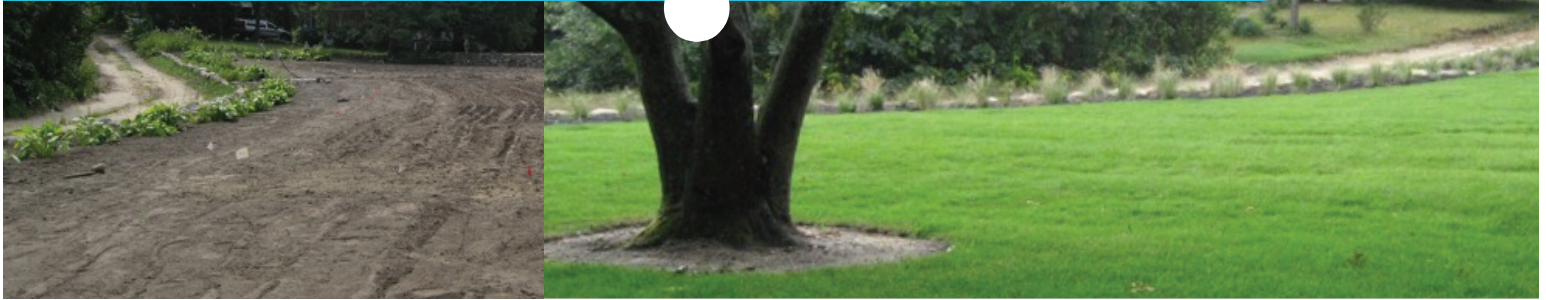


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## NETAFIM'S TECHLINE CV HELPS CONTRACTOR BUILD A COMPETITIVE EDGE

### HOW DOES AN IRRIGATION PROFESSIONAL STAND OUT IN A CROWD OF LOOK-ALIKE COMPETITORS?

Contractor Matthew Lakso found the answer with Netafim's Techline CV. Instead of following the herd with old technology, he offers his clients the ultimate solution of water-saving subsurface drip irrigation (SSDI) for their lawns and landscapes. The result is increased customer satisfaction and more referrals from happy customers for his growing company.

#### MARTHA'S VINEYARD: TOUGH ENVIRONMENT, DEMANDING CUSTOMERS

Lakso's business is based on the elite Martha's Vineyard, a small island off the South coast of Cape Cod. Known as a favorite summer location for vacationers from throughout New England and beyond, it has a population that can swell five-fold during the busiest summer months. Known for its beauty and history, the island attracts high income residents and is known for hosting movie stars and US Presidents.

Unlike other resort towns, the Vineyard's social life and activity is often centered at private homes. Some stay for the entire summer and welcome their family and friends for visits on the weekends.

From sprawling mansions to quaint colonial bungalows, properties on the island include manicured landscaping, lush lawns and colorful flower gardens to provide recreational and relaxation venues for guests on holiday. With some of the highest-priced real estate in the region, property owners keep their landscapes in immaculate condition and expect them to look their best when they step off of the ferry each Friday evening.

Lakso launched his firm, Hide-a-Hose®, in 1992 to provide the latest in irrigation technology to demanding clients. In his 18 years in business, he has developed a reputation for quality and customer service. His regular client roster numbers over 500 homes and businesses on the island. During the summer months, his team works nearly 24/7 to keep up with his customers needs.

"I depend on my existing customers to generate word-of-mouth that gets me more business. With the Netafim product in a subsurface irrigation installation, it offers so many

benefits, and it is so different from what people might have seen before. It really gets them talking." said Lakso.

Lakso's subsurface drip irrigation installations (SSDI) utilize Netafim's proven Techline CV drip line installed in a grid under the lawn. The evenly-spaced emitters are built into the tubing to deliver water directly to the turf's root zone, promoting dense, vigorous growth and a lush green look all season long. The invisible systems can be installed in both existing lawns or as part of a completely new lawn installation with most projects taking less than a day.

#### WHY SUBSURFACE?

##### THE BIG BENEFIT IS REDUCED WATER USE

A big selling point for Lakso's systems is reduced water usage. "Typical water bills for a house on the island with a conventional sprinkler system can be up to \$3,000 to \$4,000 per season. So when customers understand that a subsurface drip system can help them save significantly on their water bills, they get really interested. The relatively small installation cost and inexpensive maintenance cost are quickly paid back with season after season of water savings."

### DEVELOPING A COMPETITIVE EDGE

#### TECHLINE CV SUBSURFACE HELPS CONTRACTORS DEVELOP A COMPETITIVE EDGE:

- Unique technology helps the true professional stand out from the rest.
- Generates increased referrals from satisfied customers who appreciate water savings and eco-friendly aspects.
- Helps conserve water, a recognized way to be more efficient. Lowers water bills significantly while promoting healthier turf growth.
- Clients enjoy reduced maintenance and increased enjoyment of their landscapes.



Traditional sprinkler systems are often highly inefficient, with much of the water they apply lost to wind, evaporation and run-off. With SSDI water is delivered where it is needed, in the root zone, so there's no waste. "In most installations, we're saving 70% of the water use of a conventional system" says Lakso.

"A lot of my customers are definitely on board with thinking green. They drive hybrid cars and want to do the right thing for the environment. They don't want to be wasteful. Saving water isn't just about saving money. It's also about preserving the resources on the island for future generations."

The local water authorities on Martha's Vineyard have recognized the water-smart benefits of the subsurface installations as well. During periods of water rationing, which often occur during the hottest and driest times, Lakso reports that his customers are still allowed to operate their subsurface systems when owners of conventional sprinkler systems are mandated to keep them turned off. "I share the letter that I received from the town with my clients so they know that they're permitted to use their systems during watering bans. It makes them really happy to know they won't lose their beautiful landscapes to a heat wave."

### **ELIMINATES PROBLEMS OF TRADITIONAL SPRINKLER SYSTEMS**

Lakso reports that subsurface irrigation installations also eliminate many of the problems of traditional sprinkler systems. "With a sprinkler system, the heads get everything wet, which can be a problem when the customer wants to take their dog for a walk or if they leave lawn furniture out in the grass. With subsurface, they don't have to worry about giving time for the lawn to dry off before letting their kids or pets out of the house. They can enjoy their landscape whenever they want to."

Sprinkler systems are also susceptible to the coastal high winds on the island which can blow droplets onto windows, parked cars and walkways. The subsurface systems can be run at any time of day without worrying about wind-blown water or excess evaporation.

The subsurface installations also greatly reduce bothersome maintenance. There are no pop-up heads to be damaged by lawn mowers or to wear out in the island's coarse soils. Plus, they perform well in low-pressure areas, eliminating the need for costly booster pumps needed to make sprinkler heads distribute water uniformly.

### **HIGH TECHNOLOGY IN A SIMPLE TUBE**

Educated as a mechanical engineer, Lakso appreciates the high technology of the Netafim CV product. Hidden inside the tubing

are high-performance emitters that water plant roots precisely and that incorporate an exclusive check valve feature that keeps the system maintenance free. Lakso says "We love the Techline CV check valve feature. I don't have to install vents on the system to purge air each time the system starts. The check valve prevents the system from sucking in dirt that can cause contamination of the emitters. So the installation is foolproof and long-lasting."

### **FAST, ACCURATE INSTALLATIONS**

With subsurface drip installations quickly becoming a big part of his work, Lakso modified his Ditch Witch Zahn with a self-designed pipe puller that installs two rows of Netafim Techline CV simultaneously, making installation of the grid go fast.

"With this system I invented, I am able to install two coils of Netafim Techline CV at once, with an accurate 18" spacing. It ensures that the tubing is placed to a uniform 6" depth and automatically feeds the tubing as we go from the two reels. Plus it automatically tamps the ground as it's pulled in place, so everything looks great when we leave." Lakso reports that two of his workers have installed over 5000' feet of tubing using his machine in just 4 hours. He's pursuing a patent on the process.

"Because we have a grid of tubes in the landscape, it's also easy for us to add in other Netafim drip products to water landscape beds, flower pots and new trees. Everything can be watered, so landscape maintenance for my clients is even more hassle-free."

### **NETAFIM SUPPORT UNMATCHED, A COMPETITIVE ADVANTAGE**

"The Netafim product has really helped to grow and build my business. Their rep has been very knowledgeable, and their design tools are excellent" reports Lakso. "This product has made a big difference for me and my customers. It's my competitive advantage. Other contractors need to start learning more about where the future of irrigation is headed."



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