

THE RIG REPORT



YOUR IDEAS ARE WHERE WE START

VOLUME 3 | NO. 11

FALL 2017

THREE BIG REASONS PERFECT TURF ADDED LAWN CARE TO ITS LANDSCAPING BUSINESS



- ✓ **Bang for the buck.**
One Graham spray rig and one tech make Perfect Turf as much money as a landscape maintenance truck with three techs.
- ✓ **Steady income.**
Repeat visits round out one-and-done landscape jobs with steady work and income.
- ✓ **Reliable accounts.**
95% of Perfect Turf's lawn care customers return year after year.

Like a lot of landscaping companies, Perfect Turf was outsourcing its lawn, tree, and shrub care. When the landscaper wanted to start handling lawn care in-house, owner Chad Smallwood began researching equipment. He heard about Graham Spray Equipment from *one of our competitors* and decided to investigate. After seeing what we had to offer, he knew he'd go with us.

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— CHAD SMALLWOOD
Owner, Perfect Turf Landscaping

On top of all that, Chad says, "You get more spray rig for the money."

Today, with custom Graham spray rigs, Perfect Turf Landscaping is capturing a revenue stream that once flowed to someone else. And we are happy we could help make that happen, because at Graham nothing makes our day like helping our customers' businesses succeed.



JOIN GRAHAM AT THE EDGE EXPO DECEMBER 7

Several key Graham employees are offering a one-hour class at the next EDGE Expo Educational Conference on December 7, 2017, at The Infinite Energy Arena in Duluth, GA. Topics of discussion will include seasonal maintenance, pump calibration, and more.

FIND US ONLINE:

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

MAINTENANCE TIPS:

GETTING YOUR RIG READY FOR WINTER

STEP-BY-STEP VIDEO FOR WINTERIZING YOUR SPRAY UNIT

If you've worked with Graham for any length of time, you know we're sticklers about equipment maintenance. Even the most durable spray equipment won't last as long or perform as well if it's not properly maintained. With winter around the corner, we show you in our new video how easy it is to protect components from freezing.

Go to GrahamSE.com and select "Videos" from the Show & Tell menu at the top of the page. Then scroll down a bit to find "How to Winterize Your Unit." Donny Pitts, Graham's general manager, shows you what you need to do to make sure your equipment is ready to perform come next spray season. The short video covers everything in the following checklist.



See our two-minute video "How to Winterize Your Unit" at GrahamSE.com > Show & Tell > Videos.

STEPS TO WINTERIZING YOUR GRAHAM SPRAY UNIT

- 1 Empty the tank.**
 - 2 Remove the strainer cap and screen.**
 - 3 Open the suction-line valves.** Open the 1-inch ball valve on the suction line. If it's a double system, you'll have two 3-way valve handles. Cock them to a 45-degree angle so that both ends of the valve are partially open. If one side is left closed off, it can freeze and burst.
 - 4 Remove the nozzles.** Remove nozzles from all spray guns and fix the triggers in the open position. This will prevent the guns from freezing. Removing nozzles is a must.
 - 5 Remove the plug from the regulator or open valve.**
 - 6 Open all valves on tanks including the drop valve.**
 - 7 Open the valves on the reels.**
 - 8 Turn the pump over until water stops leaking from the regulator.**
- The unit is now winterized, sparing you the hassle and expense of dealing with damaged equipment next spring and increasing the longevity of your spray unit.

IT'S SHOW TIME – STOP BY AND SAY HI!

AT THE GIE+EXPO, WE'LL BE SHOWCASING OUR 600-GALLON UNIT FOR FLATBED TRUCKS, WHICH FEATURES A CUSTOM ALUMINUM BED AND A STORAGE BOX. YOU CAN ALSO SEE US AT THE DEEP SOUTH TURF EXPO, WHERE THE SPOTLIGHT WILL BE ON OUR 300-GALLON UNIT FOR PICKUPS.

In addition to showing off our units, we'll provide a whole lot of customization know-how at both shows.

Come check us out and let us know how you and your spray business are doing.

Hope to see you there!



GIE+EXPO

October 19th – 20th

Kentucky Expo Center
Louisville, KY

Booth #21080



DEEP SOUTH TURF EXPO

November 8th

Mississippi Coast Convention Center
Biloxi, MS

Booth #320

GRAHAM PHOTO ALBUM



Lawn Doctor of Savannah MARK DELOACH

"I've been with Graham Spray Equipment since the late '90s. We have four Graham rigs: two 6-wheel trucks and two F-250s with 400-gallon units. We've always been impressed with the service we get after the sale. My techs can call Graham from the field and get help with anything they need. Their knowledge and customer service are the reasons we use Graham."

LOOK FOR GRAHAM'S NEW BOX TRUCK – COMING SOON



Total enclosure gives you all this:

- Protection from colder temperatures for equipment and products
- Longer Spraying Season
- No More Loading & Unloading Equipment
- Lots of Advertising Space

GRAHAM SPOTLIGHT:

WHO IS NEW AT GRAHAM

WE WANT TO WELCOME TEDDY MATHIS TO THE GRAHAM TEAM AND GIVE A SHOUT-OUT TO TYLER CROWE IN HIS NEW POSITION.



Teddy Mathis – Sales

Teddy joined us in spring 2017 but fits right in like he's been here for years. That's because he ran his own lawn care business for 17 years and oversaw operations at another spray company for 4. He knows how to set customers up with the perfect rig, and helping them makes every day a great one for him.

"The reason I have stayed in this industry for over 22 years is that I like fixing and creating things. I have been able to use my knowledge of spray equipment and parts to help build and transform units for customers."



Tyler Crowe – Parts

Tyler's been with us since 2012. Before serving customers in our parts department, Tyler worked on the shop floor building custom spray units. He knows every component and replacement part inside and out, and nothing makes his day like getting customers the right parts as soon as they need them.

"My favorite part of my job is that I have a hand in every unit we make and sell. I get to utilize my expertise in building rigs and my knowledge of parts to help create custom designs for our amazing client base."



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GET TO KNOW GRAHAM

Teddy Mathis, *Equipment Sales*

TIME WITH GRAHAM

I've been with Graham for three months. I had previously worked in the spray industry for 22 years and was a customer of Graham during that entire time. The people at Graham are friends of mine and good people, which is why I knew I wanted to come and work for them.

WHAT'S SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOU?

I owned my own chemical spray company for 17 years and came directly to Graham after that.

IS THERE A FAVORITE PLACE YOU'VE VISITED OR TRAVELED TO?

China, because it has such rich history. That region is amazing in general and it was so neat to travel through a country that was established thousands and thousands of years ago.

WHAT IS YOUR DREAM CAR?

Mercedes convertible.

WHAT'S YOUR FAVORITE PART OF YOUR JOB?

Helping people find the best equipment for their needs.

WHAT'S YOUR FAVORITE THING TO DO ON WEEKENDS?

I have four kids ranging from 15 to 23 and what I enjoy most is hanging with them. I've always coached their various sporting teams, and our tight-knit family loves to travel and visit all kinds of places.

WHERE WOULD BE YOUR IDEAL PLACE TO LIVE: BY THE OCEAN, IN THE MOUNTAINS OR IN THE WOODS?

I would love to live in the mountains on a small farm.



WHAT'S YOUR FAVORITE ICE CREAM FLAVOR?

Double chocolate.

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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