



Check Your System; FloraTerra Declares July "Smart Irrigation Month"

Bay-Friendly landscaping company seeks to promote, educate on water conservation through smart irrigation

San Jose, CA May 27, 2010 -- FloraTerra, a leading Bay Area landscape management firm, has declared July as Smart Irrigation Month for the Bay Area. The company's declaration comes at a time when summer water usage regularly peaks for landscape irrigation. By formally acknowledging July as Smart Irrigation Month, FloraTerra hopes to put a spotlight on the need to conserve water resources, especially considering the low rainfall totals California has received in recent years.

"The focus of the irrigation industry continues to intensify on water availability and cost issues," says Gene Ebertowski, President of FloraTerra. "Now more than ever, commercial and community property managers need to be knowledgeable about legislation, watering restrictions, tiered water rates, increasing water bills, advanced irrigation technologies, and the water management practices of their landscape contracting companies -- all while facing ever tightening budgets."

FloraTerra is partnering with the Irrigation Association on Smart Irrigation Month, providing a wealth of resources to help FloraTerra educate the Bay Area community on water conservation and smart irrigation. FloraTerra also provides unique expertise as a Bay-Friendly certified company, with training in the latest technology and local ecosystems, along with a proven track record of eco-friendly design and installation. Together, this represents one of the deepest resources for Bay Area developers and residents to learn from.

"Most landscapers typically over-water by up to 30 percent," says Ebertowski. "As a Bay-Friendly certified company, our goal is to provide the best landscaping services for both our clients and our environment. This includes teaching -- and promoting -- smart irrigation."

With smart controllers and drip irrigation, landscapers have plenty of proven water-saving technology to choose from, along with water savings through good irrigation practices. The irrigation industry, as driven by the Irrigation Association, is evolving this and bringing increasingly efficient technology to the marketplace. The next step, then, is for irrigation consumers to learn about choosing the most efficient technology and developing eco-friendly practices.



"Once you know the basics, saving water can be easy -- and it benefits everyone," says Ebertowski. "With Smart Irrigation Month, we hope to show the public that you can save on your water bill, keep your landscape healthy, and preserve our valuable resources just by changing a few simple things."

FloraTerra is available to answer questions regarding Smart Irrigation Month and eco-friendly irrigation practices. For a free onsite quote please click here; <http://www.floraterra.com/Request-Landscape-Management-Quote-Bay-Area.asp>.

About FloraTerra

Since 1997, FloraTerra has been a leading Bay Area landscape management company specializing in design, installation, maintenance, and other services. FloraTerra uses cutting-edge processes and materials with an eye on sustainability and conservation for beautiful eco-friendly landscapes. Learn more at www.floraterra.com, including FloraTerra's new three-minute Impact Movie.



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