

FIELD NOTES

from Paige Water & Outdoor

GROUNDING 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.

Thanks for the trust you place in us. We're here to support you with dependable products, honest answers, and the kind of partnership you can count on season after season.

Julie 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.



Bringing these markets together allows us to better align resources, streamline support, and share insights across teams—all 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.

PRODUCT IN THE FIELD

Item #:
P7271-SP

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



The 3/C with Ground THHN/PVC Flat Submersible Pump Cable is engineered for demanding submersible pump 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- and moisture-resistant PVC/nylon, rated for THHN/THWN applications. The cable is suitable for continuous operation at

90°C in dry locations and 75°C in wet conditions and is rated for 600 volts. A durable black PVC outer jacket encapsulates the flat, color-coded assembly, providing added protection and ease of installation.

The inclusion of an equally insulated ground conductor 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



Kathi Renner
DIRECTOR OF
SALES OPERATIONS,
Paige Water & Outdoor



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. 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 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 surprised to learn?

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 you feel proud?

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 Michigan Wolverines. Go Blue!

Timing Is Everything

What's Coming Up?

Florida GCSA Annual Meeting and Steven Wright Memorial Golf Tournament

The Resort at Longboat Key Club, Longboat Key, FL
July 31 – August 2, 2025

GCBA 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
REGISTRATION OPENS JULY 15!

Irrigation Association Webinars

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

Deep Dive – Pressure Regulation and the Future of Efficient Irrigation
Date: August 21, 2025 at 12:00 p.m. Eastern

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

IN FOCUS

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

New tariffs on aluminum and copper imports are expected to take effect later this year—part of ongoing trade policy changes aimed at boosting domestic production and supply chain resilience.

While final timing and details are still evolving, many manufacturers and suppliers are already seeing signs of cost pressure. For projects that rely on 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.

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.

INSTALLATION TIPS: CIC CABLE INSTALLATION

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.
- 💧 **Feed Smart:** Position the reel so the cable feeds from underneath the drum. This reduces bending and helps prevent damage to the assembly.

NOMINAL SIZE	AVG. OD (INCHES)	BEND RADIUS (INCHES)
3/4"	1.050	10
1"	1.315	12
1-1/4"	1.660	15
1-1/2"	1.900	17
2"	2.375	21
2-1/2"	2.875	27
3"	3.500	32

Ask the Experts

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, environmental factors, and potential hazards, enhancing overall reliability and longevity

Do you sell empty conduit?

Yes, often referred to as HDPE or Poly Pipe we can sell empty conduit cut to length with or without pull tape.

SUBMIT YOUR QUESTIONS

Know someone who should get this newsletter?

FORWARD IT