



The 2023 product for the Ag Sales contest will be [Bowsmith](#) irrigation products.

Brief History of Bowsmith.

Al Smith, a rocket scientist, who helped put a man on the moon with the Apollo program, founded Bowsmith in 1974. He was an entrepreneur at heart and yearned to start his own company. So, he invented a unique drip emitter—a "continuous self-cleaning" drip emitter with unmatched clogging resistance. Over the years there were continued refinements to that original concept, and improvements in materials and construction, with the result that today Bowsmith "NonStop" drip emitters have earned a worldwide reputation as the best in performance, quality and reliability.

In 1977, the original Fan-Jet micro-sprinklers were introduced and became an instant winner with farmers. Tubing extrusion facilities were added in 1980. In the mid-1980s, the TruFlo and NonStop Gripper online drip tubing were introduced. The next generation Fan-Jet head developed in 1986 carried on that tradition with the biggest wetting pattern of any spray-type sprinkler, plus the widest array of pattern shapes and flow ranges. In 1992, the quick-twist thread was added for easy field installation. Inline drip tubing technology was added in 1999; "PCI" & "TFI" Series drip tubing.

Product innovation continued with the development of BigFoot drip tape in 2004. In 2006, the revolutionary Fan-Jet Plus (anti-insect) micro-sprinkler was introduced. Then in 2011, the Fan-Jet PC was developed to provide uniform flow across a wide pressure range and high clog resistance with self-flushing throughout the operation.

How will this product work for the Ag Sales contest?

Teams will be assessed on their communication skills, product knowledge, sales process, and ability to maintain customers. Like any other product, Bowsmith irrigation products is marketed to different customer groups. Teams will be responsible for developing a strategy to market and sell to differentiated customers. Students will present a comprehensive approach for a sales call of a designated customer group to judges acting as the team's immediate supervisors in the team activity. Students will directly sell Bowsmith irrigation products from both the agriculture and landscape product lines, fitting one of several customer profiles in the individual sales activity.

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