

# WHY I CHOSE

WHAT THE CUSTOMERS HAVE TO SAY

## Graham Spray Equipment Is What Every Vendor Ought to Be

By Kenny Crenshaw, Founder & Owner of Herbi-Systems

**W**e came across Graham at a tradeshow about 35 years ago. After checking out what they and their competitors had to offer, we chose to buy our spray rig from Graham. Today, we have more than 50 trucks and every one of them is outfitted with Graham equipment. In other words, Graham has been our sole provider of spray rigs ever since we got that first one back in 1990.

It's a choice we're happy to make again and again for a lot of reasons.

### They've Never Said, "No, We Can't Do That"

Graham offers a wide selection of base models. You can go with one of those, but we always ask for something customized. It could be as simple as a particular type of valve or a more elaborate setup. All we have to do is describe what we want. Even when we can't provide drawings or detailed specs, they deliver exactly what we ask for. It's something they excel at.

### Their Roots Are in Lawn Care

The company's founder and original owner, Max Graham, had a career in lawn care before making the move to spray equipment provider. In field testing equipment, he focused on reliable performance and efficiency for the applicator. His successor is also from lawn care and has kept that standard alive.

### We Have the Kind of Relationship You'd Want with All Your Vendors

While the equipment is what originally sold us on Graham, over time, we came to appreciate the people there just as much. They have always been good to us, always taken care of us. For example, in the rare case when we've had an issue with a rig, they offered to come from Atlanta to fix it. You can count on them to make things right even if it costs them.

It's what the customer-vendor relationship ought to be: It's like you're part of the family. I've always been impressed with how long



many of the employees have been with Graham. That makes it easy to communicate with them. I think it speaks to the importance they place on building relationships within the company and with their customers.

### We Always Get High Quality at a Fair Price

Maybe we could pay less with some other vendor, but it might mean sacrificing quality and longevity. We don't want to take that risk. The quality we get from Graham serves us well. All of our Graham equipment is in service today. That includes the spray rig from 35 years ago. That original truck is long gone but the rig is still going strong. I don't think you can beat that kind of return on investment.

So, why do we choose to use only Graham? The answer is simple: There's no reason to go anywhere else.

*About the Author: Kenny Crenshaw founded Herbi-Systems in 1984, providing Memphis and surrounding areas with lawn and tree & shrub care.*

## HERBI-SYSTEMS GOT THEIR FIRST GRAHAM SPRAY RIG IN 1990.

»» And it's still in use today.



"After our first rig from Graham, we never went anywhere else."

Kenny Crenshaw, Owner



### Quality.

"The equipment is field-tested and designed for efficiency."



### Custom Builds.

"They deliver whatever we ask for."



### Value.

"You always get a fair price for the quality."



**Graham® Spray Equipment**

PUTTING YOU FIRST IS WHY WE'RE SECOND TO NONE

Ready for a game changer? Contact Graham today.  
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Part of our rigs. Part of our family.