

# THE RIG REPORT



YOUR IDEAS ARE WHERE WE START

VOLUME 4 | NO. 13

FALL 2018

## INTRODUCING THE LAWNSCAPER, OUR ALL-IN-ONE RIG FOR LANDSCAPING AND LAWN CARE



It's great when customers want additional services. For landscapers, however, giving commercial and residential customers lawn care as well as landscaping has been a challenge. Contract out lawn care and you lose out on revenue. Provide both services yourself, and you're faced with the hassles and hazards of towing trailers in order to have the landscaping and spray equipment you need. Our new rig changes all of that.

**The GSE LawnScaper delivers versatility, safety, and efficiency, making it ideal for full-service landscaping and lawn, tree, and shrub care.**

The Isuzu bed accommodates a ride-on mower or spreader sprayer, a Graham spray unit (300 or 400 gallons), and all the other tools of the trade. A Hannay reel and forkable steel frame provide total flexibility in using the GSE spray hose or spreader sprayer. Fold-down bed rails make loading and offloading a breeze, and the spray unit can be easily removed anytime the rig is used just for landscaping.

### Isuzu Truck Highlights:

- 14-foot heavy-duty landscape bed, plus 4-foot dovetail
- 5-foot split gate with gate assist
- Fold-down bed rails
- Under-body toolbox
- Spray unit protected by removal block fence

### Graham Spray Unit Highlights:

- 300-gallon or 400-gallon fiberglass tank, custom-split for different applications
- Hannay reel with power rewind
- Forkable heavy-duty steel frame for hose and reel setup
- Heavy-duty steel skid mounted frame

Want to add a second hose reel or pumping station? No problem. Check out the full list of LawnScaper options and features at [GrahamSE.com](http://GrahamSE.com), or give us a call at **800.543.2810**.

### Repairs, Maintenance & More at Our Douglasville Location

With proper maintenance, your **Graham spray equipment can last 30 years or longer!** Our top-notch mechanic, Dariun, is ready to help make that happen. Working from our Douglasville shop, Dariun does both repairs and maintenance – and no job is too big or too small.

From oil changes to truck frame replacements, Dariun will ensure your rig performs the way you need it to. He'll even service your personal vehicle! Call us at **770.942.1617** to schedule your service.



**DARIUN IS GRAHAM'S  
FULL-TIME MECHANIC**

**FIND US ONLINE:**



@Graham\_SE\_



Graham Spray Equipment



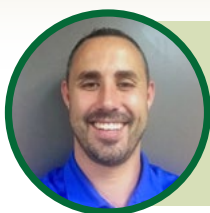
Graham Spray Equipment



GrahamSE.com

MEET STEVEN NACE:

# THE MAN BEHIND THE GREAT DEALS GRAHAM CUSTOMERS GET ON ISUZU TRUCKS



Graham has always recommended Isuzu trucks to our customers. Like our spray equipment, Isuzu trucks are known for superior quality. But there's also another reason. That's where Steven Nace, of Rush Truck Centers, comes in. **Steven has been selling Isuzu for 14 years** and was put on the Graham account several years ago to get customers the best possible deal on new and used Isuzu trucks. His connection to Isuzu, however, goes back much further.

Steven's father worked in Isuzu truck sales, and Steven grew up seeing him help hundreds of businesses nationwide. Knowing Steven planned to follow in his footsteps, his dad cautioned that once he got into the business he "would never be able to get out." Fourteen years later, Steven understands exactly what his father meant.

"From the one-truck mom-and-pop to the hundred-plus fleet operation, customers have become irreplaceable friends. **I plan**

**on spending the rest of my career in this industry,"** Steven says, smiling.

Steven describes his customers as "some of the most optimistic, loyal, and friendly people" he's ever dealt with. "I love how willing they are to share their business models, ideas, and strategies with us, which helps us engineer the perfect fit for their business. I take a lot of pride in what I do, so when a customer trusts me with an inside look at their business, I do everything I can

to make sure they grow."

As for being Graham's dedicated Isuzu sales rep, Steven says, **"It's an honor to pair the best truck in the industry with the best spray equipment in the industry – and to have friends that I call family."**

Contact Steven Nace of Rush Truck Center for special Isuzu pricing for Graham customers, 404-557-3231.

## HOW SUPER-NATURAL LANDSCAPING GREW INTO A ONE-STOP-SHOP FOR LANDSCAPING AND LAWN CARE

Nick Bell's story is a familiar one. What started as mowing lawns as a side job eventually turned into a full-time landscaping business. Before long, his growing customer base was asking for full-service landscaping and lawn care. To give his customers what they wanted, Nick teamed up with an experienced lawn care provider.

From that point on, **Super-Natural Landscaping grew from about 60 customers to more than 650.** It was time for more spray rigs. While looking for a box truck and researching vendors online, Nick happened to connect with Teddy Mathis,

who is part of Graham's sales team, through an online forum.

"Teddy was very helpful and used his previous experience as the owner of a lawn care company to come up with ideas about how to customize the unit to best fit our needs," says Nick. "There was a lot I wouldn't even have thought of, but Teddy's suggestions helped me create the right unit for the business."

**The right unit for Super-Natural Landscaping, as it turns out, was not a box truck, but a GSE LawnScaper.**

"I am very happy with the LawnScaper," continues Nick. "It allows us to carry all our landscaping and spray equipment at one time and to serve more customers." He



adds that working with Rush Truck Centers' Steven Nace, who handles new and used Isuzu truck sales for Graham customers, was also a great experience. "Steven made the process easy as pie."

Since getting the first LawnScaper, Nick has requested a quote on a second one. He has our promise that his experience will be every bit as good as the first.



# YOUR RIG'S NOT A BOAT, SO WHY WOULD YOU NEED INLAND MARINE INSURANCE?

## Don't let the name fool you.

Inland marine insurance covers property and materials that travel over land, as well as water. Business insurance might cover your spray rig and equipment when it's at your shop, but what about out in the field?

Without the right insurance, spray equipment might not be covered for theft, accidents, and other losses when a rig is on a route. Save yourself a sea of trouble, and talk to your insurance provider about coverage that protects your investment.



## GRAHAM PHOTO ALBUM



### Phillips Turf Science

*"When I first began to search for a large-volume tank unit, the only name I was hearing was Graham Spray Equipment. Being six hours away from the Graham facility was not even an issue for me. We purchased two identical units in 2017, truck and everything, all through the coordination of the Graham team. I could not be happier with my decision."*

– **Wayne Phillips**, Niceville, FL

## JOIN US AT THE GIE+EXPO

This year, you'll get an up-close look at our new GSE LawnScaper, the one rig that handles landscaping and spray equipment with unmatched efficiency and safety. You'll also get to talk to our dedicated Rush Truck Center rep, Steven Nace, about getting the best deal on an Isuzu rig.

We'll be at the Deep South Turf Expo, too. Catch us there and see why a Graham rig can go strong for 30 years or longer.



### GIE+EXPO

**October 17<sup>th</sup> -19<sup>th</sup>**

Kentucky Exposition Center  
Louisville, KY

**Booth #594**



### DEEP SOUTH TURF EXPO

**November 27<sup>th</sup> -29<sup>th</sup>**

Mississippi Coast Convention Center  
Biloxi, MS

YOUR IDEAS ARE WHERE WE START



## GET TO KNOW GRAHAM

**Robert Perkins**, *Parts, Shipping & Receiving, and Manufacturing Tech*

**NICKNAME:** Rob.

### HOW LONG HAVE YOU WORKED AT GRAHAM?

September 2018 marks one year.

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

Giving Donny (the general manager) a hard time. Also, getting all the parts for a new rig we're building. Every rig is different, so I find that process educational and rewarding.

### WHAT IS ONE THING PEOPLE MIGHT NOT KNOW ABOUT YOU?

I love playing chess. From elementary school through my time at Berklee College of Music, I've been in a chess club.

### WHERE WOULD BE YOUR IDEAL PLACE TO LIVE?

In the mountains, close to a river so I can fish.



**WHAT IS YOUR DREAM CAR?** A 1970 Chevelle 454 – coolest car on the planet!

**WHAT'S YOUR FAVORITE THING TO DO ON WEEKENDS?** Mow the lawn, play guitar, read with my kids.

### MOST FAVORITE PLACE YOU'VE VISITED?

We took the kids to Disney World this year and had a blast. I had the most fun at Hollywood Studios because of Indiana Jones and Star Wars. The kids, of course, thought the Magic Kingdom was the best.



**WHAT'S YOUR FAVORITE FLAVOR OF ICE CREAM?** Cookies & cream.

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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)