

THE RIG REPORT



YOUR IDEAS ARE WHERE WE START

VOLUME 4 | NO. 12

SPRING 2018

EXPERT ADVICE ON BUYING THE RIGHT SPRAY RIG FOR YOUR BUSINESS

Quality equipment is essential, but there's more to the story when selecting a spray rig.

For lawn care operators (LCOs) to have profitable businesses, their rigs need to be the right fit for the products they spray and for projected account growth. *Landscape Management* magazine asked Graham staff and customers to share their expertise on what every LCO must consider in order to make a smart purchase. The in-depth article, "What to Know Before Buying a Spray Rig," appeared in the January 2018 edition of the magazine. Here are some highlights.

- **Size** – From the number of gallons of product you'll carry per day to the type of truck you'll need, nailing down tank size is the first step. **Graham's Dave Arnett recommends going with a bigger spray unit than you need today in order to accommodate growth over the next few years.**
- **Spray Rate** – Know the manufacturer's recommended rate of spray for the chemicals you'll be using. **This is important for selecting the right pumping system.**



- **Pump Type** –

Piston or diaphragm? The choice is often based on application and customer preference, but whichever



type you go with, **Graham's general manager, Donny Pitts, recommends John Bean for piston and AR North America for diaphragm pumps.**

- **Agitation** – **Mechanical agitation works best for powdered products, and jet agitation for liquid products.**

Arnett finds that customers sometimes have other preferences and he'll discuss the pros and cons with them.

- **Customization** – **Custom configurations may boost the upfront price, but when they are thought out well, they can also boost an LCO's efficiency and profitability.**

Graham staff and customers agree that it's important to find a spray equipment supplier that will recommend additions that will help meet your needs.

Read more at:

grahamse.com/article/what-to-know-before-buying-a-spray-rig/ or select Articles from the News drop-down menu at GrahamSE.com.

GRAHAM PHOTO ALBUM



Turf Experts, LLC – Apex, NC MARCUS BELOTE

"I want to express gratitude for the service I received from the team at Graham Spray Equipment and Rush Truck Center. I was totally blown away by the service from both companies."

My sales guy at Graham was Teddy. He walked me through everything I needed to know and had recommendations for all the equipment I needed. What a great guy – I can't say enough good things about him. Steven at Rush was a pleasure to deal with. He made the truck side of the transaction the smoothest vehicle purchase I have ever done. He called me after I had picked up my truck and told me he had good news – I would get an extension on the warranty on my truck.

I want to personally thank both Graham and Rush Trucks. Because of the service I received from these two companies, I will definitely be back to purchase another truck."

FIND US ONLINE:



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Graham Spray Equipment



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GrahamSE.com

INDUSTRY TIPS:

HOW WELL DO YOU KNOW THE LAWN CARE INDUSTRY?

Jobber Academy keeps its finger on the pulse of service industries, including lawn care. Jobber asked lawn care pros to identify trends shaping the industry this year (and beyond). Here's their top 6 list (and our summary of what they had to say).

- 1 The number of green industry entrepreneurs will keep growing. Lawn care is fertile territory not only for younger people looking for a career, but for folks who want to leave the corporate world.
- 2 Customer demographics and expectations are changing. From payment methods to the perceived value of lawn care, today's customers don't fit neatly into a stock template.
- 3 Use technology to find efficiencies or get left behind. Whether it's from software or equipment, efficiency is central to staying competitive and profitable.
- 4 Winning new business means being responsive and building trust. Leave a prospect or customer hanging and they'll be off to one of your competitors in no time.
- 5 Battery-powered equipment is improving. Keep an eye on developments to make smart purchases down the road.
- 6 Social media is making it easier to connect with your customers and your peers. Being online is not optional. It's how prospects find you, customers talk to you, and others in the industry share knowledge.

To see what your fellow pros had to say in their own words, go to:

academy.getjobber.com/resources/articles/lawn-care-industry-trends-statistics-2018/

TREATING DIFFERENT TURF TYPES ON A SINGLE ROUTE JUST GOT A WHOLE LOT MORE EFFICIENT WITH THE COMPARTMENTED 600-GALLON UNIT



Wouldn't it be great if all your customers were clustered together based on the kind of turf they have? It sure would make servicing your routes more efficient.

We can't relocate your customers, but we can introduce you to our new 600-gallon spray rig with a 400/200-gallon

compartmented tank and dual pumping stations. **The beauty of this rig is its ability to carry spray products for both cool-season and warm-season grasses, allowing two techs to apply different treatments at the same time.** Whether it's mixed-turf yards or mixed-turf routes, you'll be able to service everything on a single run. No more returning to the shop to switch out chemicals or sending out a different rig and tech.

The HX600-gallon fiberglass tank is set up with mechanical agitation in the 400-gallon compartment and jet agitation in the 200-gallon compartment, but as with all Graham spray equipment, we can configure it to your preferences. Other rig features include:

- 11' x 8' aluminum truck bed
- Dual pumping stations
- 30" x 30" x 78" aluminum dry storage box
- Ladder step and assist handle on driver's side
- 16-gallon water tank mounted on tool box (curbside)
- Two 18" x 18" x 30" aluminum under-bed storage boxes

Our goal is to contribute to the profitability of your lawn spray business. We think you'll agree that our 600-gallon compartmented unit fits the bill, with exceptional efficiency and even the capacity for you to take on more accounts. Talk to us today to learn more.

HAPPY TRAILS, CHARLIE. YOU WILL BE MISSED!



Charlie Holloway, salesman extraordinaire (and everybody's favorite cowboy poet!) is retiring after almost 38 years with Graham. Charlie's been a part of the company right from the beginning, first as its landlord. Max Graham rented a building for manufacturing spray equipment from Charlie, and it wasn't long before Max offered him a paycheck as well as a rent check.

Charlie started out on the shop floor building equipment and worked his way to sales, where he built lasting relationships. Chad Smallwood remembers his first encounter with Charlie. Chad was just breaking into the business and came to Graham for his first spray unit. Leaving a steady job to start his own business had Chad feeling a bit unnerved, but Charlie put him at ease. "Charlie sat me down and said, 'Let me tell you something, son. The only times I've seen people fail at this is when drugs, divorce, or a bleepin' son was involved.' He really boosted my confidence."

Charlie has a knack for making strong first impressions. When customer Charlie King first came to Graham, he recalls our own Charlie H. was out

back skinning a muskrat. That was over 30 years ago, and King has been a Graham customer and Charlie's friend ever since.

Josh Bare, Graham's VP, nails it when he reflects on Charlie's contributions to customers, co-workers, and the company. "Customers never feel like they're being sold. Instead, they feel educated on the investment they're making. Charlie's guided and mentored so many of us along the way, and when you think of Graham, you think of Charlie. He's an icon and an all-round great guy."



We'll be hosting a drop-in reception on Charlie's last day, April 26, from 3:00 to 5:00 pm in Graham's Building 3. All are invited to come by to celebrate Charlie and enjoy some cake and light hors d'oeuvres. If you can't make it, you can wish him well at 770-942-1617 or charlie@grahamse.com before he heads out.

GRAHAM SPOTLIGHT:

EXTEND YOUR SPRAYING SEASON WITH OUR NEW BOX TRUCK

Do fall and winter mark the end of the working season for your spray company? **Our new box truck can keep you out in the field – and generating revenue – up to 10 weeks longer.**

The fully enclosed truck protects spray equipment and chemicals, keeping product well-mixed and flowing accurately even as the mercury falls. Of course, the Graham box truck provides other advantages as well. Side and back doors make it easy for techs to access tanks and hoses, and ample storage reduces constant loading and offloading of tools and other cargo.

Another great feature? You get to prominently display your company name, logo, and contact info on the box exterior. So, when your competitors have shuttered up for the season, everyone will see that you're still out there serving your residential and commercial customers.

The 18-foot truck can be outfitted with a variety of Graham spray units configured to your specifications, including single, dual, and split tank options; mechanical or jet agitation; and multiple hose reels.



Whether it's time to add to your fleet – or to your bottom line – talk to us about our box truck option and how we can build it to do exactly what you want.



8878 Bright Star Road
Douglasville, GA 30134

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GET TO KNOW GRAHAM

Tyler Crowe, *Parts Customer Service*

NICKNAME: T.C.

HOW LONG HAVE YOU WORKED AT GRAHAM?
Five or so years.

WHAT'S YOUR FAVORITE PART OF YOUR JOB?
Having a hand in every unit we build, and getting our customers the parts they need quickly so they can go back to making money.

WHAT IS ONE THING PEOPLE MIGHT NOT KNOW ABOUT YOU? I like golf – both playing and watching. Playing East Lake or Augusta National would be a dream come true.

WHERE WOULD BE YOUR IDEAL PLACE TO LIVE? I'd love to be a secluded sheep herder in Iceland.

WHAT IS YOUR DREAM CAR? An Audi R8.

WHAT'S YOUR FAVORITE THING TO DO ON WEEKENDS? I like to cook and watch movies. When it comes to cooking, I am a pasta guy and will try and make every kind of pasta out there. I like all kinds of movies and there is nothing better than watching a good movie in a theater.

MOST FAVORITE PLACE YOU'VE VISITED? New Orleans. The best thing about New Orleans is the people: I have never met people so passionate about their city. That's followed very close by the food, of course.

WHAT'S YOUR FAVORITE FLAVOR OF ICE CREAM? Moose Tracks with Reese's peanut butter syrup.



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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