

Watering Made Easy

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Permanent sprinkler innovation a first for DIYers

Ex-Enron employee turned inventor, Eric Eden, has created the first in-ground permanent sprinkler system that homeowners can install in minutes. The innovative Watering Made Easy Sprinkler Station (booth 26230) saves thousands of dollars on the commercially installed, permanent, irrigation systems that are currently available without tearing up the lawn for a fraction of the cost.

The Watering Made Easy Sprinkler System is much quicker, easier and more-convenient than dragging individual surface sprinkler products around the yard over and over again. Homeowners can effortlessly insert a below grade station in a small hole in the yard. Within minutes a quick connector allows you to snap on your garden hose to supply water to the pop-up sprinkler. When the watering stops, the pop up head disappears underground and allows mowers to safely pass over the area.

Three styles of stations are available to accommodate watering areas of different



shapes and sizes and can be controlled by a water timer.

Eden is the first to commercially market this pipeless, inexpensive, permanent watering system for the growing market of "do it yourselfers."

The new product has been featured on the national QVC shopping channel and in numerous magazines and newspapers.

"Lawn sprinklers must distribute the water evenly across the lawn, but not all sprinklers are up to the task," Eden said.

"Many do not distribute water evenly and leave spots dry, while flooding others. We've all set up a garden hose and sprinkler only to forget it's running and wake up the next morning to a flooded lawn. I got tired of babysitting my lawn and clowning around with surface sprinklers. I came up with the Watering Made Easy system to save me time and money."

Conventional permanent installed sprinklers are expensive to use and install and can waste lots of water. Traditional hoses and surface sprinklers are hard to automate and must be monitored and physically positioned. The new Watering Made Easy Sprinkler System is the solution for a person who is tired of struggling with a lawn sprinkler and chooses not to spend the time, money or effort involved with a traditional underground system.

"If you have a lawn, then at some point during the summer, when it gets really hot and dry, you will end up pulling out your sprinkler," Eden said.