FIELD NOTES from Paige Water & Outdoor —

GROUNDED INSIGHTS. PROVEN SOLUTIONS.

Staying Rooted in What Matters

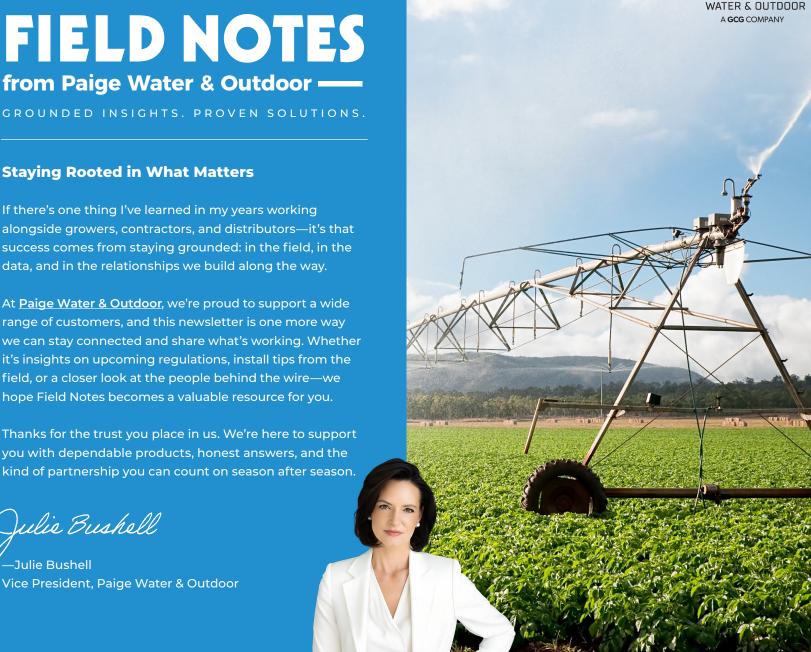
If there's one thing I've learned in my years working alongside growers, contractors, and distributors—it's that success comes from staying grounded: in the field, in the data, and in the relationships we build along the way.

At Paige Water & Outdoor, we're proud to support a wide range of customers, and this newsletter is one more way we can stay connected and share what's working. Whether it's insights on upcoming regulations, install tips from the field, or a closer look at the people behind the wire—we hope Field Notes becomes a valuable resource for you.

you with dependable products, honest answers, and the kind of partnership you can count on season after season.

ulie Bushell Julie Bushell

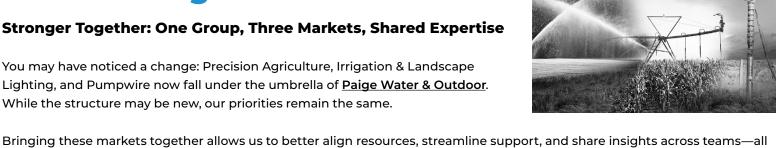
Vice President, Paige Water & Outdoor



Market Insight: What You Need to Know

Stronger Together: One Group, Three Markets, Shared Expertise

You may have noticed a change: Precision Agriculture, Irrigation & Landscape Lighting, and Pumpwire now fall under the umbrella of Paige Water & Outdoor. While the structure may be new, our priorities remain the same.



while keeping the specialized knowledge and focus each market deserves. This change is about connection, not consolidation.

Whether you're working on a lighting project, an irrigation install, drilling a new well or installing a center pivot, you'll continue to receive the same expert support and industry-specific guidance you've come to expect from Paige.

Item #: P7271-SP

14 AWG – 500 MCM | 2 & 3 Conductor with Ground

Spec Range:



applications in both fresh and saltwater environments. Designed for installation within well casings, this heavy-duty, double-jacketed cable delivers reliable power and control for deep well systems. Constructed with Class C stranded bare copper conductors per ASTM B3 and B8, each conductor is insulated with heat-

The 3/C with Ground THHN/PVC Flat Submersible Pump

<u>Cable</u> is engineered for demanding submersible pump

and moisture-resistant PVC/nylon, rated for THHN/THWN applications. The cable is suitable for continuous operation at

surprised to learn?

you feel proud?

Michigan Wolverines. Go Blue!

the flat, color-coded assembly, providing added protection and ease of installation. The inclusion of an equally insulated ground conductor

90°C in dry locations and 75°C in wet conditions and is rated

for 600 volts. A durable black PVC outer jacket encapsulates

ensures safety and compliance, while the flat configuration simplifies routing and identification in tight spaces. With UL and MSHA approvals, this cable is a trusted solution for professionals working in critical water system environments where performance and durability are essential.

GET TO KNOW PAIGE With over 20 years of experience in sales strategy, process improvement, and service excellence, Kathi Renner leads end-to-end operational support at Paige Water & Outdoor.



SALES OPERATIONS, Paige Water & Outdoor



efficiency and building a service model that adapts to the evolving needs of customers. What's something about your role or the industry that people might be

She works across departments to align teams, drive growth, and deliver a best-in-class customer service experience. As Director of Sales Operations, Kathi is focused on improving

I joined Paige in October 2022 after transitioning from the fastener industry and quickly discovered a real passion for wire and cable. With Julie as my mentor, I jumped into learning the business and now thrive in a role that is both technically challenging and

relationship focused. Is there a particular project or moment that really stuck with you or made

I take a lot of pride in building strong, lasting connections with my customers. Success for me isn't just about getting the job done. It's about forming meaningful relationships, solving problems, and really getting to know the people I work with.

How do you like to unwind or recharge after a busy day working in this field? Outside of work, I stay busy with my three kids, who are 22, 14, and 6. I love supporting them at their sporting events. I also enjoy spending time with friends and family, hosting poolside get-togethers, and cheering on the Detroit Tigers, Detroit Lions, and University of

Everything What's **Coming Up?**

Timina Is

Florida GCSA Annual Meeting and Steven Wright **Memorial Golf Tournament** The Resort at Longboat Key Club, Longboat Key, FL July 31 – August 2, 2025

GCBAA 2025 Summer Meeting Westin Copley Place, Boston, MA August 11 - 14, 2025

Equip Expo 2025 Louisville, KY October 21 – 24, 2025

Irrigation Association Show New Orleans, LA December 8-11, 2025

Efficient Irrigation

REGISTRATION OPENS JULY 15!

Smart Irrigation in Practice - Efficiency, Performance, and Proven Impact Date: July 24, 2025 at 12:00 p.m. Eastern

Irrigation Association Webinars

Unlocking USDA Conservation Programs - How EQIP, RCPP, and TSPs Can Grow Your Business Date: September 18, 2025 at 12:00 p.m. Eastern

Deep Dive - Pressure Regulation and the Future of

Date: August 21, 2025 at 12:00 p.m. Eastern

IN FOCUS **Aluminum & Copper** Tariffs on the Horizon: What You Need to Know

> aluminum and/or copper wire or components, the best way to stay ahead is to plan and purchase early. We're actively working with our partners to navigate pricing and availability, and we encourage

customers to reach out now if they have upcoming

needs for aluminum and/or copper products. Staying

ahead of the curve today can help you avoid pricing

surprises tomorrow.

manufacturers and suppliers are already seeing

signs of cost pressure. For projects that rely on

New tariffs on aluminum and copper imports are

ongoing trade policy changes aimed at boosting domestic production and supply chain resilience.

While final timing and details are still evolving, many

expected to take effect later this year—part of

JULY IS #SMARTIRRIGATIONMONTH! Throughout July, you can show your support by sharing a smart irrigation success story on social media, engaging customers in water-wise conversations, submitting a proclamation and more. Get started and download easy-to-use resources by visiting smartirrigationmonth.org. NOMINAL AVG. OD INSTALLATION TIPS: CIC CABLE INSTALLATION BEND

SIZE

1-1/4"

3/4" 1"

Installing CIC (Cable-in-Conduit) correctly is key to long-term performance. Here are two quick tips to ensure a smooth setup: ♦ **Prep Both Ends:** Before installation, cut the cable free from the conduit

at both ends. Don't forget to reinstall the conduit caps to keep out

- debris and backfill. 1-1/2" 1.900 Feed Smart: Position the reel so the cable feeds from underneath the 2.375 drum. This reduces bending and helps prevent damage to the assembly.
- Askthe What is the value in using CIC?

with or without pull tape.

d helps prevent damage to the assembly.		2-1/2"	2.875	27	
		3"	3.500	32	
CIC is commonly referred to as Conduit, CIC,In-duct and/or Cable Con					
What is the value in using CIC?					
1.	Reduced installation cost of 25% for both time and labor				
2.	Protection of cables from physical damage, dust, chemicals, and UV radiation				
3.	Shields cables from mechanical damage	ields cables from mechanical damage, environmental factors, and potential			
	hazards, enhancing overall reliability and longevity				

(INCHES)

1.050

1.315

1.660

RADIUS (INCHES)

10

12

15

17

21



Do you sell empty conduit? Yes, often referred to as HDPE and Poly Pipe we can sell empty conduit cut to length

SUBMIT YOUR QUESTIONS

Know someone who should get this newsletter? FORWARD



