



8878 Bright Star Road
Douglasville, GA 30134

RETURN SERVICE REQUESTED

YOUR IDEAS ARE WHERE WE START



GET TO KNOW GRAHAM

Chad Sosebee, Shop Foreman

TIME WITH GRAHAM: 18 Years.

WHAT'S YOUR FAVORITE PART OF YOUR JOB?

I really enjoy figuring out how to make each unit fit the customer's needs.

WHAT'S SOMETHING PEOPLE MIGHT NOT KNOW ABOUT YOU?

I played minor league baseball for a time, as a relief pitcher and shortstop.

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

I've been told I have "the perfect little family".



ANY FAVORITE HOBBIES?

Working out, fishing, playing golf, and of course, spending time with my family.

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

Banff National Park in Canada. The scenery is beautiful.

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

The #1 combo from Chick-fil-A: a chicken sandwich, fries and a Dr Pepper.



THE RIG REPORT

VOLUME 2 | NO. 7 | FALL 2016



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

THE RIG REPORT

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TWO NEW LAWN SPRAY UNITS FOR BREAKING INTO THE BUSINESS



The GSE 600-gallon lawn spray rig has an annual revenue-generating potential of \$200K and costs just \$49,900.

WE'VE COMBINED AFFORDABILITY AND A GREAT RETURN ON YOUR INVESTMENT.

If you caught us at the Deep South Turf Expo or the GIE + EXPO, you were among the first to see our new 600-gallon rig and 300-gallon compact unit. Both were created as cost-effective units for starting out in the lawn spray business or for adding capacity to your existing fleet.

By tailoring the new units specifically to lawn care, we've combined affordability and a great

return on investment. The new rig – Isuzu truck equipped with Graham 600-gallon spray unit – costs under \$50K and can spray twenty 6000 square-foot lawns a day. At \$50 per lawn, that's \$200K in a 10-month season. Numbers like that make justifying the buy easy, indeed.



For fewer accounts and smaller routes there's the 300-gallon compact unit. At just \$6,775, our compact unit fits a three-quarter ton pick-up truck – complete

with wheel-well cutouts – turning it into a lawn spray rig that will have you and your customers seeing green.

Like all Graham equipment, our new landscaping units are built with dependable, high-performance components and can be customized to do exactly what you need them to.

Give us a call to learn more about these great products.



WANT A YETI TUMBLER – AND SOME FREE PUBLICITY?

Send us a short mobile-phone video featuring your Graham rig and what you like about it. If we use your video on our website, we'll send you a free 30-oz YETI tumbler. Submit your video to Dave@GrahamSE.com via Dropbox, Dropsend, Google Drive, etc. Please keep length to two minutes or less.

FIND US ONLINE:

[@Graham_SE](https://twitter.com/Graham_SE)
[Graham Spray Equipment](https://www.youtube.com/GrahamSprayEquipment)
[Graham Spray Equipment](https://plus.google.com/GrahamSprayEquipment)
GrahamSE.com

ADVICE FROM THE EXPERTS:

INDUSTRY CERTIFICATIONS CAN GIVE YOU A LEG UP ON THE COMPETITION



Federal law requires anyone who applies restricted-use pesticides, as well as anyone who supervises their application, to have proper certification. This, of course, is a good thing. Knowing how to handle and apply toxic chemicals minimizes risks to everyone involved.

But what about going beyond mandatory certification? Becoming certified in other areas of the lawn care and landscape industry not only expands your knowledge base, it boosts your credibility with customers and helps you compete with or even stand out from your competitors.

WHERE TO FIND CERTIFICATION PROGRAMS

The National Association of Landscape Professionals (NALP), one of the largest and most highly respected industry organizations, offers several certification programs to promote professionalism and best practices for both managers and field techs. Because of its online accessibility and reputation, we'll touch on the highlights of NALP's programs, but state and regional departments of agriculture as well as universities and colleges with an agricultural focus can also be good sources for finding reputable certification programs.

THE FLEXIBILITY OF SELF-STUDY PROGRAMS

NALP makes it convenient to pursue certification for even the busiest of folks. After registering for a program, you have up to three years to take the test, allowing ample time to study at your own pace. After taking an exam, NALP mails the results to you within 30 days, but you'll know your 'unofficial' results on the spot.

MAINTAINING CERTIFICATION

After passing an exam, continuing education is required in order to keep up on developments and practices in the industry and to keep your certification valid. NALP requires 24 continuing education units every two years, which can be satisfied by attending classes, workshops, conferences and other professional development programs.

So, earning and maintaining certification is a commitment. But it's also a worthwhile investment in the success of your business.

MAINTENANCE TIPS:

PREVENTIVE MAINTENANCE FOR THE OFF-SEASON

If winter means downtime for your business, you'll want to follow a few simple steps to prevent your spray equipment from corroding and gumming up while it sits idle.

HERE'S OUR 7-POINT CHECKLIST FOR WINTERIZING YOUR SPRAY UNIT.

- ☐ Remove strainer caps and screens
- ☐ Open ball valves on suction lines
- ☐ Remove nozzles from spray guns and fix triggers in the open position
- ☐ Remove the regulator plug or open the drain valve
- ☐ Open all tank valves, including the drop valve
- ☐ Open all valves on reels
- ☐ Turn the pump over until all liquid is drained

In the spring, remember to reverse the process (close valves, put back caps and screens, etc.) and you'll be back in business.



GRAHAM PHOTO ALBUM



Turf Magic
JASON DORSEY

"Graham Spray Equipment came highly recommended from fellow lawn care professionals. Donny Pitts completed my 300-gallon unit ahead of schedule, allowing us to realize more revenue as a start-up company. Kudos to everyone at Graham."



Project Green
MARK G. TAVARES

"We contacted Graham because we had very specific ideas in mind for our spray tanks. They took our ideas and brought them to life. Their quality, knowledge and customer service are unmatched. I highly recommend them."

GRAHAM SPOTLIGHT:

RIGHT-SIZING YOUR RIGS FOR YOUR BUSINESS

ONE OF THE MANY FACTORS THAT GOES INTO RUNNING A SUCCESSFUL BUSINESS IS STRIKING THE RIGHT BALANCE BETWEEN CAPACITY AND DEMAND.

Too few rigs to keep up with demand and you're missing out on opportunities to grow. (Referrals and your reputation might even take a hit if customers perceive you as unavailable.) On the other hand, buying and maintaining more equipment than you need is a profit killer.

Our rough-and-ready guide can help you gauge your equipment needs based on the number of accounts you have and an average lawn size of 6,000 square feet:

When you approach the upper limit of accounts, it's time to consider up-sizing to a larger spray unit or adding a new one to your fleet. But you don't have to guess; Give us a call at 800-543-2810.

Anyone at Graham will be happy to discuss what will work best for you. We'll crunch your numbers, taking into account the number of crews you have and how your break your service area into routes. After all, we want your business to succeed.



300-GALLON SPRAY UNIT

Up to 200 accounts
about 16 lawns per day



400-GALLON SPRAY UNIT

200-400 accounts
about 22 lawns per day



600-GALLON SPRAY UNIT

400-500 accounts
about 33 lawns per day