

WATERWELL NEWSLETTER

Spring 2016

4985 Fisher, St-Laurent, QC H4T 1J8



“When the flower blooms, the bees come uninvited.”

Ramakrishna

Dear Valued Customers,

Over the past 32 years, Waterwell Irrigation Inc. has excelled in becoming an established leader in the irrigation and landscape lighting industry. We have worked through many diverse economic and climate (rain and drought) conditions, in addition to an always increasing number of competitors, which ultimately has an effect on our sales. One main client concern is the cost of services. A frequently asked question is:

“Why are you so expensive?”

The reply we generally give is the age old: “you get what you pay for”. Waterwell Irrigation charges a fair price for the services, knowledge and thoroughness, quality and reliability that we offer. The market studies will always demonstrate a varying range of prices. It’s our belief and understanding that the most inexpensive price does not always reflect the best price, and usually are at opposite ends of the spectrum. What’s important to retain is that quality cannot be measured by a number.

Waterwell is not selling a number.

The most common shortcuts that other irrigation contractors take in order to offer what seems to be a better rate concern administration, the work performed and company reliability.

Administration shortcuts

1. Québec Normes du Travail regulations such as: overtime, vacation and holiday pay are not followed.
2. Customers/Employees are not covered by CSST in case of injury or accidents.
3. Unemployment premiums are not paid.
4. Customers are not covered by liability insurance.
5. General lack of training, experience and lack of proper safety and general construction certification.

***The items above represent about 30% of the employee cost.

Work performance and reliability shortcuts

1. Not following manufactures guidelines for installation (ie. less parts, or omission of parts completely).
2. Quality of material (ie. retail vs. commercial grade).
3. Depth of pipes and wires (ie. shallow = quicker/cheaper installation but becomes problematic in the future when pipes/wires become exposed and are subject to damage).
4. Installation method (ie. machinery equipment vs. hand shovel installation).
5. Design of the system (ie. location of various components to avoid damage and/or future relocation).
6. As built plans of the work done, or updates as changes are made, – most companies do not even bother with this, but having a plan detailing all of this becomes extremely important when having work done on your property and avoiding unnecessary damage.
7. Technicians arrive on site with little to no customer information, location of components such as timers, valves history or plans, extending the length of a service call, and time costs money.
8. Poor follow-up post service rendered.

Most of this is outlined by L'Association Irrigation Québec, an organisation of professionals created to preserve and ensure the quality and service of irrigation throughout the province, of which Waterwell is a certified member.

All job related shortcuts inadvertently affect you - the client. The quality of the job will ultimately determine the frequency of service calls, extent of automation, long term reliability, and design (quantity and location of parts) of your system. All trades/jobs have shortcuts, and unless you are qualified in that field, you only become aware of shortcomings as you live with the product/service. Over the years, we have returned to service clients whom we bid on, but did not end up installing, and we’ve noticed that the price to repair and troubleshoot a poorly installed system, sometimes becomes more expensive than the original cost of the installation.

Waterwell Irrigation Inc. guarantees effective, safe and reliable work by ensuring the following:

1. Customer service history records constantly updated.
2. Highly trained employees, in house and at other institutions.
3. Year-round customer service and support with extended hours during the peak season.

If at any point you feel wrongly charged or treated, we encourage you to communicate with us, as...

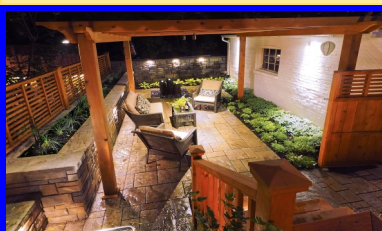
WE CARE ABOUT OUR CUSTOMERS AND ARE SELLING RELIABILITY AND ASSURANCE

In most cases, these are misunderstandings and/or misinterpretations, not *misrepresentation*. All of our policies and procedures have been thoroughly thought out, tested, justified and implemented throughout the last 32 years of experience to keep our costs down and in turn keep our rates to you - the valued customer, as low as possible.

We are looking forward to the 2016 season and would like to extend our deepest gratitude to all our clients for choosing Waterwell Irrigation Inc. for your irrigation and landscape lighting needs for the past 32 years.

Sincerely,

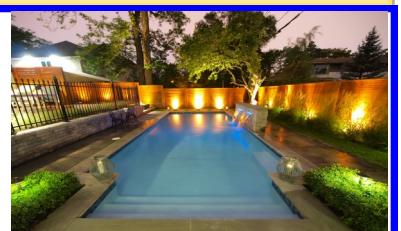
Mark Wiegard & The dedicated service team



LET US LIGHT UP YOUR NIGHTS

*Discover the hidden beauty of your own
backyard For more information, please call*

(514) 333-0808





UNDERSTANDING YOUR MUNICIPAL WATERING RESTRICTIONS

As a general rule of thumb, large sprinkler heads (rotors that pop up and rotate covering large grass/landscaped areas) are usually programmed to water 60 minutes/zone/day three times a week, and small sprinkler heads (sprinklers that pop up but do not rotate and remain stationary) for 30 minutes/zone/day three times a week. However, due to the confines of the watering restrictions of each municipality, the maximum allowable window to water is often must smaller than the required amount. As an example, if you live in the city of Montreal which includes:

Ahuntsic-Cartierville, Anjou, Cote-des-Neiges-Notre-Dame-de-Grace, Lachine, LaSalle, L'Ile-Bizard-Sainte-Genevieve, Mercier-Hochelaga-Maisonneuve, Montreal-Nord, Montreal West, Nun's Island, Outremont, Pierrefonds-Roxboro, Plateau-Mont-Royal, Riviere-des-Prairies-Pointe-aux-Trembles, Rosemont/La Petite-Patrie, St-Laurent, Verdun, Ville-Marie, Villieray-Sain-Michel-Parc-Extension

the watering restrictions in 2015 as per

http://ville.montreal.qc.ca/portal/page?_pageid=7957,113611629&_dad=portal&_schema=PORTAL

meant you were only allowed to water between 3-6am on even/odd days of the month depending on your civic number. As such, we programmed your irrigation timer at the opening as best as we could with respect to this window and/or sunny/shady conditions, in addition to any feedback you as a customer provided us with. For larger size properties, this usually meant reducing the amount of watering times per zone and as such possibly affected optimal desired watering. In addition, some older model controllers do not possess even/odd functions and we make you aware of this and provide possible solutions to remedy this.

Please note, that we at Waterwell try as best as we can to constantly update the watering restrictions of each municipality which can change frequently. However, having clients in over 50 different boroughs in the Montreal and surrounding areas, this sometimes becomes difficult in a continually changing environment. Thus, Waterwell is not responsible for any municipal infraction that may occur, unless a clear error has been made. At the conclusion of each opening and/or monthly inspection, we provide you with an exact zone by zone breakdown of how your sprinkler system has been programmed, but ultimately, it is up to you to make sure this programming corresponds with your local watering restrictions. It is also important to note that a power failure can often offset the programming and as a result be in violation of your local watering windows. In addition, your irrigation controller is sometimes located in an area that is accessible to many (especially on commercial properties), and ideally it should be locked so that only one person has the capability of verifying and/or changing the programming. Fine tuning should be managed during the course of the year by an appointed person, such as a landscaper or someone designated to accept the responsibility of your sprinkler system programming.

Tickets from the city can range from \$200 and up.

EMPLOYMENT OPPORTUNITIES

Applications are now being accepted for
Irrigation Technicians.

We are looking for bilingual individuals
who have a valid
driver's license.

Send your CV to:

michelle@waterwellirrigation.com



We're back!!

I wanted to use this opportunity to let everyone know that I am back from maternity leave. I'd also like to introduce you to Amanda Shane who joined our team during the season last year. I'm sure many of you have had the pleasure of speaking to her already. We are looking forward to working with you in the 2016 season.

Michelle

IMPORTANCE OF LIGHTING INSPECTIONS



Every spring, we open our irrigation systems. Minor adjustments and repairs are done and the timer is programmed. When a system is regularly maintained, large repair bills can be avoided. The same can be said for lighting systems. Servicing a lighting system goes beyond replacing burnt bulbs or defective L.E.D.s. With regular yearly inspections, we can prevent problems from occurring before they happen. Once a system stops working, locating the issue takes time and time is what costs you money. When it comes to lighting, it often takes more to diagnose the problem than to repair it. A common and costly repair occurs when there are lights installed in trees.



As the tree grows, it can envelope the wire and lighting fixtures. The wire is then stretched until it shorts and the fixture becomes useless, not to mention difficult to remove without damaging the tree. This situation is easily avoided. Ask for a lighting inspection on your early booking form or give the office a call for more information. Waterwell has several experienced and well trained lighting techs for you to take advantage of.

Mike Smythe, senior lighting tech (2002-present)

SAVE \$ - PAPERLESS OPTION

Additional discounts offered online if you opt for the paperless option for all communication including work orders/invoicing/and online payment? You have only to select the box on the booking form advising us that you would like this option or advise us the next time you are on the phone with one of our customer service reps.

Make sure when you phone in that we have an updated email.