

YOUR GARDEN

No More Boring Garden Sprayers: Updated Looks, Innovative Features

(NAPSA)—Gardening enthusiasts love the results of spraying: lush lawns and pest-free flower beds. But until recently, the job had been awkward and unwieldy as gardeners had to struggle with tangling hoses and general bulk from out-of-date devices that had not changed much since they were developed in the early 1900s.

One manufacturer fulfilled the secret wish of gardeners everywhere when it revolutionized the garden sprayer business in perhaps the most dramatic product redesign the industry has ever seen. In addition to offering cutting-edge technology, this new line of garden sprayers boasts a fresh new look that makes all former sprayers seem positively antiquated.

The product line offers many innovative features and characteristics not currently found on garden sprayers and comes as a direct result of years of research by Chapin, both in the field and in the lab.

“We observed gardeners using spraying equipment in their own homes and saw firsthand some of the challenges they are facing,” said Tim Pelozo, product marketing manager. “The people we observed found the old-style sprayers difficult to use and sometimes very confusing.”

While studying homeowners at work in their yards, Chapin researchers saw them struggling with sprayers that were clogged, tangled, messy and generally



A new kind of garden sprayer offers convenience, comfort and a modern look.

uncomfortable and bulky. Further research found that consumer concerns included proper handling of chemicals when pouring them into the sprayer, accurately measuring the chemicals and controlling the amount of liquid that comes out of the sprayer.

“We set out to change garden sprayers forever, and we have,” said Pelozo. “By listening to gardening enthusiasts and observing them at work, we were able to meet their specific needs by designing features that will result in saving time, less aggravation and peace of mind.”

The Spray ‘n Go™ sprayer features the SureSpray™ patented anti-clog filter and Total Spray Control™, which includes an integral spray shield that gives gardeners the power to choose which

plants receive the spray and which do not. There is an ergonomically designed spray handle to lessen strain on the hand and lower arm, as well as a nozzle that can be quickly adjusted to two different positions for a cone or stream spray. The nozzle is designed within the concept of Chapin’s new Clean ‘n Easy™ system to keep chemicals off your hands. The new sprayer also has a large four-inch opening in the translucent bottle for no mess in filling, mixing and cleaning.

In addition to the customer-focused features, Pelozo predicts gardening enthusiasts will be impressed by the sprayers’ unique design. “Today’s gardeners demand tools that are as good looking as they are functional. So we completely overhauled the entire look,” he said. “This is the first time that cutting-edge industrial design concepts have been applied to lawn and garden sprayers.”

The new product line will be available throughout the country in top lawn and garden stores as well as regional retailers and local nurseries in time for the 2004 gardening season. The suggested retail prices for the Spray ‘n Go models range from \$19.99 to \$29.99 and are available in one- and two-gallon capacities.

Chapin is a family-owned, New York-based company that has been selling sprayers designed for a multitude of household and industrial uses for over a century.