



FOR IMMEDIATE RELEASE

RAIN BIRD LAUNCHES NEW MOBILE APP FOR LANDSCAPE IRRIGATION PROFESSIONALS

TUCSON, Ariz. (Feb. 10, 2021) – Rain Bird has introduced “Rain Bird Resources,” a new, free mobile app intended to help landscape contractors and other landscape irrigation professionals get the information they need – anytime and anywhere.

“Contractors, distributors, specifiers, and other irrigation professionals are always on the go,” said Doug Closter, associate product manager for Rain Bird. “Now, with our new Rain Bird mobile app, there’s no need to store bulky printed materials in your truck or wait until you’re back at your office to look up product details or technical specifications. With this app, you have that information and much more right at your fingertips.”

Available now in English and in six additional languages by the end of March 2021, the Rain Bird Resources app is available for free download from the Apple App Store and Google Play Store. After irrigation professionals download the app to their mobile devices, they can navigate to the Rain Bird Catalog, Literature, Design Tools and other resources from the main menu. Within those categories, they can view the full Rain Bird Landscape Products Catalog, featured new products, a literature library, technical support references and a specification resources section. The company plans to add more exciting content and tools as the app grows.

“Rain Bird Resources will greatly reduce the number of printed catalogs we need to print each year, helping us be better environmental stewards,” Closter said. “And, because we will update the app’s content in real time – unlike a printed catalog – users can rest assured that they’re accessing the most current information available.”

This no-cost app does not require users to set up a login or password for quick access. A robust search function makes it easier to find specific information without having to click through multiple screens. Because some irrigation sites may not have Internet access, the app caches key information for offline use. A bookmarking feature also helps users store their favorite pages

for quick reference, and they can easily share information from the app via email, text or social media.

“We understand that in the irrigation business – as in any business – time is money,” Closter said. “With Rain Bird Resources, we’re giving our valued professional customers easy, nearly instant access to the Rain Bird information they need, when they need it.”

For more information about Rain Bird’s many water-efficient products for landscape, golf course and agricultural irrigation, visit www.rainbird.com.

ABOUT RAIN BIRD:

Based in Azusa, Calif., Rain Bird Corporation is the world's leading manufacturer and provider of irrigation products and services. Since its beginnings in 1933, Rain Bird has offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the globe. Rain Bird has been awarded more than 450 patents worldwide, including the first in 1935 for the impact sprinkler. Rain Bird and The Intelligent Use of Water™ are about using water wisely. Its commitment extends beyond products to education, training and services for the industry and the community. Rain Bird maintains state-of-the-art manufacturing assembly facilities in the United States, China and Mexico. www.rainbird.com.

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