

# THE RIG REPORT

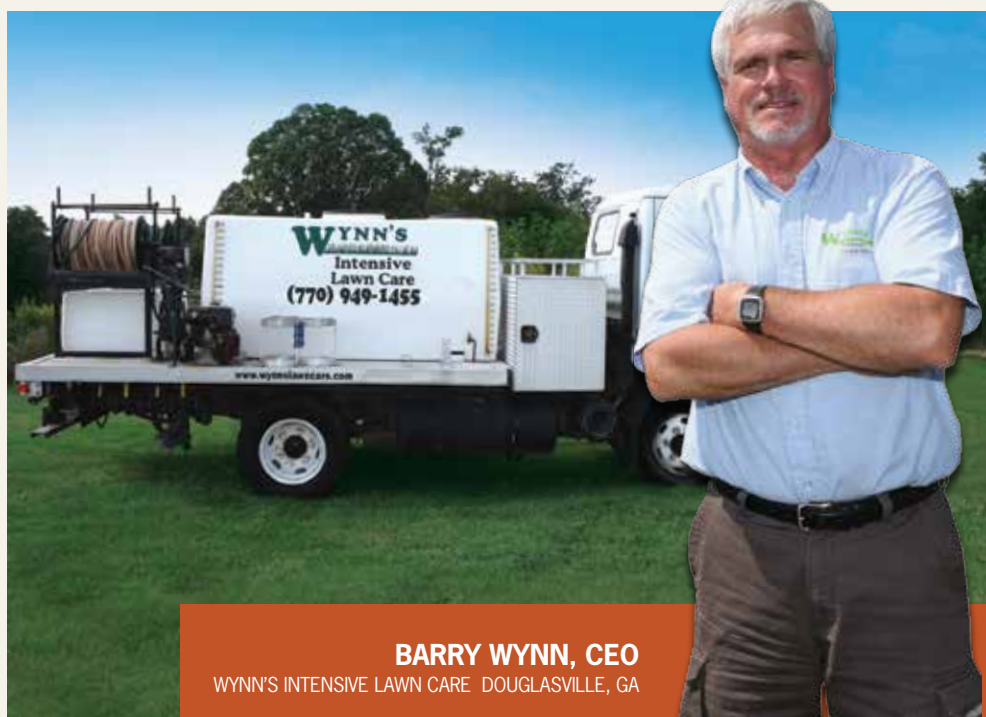


YOUR IDEAS ARE WHERE WE START

VOLUME 1 | NO. 3

FALL 2015

## FOR WYNN'S INTENSIVE LAWN CARE IT'S NOT FENCES THAT MAKE GOOD NEIGHBORS – IT'S QUALITY AND SERVICE



**BARRY WYNN, CEO**

WYNN'S INTENSIVE LAWN CARE DOUGLASVILLE, GA

**WHEN BARRY WYNN STARTED HIS LAWN CARE COMPANY AND NEEDED A PICK-UP SPRAY UNIT, NATURALLY HE CHECKED OUT WHAT GRAHAM HAD TO OFFER.**

After all, Graham was just three miles down the road. He bought his first Graham unit back in 1982, and more than 30 years later, Wynn's Intensive Lawn Care is still a loyal customer.

**"We have a Graham unit that was built in 1997 and we're still using it."**

"We've looked at other trucks," explains Barry, "but the components Graham uses and the layout of the rigs makes them a much better built piece of equipment."

Today, Wynn's serves four counties in the west Georgia area, delivering full-service lawn and ornamental tree and shrub care with eight GSE HX600+100 rigs and one pick-up unit.

"We have a Graham unit that was built in 1997 and we're still using it," adds Barry.

Along with quality components and careful design and craftsmanship, the key to that kind of staying power is proper maintenance. Wynn's brings their rigs in for service every winter to have any worn out parts replaced.

"There's not much downtime with our trucks, but when we have needed a repair, they fixed it right away," says Barry. "Graham is a pleasure to work with. Whatever you need, they get right on it and take care of you."

### TAKING CARE OF BUSINESS

Wynn's Intensive Lawn Care uses Graham rigs to get the job done.



### FIND US ONLINE:

- @Graham\_SE\_
- Graham Spray Equipment
- Graham Spray Equipment
- GrahamSE.com

ADVICE FROM THE EXPERTS:

# NEW TO THE LAWN CARE BUSINESS?

## TIPS ON HOW TO MAKE IT FROM GUYS WHO HAVE BEEN THERE

Starting and growing your own business is never easy. There's risk, uncertainty and hard-learned lessons along the way. So we asked five guys about their keys to success. Through it all, a few pieces of advice stand out:

### 1 DON'T GO IT ALONE.

For Mark Yarbrough, owner of Outdoor Inspirations, that means "partnering" with an equipment vendor you can really trust. "You want someone who's knowledgeable, reputable and who offers excellent customer service," explains Mark. "You want someone who is there to help you out."

Mark looks for that kind of helpfulness in every aspect of dealing with his vendor: from getting the spray rig that's right for his business to help with parts and service after the sale. "They're always looking to help solve problems," adds Mark, "even when the problems are the result of the learning curve that comes with being new in the business."

### 2 THERE'S MORE TO THE BUSINESS THAN LAWN CARE.

"Many times, lawn care professionals focus just on the part of the business they love: making their customers' lawns look good," explains Graham Stuart, owner of Perfectly Green Lawn Care. "But they end up losing by neglecting the front and back ends of the business – getting and keeping customers and making sure they're getting paid for their services."



When you're starting out and can't afford to hire help, it will mean extra work for you, but you can't afford to neglect maintaining customers and getting paid.

### 3 CHARGE A FAIR PRICE AND GO THE EXTRA MILE.

"Fair" means fair to your customers *and* to you. If you charge too much, you won't keep customers. Kenneth Crisp, owner of Superior Lawn Service, remembers these words from his father: "Customers are like sheep. You can shear them forever, but you can only skin them once."

But if you charge too little, you won't last long. Joe Edmondson, owner of The Other Side, Inc., advises new business owners to "make sure to price your services well."

"Your goal is to keep customers," adds Frank Modugno of Frank's Reliable Lawn Care.

***"Make sure to price your services well."***

"You do this by acting with integrity and doing the best job you can every day." For Kenneth, that means always doing more than your customers expect.

### 4 QUALITY EQUIPMENT THAT CAN STAND THE TEST OF TIME IS KEY.

If there's one thing that everyone agrees on, it's buy the best equipment and maintain it. Our own Jim Watson, general manager at Graham, drives home the point. "Guys in lawn care can bring in \$800 to \$1000 a day. When you cut corners, you end up losing money due to expenses and downtime from having to repair or replace cheaper, lower quality equipment."

We hope you take heed to this advice and that they help you succeed in your business. Good luck!

SEE YOU IN LOUISVILLE AT THE GIE+EXPO!



BE SURE TO VISIT GRAHAM AT THE GIE+EXPO IN LOUISVILLE, KY OCTOBER 22-23 AT **BOOTHS #11184 AND #6260-D** & ASK ABOUT OUR SHOW SPECIALS

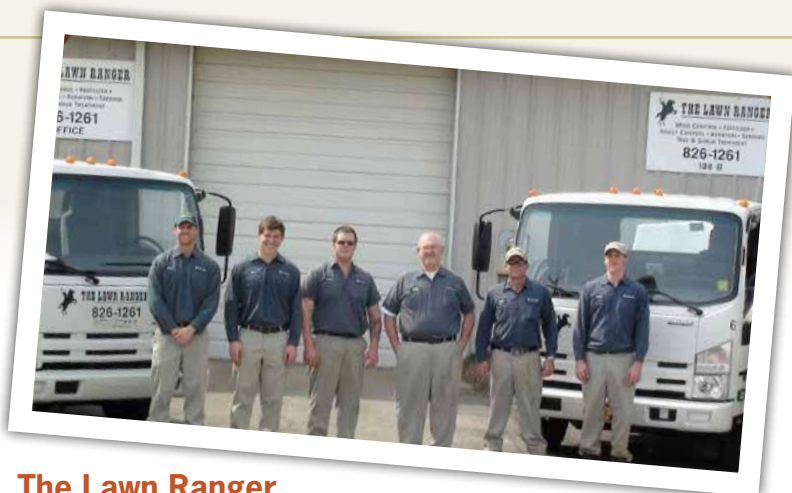
# GRAHAM PHOTO ALBUM



## Perfectly Green Lawn Care

GRAHAM STUART

"I've been a Graham customer since 2009 and I have 3 Graham rigs. I like Graham's rigs because they are easy to service and I prefer mechanical agitation for mixing lawn products in the tank."



## The Lawn Ranger

WALLY CARSON

"In 2010 we lost everything we owned to a flood... computers, trucks, paper records, maps we had drawn, estimates... everything. We thought we might save our vehicles but they were destroyed. By the time we realized we could not use our trucks, Graham had found us three trucks in California. The tanks we had were still OK so Graham swapped the beds, tanks and reels onto the new trucks and had it done in one week. If they had not been there to help us so quickly I would have gone out of business."

## CHOOSE THE RIGHT REEL FOR THE JOB

One of the components of any spray rig is the reel you use with your hose. Most jobs require long lengths of hose, so you want to make sure it stays undamaged and tangle-free. Using the proper reel can help with that. At Graham, we want to make sure our customers are knowledgeable about the different types of reels and that they perform well in the field.

According to Hannay, one of the top international reel manufacturers, there are basic types of reels:

**LIVE HOSE REEL:** In addition to storing the hose, it allows fluid to flow through the hose even when it's still wound up on the spool. In other words, you can use the hose to spray without having to unwind the full length.

**STORAGE REEL:** This stores the hose, but does not allow fluid to flow while it's still on the spool. Instead, everything must be taken off the spool of the reel. Because these reels only store the hose, they have fewer components and tend to be less expensive.

Reels can be rewound by different methods, such as: crank, spring or motor power; motors can be electric, pneumatic or hydraulic. Reels can also be mounted on any truck, trailer or spray rig you use for your business.

Even though reels may look easy to operate, make sure you use them with safety in mind. Use the proper personal protective equipment, such as goggles or gloves, and keep your fingers at a distance to avoid getting pinched. If you have motor-powered reels, ensure the circuit breakers are the proper size for the motor. If you have a spring rewind reel, make sure the lock is disengaged and that you hold the base of the reel as it rewinds. Utilizing the proper safety technique for the type of reels you have will keep your hoses organized and prevent accidents.

Always inspect your hoses and reels regularly for any damage or excessive wear-and-tear. Periodically, unroll all the hose off the reel and rewind it back on to make sure the reel is working properly. Avoid using cheap hoses or reels. Cutting corners on your spray equipment will cause troubles sooner than later.

Heavy duty reels come standard on every Graham spray rig and we can also troubleshoot the parts. Check out our reel motors and other parts at [GrahamSE.com](http://GrahamSE.com) or give us a call at (800) 543-2810 if you have any questions about reels for your spray rig.



HERE ARE A FEW COMMON PROBLEMS EXPERIENCED WITH HOSES AND REELS, ALONG WITH SOME TIPS FOR CORRECTING THEM:

### HOSE DOESN'T FIT PROPERLY ON THE REEL:

- The length or diameter of the hose might not be the right size for the reel you have. Check the specs for your hose and reel to see if they match up.
- You'll need to replace either the hose or the reel if they don't.
- The hose could be wound up unevenly on the spool. Be sure to hand-guide the hose as it is rewound.

### NO PRODUCT OUTPUT:

- Your hose might be severed or have cuts. You'll need to replace the hose and inspect the reel to make sure it doesn't have any ragged or sharp edges that are damaging to the hose.
- The hose could be crimped or the hose connector could be damaged. Make sure to properly unfold the hose to release the crimps or replace the hose connector if it is broken.





8878 Bright Star Road  
Douglasville, GA 30134

RETURN SERVICE REQUESTED

YOUR IDEAS ARE WHERE WE START



## GET TO KNOW GRAHAM

**James "Jim" Watson**, *General Manager*

**TIME WITH GRAHAM:** 24 Years

**WHAT'S YOUR FAVORITE PART OF YOUR JOB?**

The great relationships I've established with customers over the years.

**WHAT'S SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOU?**

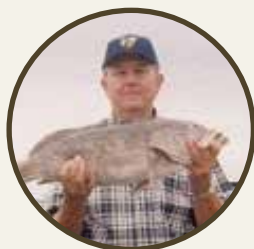
I have three daughters, seven grandchildren and three great-grandchildren.

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

That all three of my daughters look like me.

**ANY FAVORITE HOBBIES?**

Fishing and watching sports.



**HAVE YOU EVER SERVED IN THE MILITARY?**

I served in the U.S. Army from 1965 to 1976.

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

Alaska.

**YOU HAVE \$10 IN YOUR POCKET. WHAT WILL YOU SPEND IT ON?**

A small ribeye steak because you can't buy a big one for \$10.



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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](mailto:info@GrahamSE.com)

**Website:** [GrahamSE.com](http://GrahamSE.com)