

## The innovation: An irrigation device that gives you more control.



### Control water use.

Use 61% less irrigation water versus surface drip by controlling where the water goes. Deep Root Irrigation (DRI) delivers it directly to the root zone, avoiding the runoff and evaporation associated with surface watering.

### Control energy costs.

When you cut irrigation water use, you also spend less on energy to pump water to your plants. The USDA's 2013 Farm and Ranch Irrigation Survey found energy to be the #1 irrigation cost, comprising an average of 38% of the total.

### Control fertilizer dispersion.

DRI directs liquid fertilizer to the root zone, minimizing loss to runoff and displacement. You have more control over the amount of fertilizer that actually is delivered to your plants.

### Control fungus, weeds, and pests.

When you eliminate surface watering, you reduce accumulation of moisture that stimulates growth of fungus and weeds. Which means you also reduce food and water sources that attract pests.



### Control resistance to drought and disease.

DRI promotes downward growth, reducing likelihood of J-root or shallow root development that drip systems can encourage.

### Control mineral buildup on your emitters.

With drip systems, warm air flow around the emitters causes evaporation, which can cause clogging from calcification buildup. DRI seals, contains, and directs water to the root zone without air interference.

### Control installation costs.

- Priced at a small fraction of the cost of drip irrigation systems.
- Can be installed quickly and easily, requiring only 30–60 seconds each.
- Connects to most existing emitters.

### Control sustainable farming practices.

Use less water, energy, fertilizer, pesticides, and fungicides. Avoid water pollution from surface fertilizer runoff. And grow healthier plants.

### Control your bottom line.

With DRI's low cost and high savings in water, energy, and maintenance, it pays for itself.