

TOP 10 THINGS TO KNOW

about Water Features



Your customers ask about water features, but they seem like headaches. Enter Atlantic-Oase. We offer contractor-friendly, low-maintenance equipment—from falls and fountains to ponds and pumps. Our easy-to-install, affordable, and energy-efficient products deliver high impact and margins for any yard. Plus, our Clear Water Guarantee ensures your creations get compliments, not complaints.

- 1 WANT TO ENLIVEN A WALL?** Atlantic-Oase provides many Spouts and Spillways matched to basin, pump and plumbing. Easy to install in new or existing work with minimal effort.
- 2 MAYBE THERE'S A STONE,** statue or crazy container your client loves? Turn it into an illuminated recirculating fountain in a single morning with the Atlantic-Oase Fountain System.
- 3 HAS A KOI POND** always been on their wish list, but they worry about maintenance? Atlantic-Oase Filtration offers options from all-in-one pump/filter/UVC's to automated systems that polish water and clean themselves automatically, all backed by the Clear Water guarantee.
- 4 ALREADY SERVICING A POND** and finding maintenance more expensive and less effective every year? Don't rebuild! Retrofit the pond with Atlantic Oase Filtration to guarantee water clarity and quality, minimize maintenance or even eliminate cleanouts.
- 5 IS A POND UNSUITABLE,** but your customers still want the sound of flowing water? Build a stunning

waterfall and stream without an open reservoir! Atlantic-Oase's Pond-Free Systems keep all infrastructure and water storage underground, even beneath walkways and patios.

- 6 IS YOUR CLIENT A TECHIE OR AUTOMATION JUNKIE?** Control any water feature's lighting, filtration and flow via Bluetooth from any local smart device, or via Wi-Fi while off-site or traveling.
- 7 ADDING LIGHTING TO ALL YOUR EXISTING JOBS** is a really bright idea. ProfiLux LED RGD lighting by Atlantic-Oase brings German engineering of the highest quality to any property; any color, any mix, any time controlled by the phone from anywhere in the world.
- 8 NOT READY TO BUILD YET** but want to boost your income by servicing water features? Atlantic-Oase has you covered. Use a PondoVac during fall cleanups to remove leaves and debris from ponds and fountains. Add Netting to keep leaves out over winter. Install a Pond De-Icer or Aeration Kit to prevent ice from smothering the pond to maintain a healthy ecosystem.
- 9 PUMPS DON'T LAST FOREVER.** Replace aging or failing pumps in existing water features with new high efficiency pumps from Atlantic-Oase, world leader in new pump technology, to save your customers operating costs and headaches!
- 10 STILL HESITANT** about dipping a toe into Water Features? Atlantic-Oase provides classroom and hands-on training all winter long to help you start or expand your business. Check out our website www.Atlantic-OASE.com for more information.



WINTER TRAININGS NOW OPEN!

Learn to earn at our 2-day hands-on educational training sessions

Join us for only \$149 plus travel expenses to learn about water feature products, best installation practices and the profitability of water features!

6 DATES TO ATTEND:

SESSION 1: FOUNTAIN, FORMAL SPILLWAY & POND-FREE SYSTEMS

- Tuesday, November 12, 2024 - Thursday, November 14, 2024
- Tuesday, January 7, 2025 - Thursday, January 9, 2025
- Tuesday, February 18, 2025 - Thursday, February 20, 2025

SESSION 2: WATER GARDEN SYSTEMS, MAINTENANCE & BIOLOGY

- Tuesday, December 10, 2024 - Thursday, December 12, 2024
- Tuesday, March 11, 2025 - Thursday, March 13, 2025

SESSION 3: FOUNTAINS & FORMAL SPILLWAYS FOR THE HARDSCAPE

- Tuesday, January 21, 2025 - Thursday, January 23, 2025



Scan the QR code to register or visit atlantic-oase.com/trainings



TOP 10

THINGS TO KNOW

about Liquid Deicing

1 REDUCTION IN THE AMOUNT OF SALT USED. Using liquid salt brine can reduce the amount of salt needed by up to 70% on post-treatment and up to 35% on pre-treatment applications.

2 SKIP THE PHASE CHANGE. Liquids go to work immediately upon application, unlike granular deicers that need to react with snow and ice to create brine on the surface.

3 REDUCTION IN CHLORIDE POLLUTION. Less material used and no bounce or scatter means reducing the amount of chlorides that end up in our lakes, rivers, ponds and drinking water.

4 MINIMIZE INFRASTRUCTURE DAMAGE. One ton of rock salt is estimated to cause \$800-\$3,000 of long-term infrastructure damage to commercial properties. Liquids minimize the use of chlorides and sustain the longevity of our municipal and private infrastructure.

5 HIGH-QUALITY BRINE ADDITIVES. Reduce the corrosiveness of applications by up to 80% and can lower the effective working temperature down to -30 F.

6 PRECISE AND CONSISTENT APPLICATION. GPS rate control takes the

guesswork out of application rates. Apply the correct amount of product every single time.

7 WIRELESS BLUETOOTH CONTROL. No wiring means no installation time while also providing control of the entire spray system, including the engine from smartphone or tablet.

8 JOB TRACKING. In-app job tracking provides accurate data for job billing, costing and reporting by site, by snow event and by season.

9 CONTROL VARIABLES. The Legacy Brine Maker and Genesis Brine Buddy both feature a Bluetooth Salinity Reader that broadcasts salinity in real time to your smartphone or tablet. The toroidal sensor self-calibrates temperature for an accurately mixed batch of brine every single time.

10 APPLICATION RATES. Pre-treatment applications are broad, even coverage to reach all the pores in the surface at 40-50 gallons per acre. This application prevents snow and ice from bonding with the pavement for a cleaner scrape. Post-treatment applications work as a replacement alternative to rock salt, after you plow. These applications utilize jet nozzles to blast liquids with pressure, cutting through snowpack and ice at 80-100 gallons per acre.

ELEVATE YOUR LIQUID



Increase efficiencies and strengthen your margins when you Elevate Your Liquid IQ and introduce liquids to your fleet.



SAVE TIME



SAVE LABOR



SAVE MONEY



SAVE THE ENVIRONMENT

ELEVATE YOUR LIQUID IQ



WHAT ARE YOU WAITING FOR?

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TOP 10 THINGS TO KNOW

about the 2025 Exmark Lazer Z X-Series



Here are the top 10 most important things to know about Exmark's 2025 Lazer Z X-Series zero-turn mower

1 THE LEGEND. On the 30th anniversary of its original Lazer Z zero-turn mower, Exmark has launched the third generation of its premier Lazer Z X-Series model.

2 NEXT LEVEL PRODUCTIVITY. With a choice of 48-, 52-, 60-, 72-, or 96-inch cutting decks, the new Lazer Z X-Series makes quick work of virtually any property.

3 SIGNATURE CUT QUALITY. The Lazer Z X-Series takes Exmark's signature cut quality to the next level with UltraCut Series 6 cutting decks, featuring flow control baffles and a redesigned discharge chute for improved clipping dispersal. Now standard, the exclusive Adapt technology allows for easy, tools-free deck rake adjustment.

4 POWER TO DO MORE. World-class big-block power and a high-capacity hydro drive system empower the Lazer Z X-Series to power through tough jobs.

5 ULTIMATE DURABILITY. From the new double capture anti-scalp brackets to the numerous frame changes, we've taken quality and long-term durability to a new level.

6 MAXIMUM UPTIME. With sealed bearing spindles and just four annual grease points, the 2025 Lazer Z X-Series is designed to mow all season with no in-season maintenance.

7 OPERATOR COMFORT. An ergonomically advanced high-back seat system features Exmark's exclusive iso-mount seat isolation system to reduce bumps and vibrations reaching the operator.

8 EASE OF MAINTENANCE. A redesigned seat mount and quickly removable rear engine guard ease engine access for maintenance and service.

9 TOTAL COST OF OWNERSHIP. The Lazer Z X-Series is engineered for maximum durability, performance, and operator experience, delivering the long-term value that helps reduce total cost of ownership—just as Exmark customers have come to expect.

10 WORLD-CLASS SUPPORT. With a comprehensive dealer and distributor network, Exmark stands behind its mowers with parts, service and a warranty you can count on.



The world didn't need a new mower. It needed a new Lazer Z.

The Lazer Z X-Series has arrived—built to deliver unmatched durability, legendary cut quality, and performance that exceeds expectations at every turn. The future of mowing has never looked so good. Visit your dealer to experience the Lazer Z.



Explore the legacy behind the legend.



TOP 10 THINGS TO KNOW

Is your spray equipment vendor a valuable resource?

10 ways Graham Spray equipment supports their customers' businesses

1 HIGH-QUALITY COMPONENTS. A spray rig is a major expense. It's also the backbone of any lawn care business, so neither you nor your vendor should trade off quality for a lower price point. The upfront savings can be quickly canceled out by downtime, repair costs, and short equipment lifespan. That's why Graham uses only top-quality components with a proven track record of reliability and longevity.

2 METICULOUS CRAFTSMANSHIP. Craftsmanship is just as important as quality components. About 48 man-hours go into building and testing every Graham unit. Each one comes with a one-year warranty against defects in materials and workmanship.

3 CUSTOM DESIGNS. No two lawn care operations are the same, and a rig design that works well for one might not be right for another. Graham builds according to customer specifications and offers customization suggestions so that the layout and features improve the efficiency of individual operations.

4 KNOWLEDGEABLE GUIDANCE. All vendors should have thorough knowledge of their products. Graham goes a step further, with deep knowledge of the lawn spray industry. Since its founding in the

late '70s, Graham has been owned and operated by lawn care veterans who know what it's like to work in the field and how to run a profitable business. That experience informs Graham's approach to helping customers achieve their goals.

5 TRANSPARENCY. A spray rig is a big investment. It's crucial that lawn care operators feel confident that their vendor is communicating openly and honestly with them. From our first contact with a customer to rig delivery, Graham strives to be transparent about its processes and pricing.

6 READILY AVAILABLE PARTS. No lawn care business wants to be sidelined by a worn-out belt or clogged filter. Graham stocks a full array of replacement parts and repair kits and offers convenient ordering online and by phone. Orders placed by 3 pm ET ship the same day.

7 REDUCING HASSLES, INCREASING VALUE. We add value by offering training on equipment operation and maintenance, special financing on trucks, rig delivery, and more. (The guy who delivers the rig to your shop might turn out to be the CEO.)

8 SERVICE AFTER THE SALE. For as long as you own a Graham rig, you can call us with questions about maintenance, troubleshooting, and repairs. Since a Graham rig can last upward of 20 years – in some cases 30 -- we're talking about decades of expert support and value.

9 COMPANY STABILITY AND LONGEVITY. Whenever one of your vendors experiences changes in leadership or staffing, your business can be disrupted by problems ranging from equipment quality to customer service responsiveness. At Graham, the reliability and longevity that distinguish its rigs are hallmarks of the company itself. Several employees have been at Graham for more than 20 years (with some approaching 40). That stability puts Graham in a unique position to provide customers with the final benefit on our list.

10 LONG-LASTING RELATIONSHIPS. Graham has two customer service goals: building trust and doing whatever they can to be a supportive partner in a lawn care operator's success. That's why customers return to Graham for additional rigs over decades and wouldn't consider going anywhere else.

"Great customer service and the best equipment in the industry."

That's how Josh and Shawn Rupani, owners of Advanced Turf Pros in Cape Cod, sum up their Graham experience.



"They're always available, always have the parts we need, always deliver on their promises. And we know we're getting the best spray equipment."

**Ready for the Graham experience?
Call 770-942-1617 or visit GrahamSE.com.**

Tufflex Part of our rigs. Part of our family.



Graham® Spray Equipment
PUTTING YOU FIRST IS WHY WE'RE SECOND TO NONE



TOP 10 THINGS TO KNOW



Customer success is everything to us — we have a long history of providing reliable, cost-effective solutions to the green industry.

1 NOVEL CHEMISTRIES. We continue to deliver unique, improved control options with proprietary herbicides like Sublime™, Quintessential® and Surmise® SpeedPro™ XT.

2 TRIAD FAMILY OF PRODUCTS. The complete post-emergent weed control platform brings you value-added, effective pre-mix solutions to save time and labor.

3 NEW TECHNOLOGIES & MORE. We consistently invest in product enhancements, like H Value® Technology found in Quintessential®.

4 PUTTING IT TO THE TEST. We partner with dozens of universities in rigorous, protocol-driven field trials nationwide.

5 RESPONSIBLE STEWARDSHIP. We're proud supporters of green industry organizations and initiatives, including NALP, RISE and Project EverGreen.

6 FAMILY-OWNED BUSINESS. Founded by Dennis Albaugh in 1979, we're headquartered in Ankeny, Iowa.

7 LOGISTICAL ADVANTAGES. Centrally located manufacturing and packaging facilities in St. Joseph, Missouri, creates service efficiencies for our customers throughout the country.

8 IT STARTED WITH ONE TRUCK. Today, Albaugh is the largest privately held supplier of plant protection products in the world.

9 2,500+ EMPLOYEES WORLDWIDE. Albaugh operates multi-functional manufacturing facilities supporting key regions of the world.

10 MORE TO COME. You can depend on Albaugh Specialty Products to bring you new, high-value solutions you can rely on. Stay tuned...

AND ONE THING YOU CAN COUNT ON

Our goal remains the same as it was 45 years ago – delivering high-quality products and great service at competitive prices, helping unlock the power of choice for you.



TOP 10

THINGS TO KNOW

for Using Electric Heavy Equipment

Whether you're responsible for the pristine upkeep of a golf course, run a local nursery, manage school grounds or simply need extra power for home projects, electric heavy equipment is quickly becoming the go-to choice for landscapers and property management teams nationwide. If you're curious about electric heavy equipment but not yet sure if it's the right alternative for you, here are 10 key factors to consider.

1 CHARGING INFRASTRUCTURE – First, you'll need an adequate setup for optimal charging times. We recommended a 240-volt NEMA 14-50 outlet utilizing an SAE J1772 charging adapter or J plug. If you're new to electric machines, it's the same as for electric cars. They can also be charged with a standard household 120-volt network.

2 CHARGING TIMES – The time it takes to charge your electric equipment depends on the charger's capacity. Higher-capacity chargers provide faster charging. You can think of it like filling your vehicle with a convenience store fuel pump versus a gas can. As an example, Volvo compact electric machines can take anywhere from 40 minutes with a DC fast charger to 24 hours on a 120-volt outlet. With a 240-volt Level 2 AC setup, you can expect charge times in the three-to-six-hour range.

3 RUNTIMES – Runtimes vary by brand, machine type and application, but most users can expect

six to eight hours of operation with compact electric equipment. It's important to remember that construction equipment rarely operates nonstop on a job. If you've been using your machine aggressively and need a midday charge, using a DC fast charger over lunch can help you get through the rest of your day.

4 ESTIMATED WORK HOURS – Unlike diesel machines, which often idle for hours, electric equipment shuts off when not in use. This means that four to eight hours of runtime is typically sufficient for a full day's work in many landscaping applications.

5 LOW MAINTENANCE – Electric engines have fewer moving parts than internal combustion engines, leading to easier maintenance and reduced costs. This helps keep projects on schedule and within budget.

6 COST VERSUS DIESEL – Total cost of ownership (TCO) should be considered when evaluating the actual price of a new electric machine, largely around fuel savings, less scheduled maintenance and extended component life. Even though electric machines might not be cheaper in terms of purchase price today, they do add value by allowing you to work day or night without disturbing those around you. You can even work indoors like in a greenhouse.

7 COLD WEATHER – Volvo's compact electric machines are currently rated for a temperature range from 14°F to 104°F (-10°C to 40°C), meaning they operate at full power within this span. Even when the air temperature drops below 14°F, the battery remains insulated, allowing for near-full power operation if you move snow.

8 VALUABLE INCENTIVES – Rebates, tax credits and grants at local, state and federal levels can help reduce the cost of investing in electric heavy equipment. Talk with your local dealer to explore these options.

9 LEASE VS. BUY – And if you're hesitant to commit to purchasing now, leasing electric equipment is a great option. Companies like Volvo Financial Services can create flexible packages to help you test the technology with less risk. It's essentially a trial run for you.

10 PLENTY OF POWER – Electric excavators and wheel loaders excel at landscaping tasks like planting trees, moving materials and creating water features, all while delivering precision and power without the noise and emissions of their diesel counterparts.



PERFORMANCE THAT LASTS. Emissions that don't.

Electric heavy equipment is finding its way onto more and more landscaping jobs across North America.

That's because these machines offer the same power and performance as comparable diesel models but with lower noise, less vibration and zero emissions. They're also easier to maintain. It's worth your time to research all the advantages electric machines bring to your jobs — you should also review the top considerations on the left, then let's talk about putting the power of electric to work for you.

See the advantages

