you know we're about much more than just selling you spray rigs and equipment. We do everything we can to help make your business a success. And with the start of your busiest time of year right around the corner, that includes offering up a friendly reminder to take steps now to get your rig in fine working order before business ramps up full gear. A little common-sense care and maintenance can go a long way in keeping your Graham unit running smooth throughout your money-making months.

HERE'S A CHECKLIST OF TIPS AND MAINTENANCE REMINDERS TO HELP KEEP YOU AND YOUR SPRAY RIG OUT IN THE FIELD:

REVERSE WINTERIZING:

If you live in an area with a long winter and you've winterized your rig, be sure to reverse that same process for the working season. For example, remember to replace any strainer caps, screens or plugs you removed.

CHECK YOUR BELTS:

Just like with the hoses, you'll want to look belts over for signs of wear, including cracks and dry rot. You'll also want to check to see that you have the correct tension on the idlers. If you find that a belt needs to be tightened, make sure you leave a half-inch of spring in them.

INSPECT YOUR HOSES:

Look them over for cracks, leaks and any signs of dry rot.

TEST YOUR PUMP:

A bucket check will tell you if your pump is working properly. Pull the trigger on the gun and release the material into a bucket. Time how long it takes to release 1 gallon, and multiply that time by 3. If you want, you can release 3 gallons and skip the multiplication. Use this handy rule of thumb to approximate your rate: 3 gallons per minute is a good approximation of spraying 3 gallons per 1,000 square feet.

CLEAN THE SCREEN:

A clogged screen will stress your pump and throw off flow rate. It's a good idea to make cleaning the screen a part of your daily maintenance routine.

CHECK YOUR REPAIR KITS:

Make sure you have kits on hand and do a quick inventory to make sure they're well stocked with the parts you'll need.

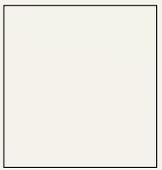
TEST YOUR HOSE REEL:

Press the master button to make sure the hose winds up without a problem. This is another simple check we recommend working into your daily routine, before you even start out on your route.

WASH YOUR RIG:

Wash your rig at least weekly (more frequently is even better) to remove any spray chemical residue. This goes a long way in preventing corrosion and increasing its longevity. It also keeps it looking good for your current – and future – customers.

Again, this is just a friendly reminder – or a little nudge if you need one – to do the things you know are important but are so easy to put off until tomorrow. Keep in mind that performing regular maintenance, or bringing your rig in to have it done, can spare you costly repairs down the road. As they say, an ounce of prevention is worth a pound of cure.



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GET TO KNOW GRAHAM

Charlie Holloway, *Sales Manager*

TIME WITH GRAHAM: 35 Years

WHAT'S YOUR FAVORITE PART OF YOUR JOB?

The people. I love working with the folks at Graham and getting to know our customers.

WHAT'S SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOU?

I'm president of the Georgia Cowboy Poets Gathering and co-founder of the Douglas County Cowboy Poets.



WHAT'S THE BEST COMPLIMENT YOU'VE EVER GOTTEN?

"You're a good daddy." [Charlie has two sons, along with eight grandkids.]

ANY FAVORITE HOBBIES?

Saltwater fishing, hunting and chuck wagon cooking.

HAVE YOU EVER SERVED IN THE MILITARY?

U.S. Naval Air Reserve, from September 1964 to September 1970.



WHAT'S A FAVORITE TRIP YOU'VE TAKEN OR PLACE YOU'VE VISITED?

Yellowstone National Park. It's remarkable to see the geysers and water shooting high up in the air.

IF YOU HAD \$10 IN YOUR POCKET, WHAT WOULD YOU BUY?

A case of Moon Pies to share! [That won't get you a case of them, but it can sure buy you two boxes.]



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If you have any questions concerning your Graham Spray unit or parts, contact us Monday – Friday from 8:00 a.m. – 5:00 p.m. ET. If you call after hours, please leave a message and your call will be returned the next business day.

Helpful Numbers & Contact Info:

Main: (770) 942-1617

Toll free: (800) 543-2810

E-mail: info@GrahamSE.com

Website: GrahamSE.com