



GALLON GROWERS

PROFESSIONAL LANDSCAPE TOOLKIT

FIRST THINGS FIRST

CONGRATULATIONS.

You hold in your hands the GallonGrowers Professional Landscape Toolkit. This kit was developed specifically to help propane marketers like you grow their businesses by targeting landscape contractors and grounds managers. This is a tool that we hope you'll share with anyone who helps attract new customers to your business, including sales managers, account managers, and service center general managers.

Up front you'll find a collection of facts and market information, including advice on how to approach it. The following section highlights available materials like curriculums and instructional videos to help train your employees on the professional landscape industry. The last section collects and explains all the available materials you can use with current and prospective customers and dealers of outdoor power equipment.

The files for these materials can be found on the enclosed flash drive, but because materials are often updated and added, we encourage you to go to propanemarc.com/landscapetoolkit for the most up-to-date versions. You can also customize many items and order printed copies on the MaRC.

We hope you use this toolkit as a road map that you can follow to help your business grow gallons in this exciting new market.

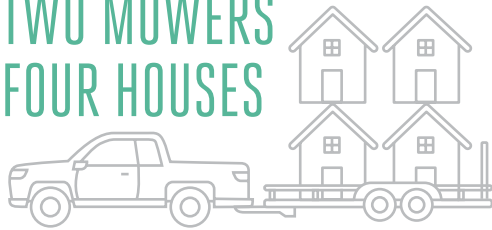


TABLE OF CONTENTS

- + GROWING THROUGH MOWING
- + MARKET OVERVIEW
- + PROPANE-FUELED EQUIPMENT AND VEHICLES
- + DEALERS AND THE BUYING PROCESS
- + POINTS OF ENTRY
- + FREQUENTLY ASKED QUESTIONS
- + RESOURCES FOR YOUR TEAM
- + RESOURCES FOR DEALERS AND END-USERS

SEE MOWERS. THINK HOUSES.

TWO MOWERS FOUR HOUSES



Marketers who pursue new propane customers in professional landscaping have found it to be a tremendous source of summer gallons. Consider this: One commercial mower uses about **1,000 gallons of propane per year**. That's twice as much as a typical household. Adding just one midsize landscape contractor with a fleet of six propane-fueled mowers would be like adding **12 new residential customers**. In fact, the professional landscape industry consumes about **520 million gallons** of conventional fuel in its mowers each year.

Landscape contractors need fuel to run their operations. No matter what the per-gallon cost is, they can't change the amount of fuel they need to power their fleet. What they can change, however, is the kind of fuel they use. As a propane marketer, you can provide contractors with a fuel that offers many advantages over gasoline and diesel:

- Propane saves money on fuel and other operating costs.
- Propane reduces downtime, which means money.
- Propane virtually eliminates fuel spills and theft, which means it saves money.
- Propane helps protect the environment.

This is why landscape contractors across the country are turning to propane to help them save money and increase productivity. According to a 2012 research study by *Landscape Management* magazine, landscape contractors intend to **increase their use of propane by 300 percent** while reducing their use of diesel by the same percentage. And that's just over the next few years.

In other words, propane-fueled mowers aren't just a passing fad. It is the future of landscape services. And it could be part of your future, too, as you help contractors boost profitability while growing your own gallons during the summer months.



CMT-V1



SEE MOWE

SEE MOWERS. THINK HOUSES.

What stuck out most to me about the landscape services industry was that one commercial lawn mower uses the same amount of propane as three houses [in my region]. It takes an awful lot of work to land three household customers, so the lawn mower market seemed like a smart way to grow my gallons.

We visited every lawn mower OEM and dealer in the area and our message was clear: We're going to help you sell more mowers. Then, we went to every commercial lawn maintenance company in a 40-mile radius, including hospitals, county and city offices, and universities. They were all very receptive to us, and many were particularly interested in the green potential of propane.

We started this effort in April, and by June we landed our first account. It took some time, but now my business has been able to increase its sales and bring in fresh clients just by branching out into this new market.

Mark Holloway
Modern Gas, Albany, Ga.

SEE MOWE

SEE MOWERS. THINK HOUSES.

In terms of delivering your propane to this new collection of customers, establishing service couldn't be easier. If you currently deliver propane for homes or forklifts, you already know how to deliver propane to landscape contractors. You can set up an on-site dispensing station with a large tank or provide a cylinder exchange service.

SO AS YOU START TO GO AFTER LANDSCAPE CONTRACTORS JUST REMEMBER A FEW THINGS:

- See mowers, think houses.
- One midsize fleet of commercial mowers uses the same amount of propane as 12 average U.S. households.
- Landscape contractors expect the use of propane-fueled mowers to increase by 300 percent in the next three years.



Now that you know the opportunity, the question becomes "How easy is it to convince a landscape contractor to switch his fleet to propane?"

Let's examine how these advantages are relevant to the professional landscape industry.



CHEAPER FUEL

As a propane marketer, you are in an ideal position to make inroads into a new market like landscape services because your product has a proven track record of helping contractors cut their operating costs, especially as it relates to fuel.

In many cases, fuel costs are a primary factor in determining whether a contractor’s business is going to be profitable or not. This has been a challenge in recent years, as the price of gasoline and diesel has been trending up. In fact, according to an October 2010 survey conducted by *Landscape Management*, contractors cited **“rising fuel costs” as a top success blocker.**

Fortunately for you, this lack of price stability has prompted a renewed interest among landscape contractors in alternative fuels. As you know, propane is generally significantly less expensive than gasoline or diesel.

Additionally, propane marketers can attract professional landscape customers by offering a monthly, or even yearly, contract, which helps minimize price volatility commonly experienced with gasoline. A contract also helps contractors project their annual fuel costs, alleviating anxiety about unforeseen spikes in prices at the pump.

“The worst thing in the world is to go back to [the client] after several months and tell them you need to add a fuel surcharge. Business is already so competitive that normally there’s only hundreds of dollars that separate you and the next competitor... Propane allows you to ... provide consistent service with a consistent price base with a customer because you lock in [a] price for propane for 12 months.”

Jim Bloodworth
Owner, Cutting Edge Landscape, Juliette, Ga.



PRODUCTIVE

A PRODUCTIVE FUEL

Equipment is the lifeblood of a landscaping business. If a mower is out of rotation, its absence from the jobsite could have serious consequences on a contractor's profit margin.

With propane-fueled mowers, downtime is minimized. Propane's **high octane rating** and **low carbon and oil contamination** may result in reduced maintenance costs and longer engine life. Additionally, better refueling practices can help maximize time on the jobsite. In many instances, the refueling of gasoline-fueled equipment requires crew members to travel to an off-site fueling station. This can equate to **hundreds of hours of unproductive time**, because it forces employees to make an extra stop.

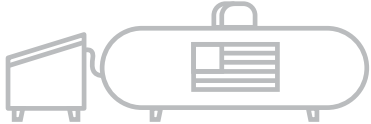
Based on a variety of factors, landscape contractors can expect **up to 8 hours of performance** on a single fueling. Plus, they will usually keep additional cylinders in their trucks for easy refueling on the jobsite, increasing productivity by reducing downtime.

With propane, a contractor has the flexibility to choose a system that best suits their operation, and regardless of the refueling option, their crew will **spend more time mowing and less time refueling**. Propane marketers can help customers choose the best option.

PROPANE PROVIDES ON-SITE REFUELING OPTIONS THAT ARE SIMILAR TO HOW YOU ALREADY WORK WITH FORKLIFT AND HOMEOWNER CUSTOMERS:



A cylinder exchange program where a propane marketer can deliver replacement propane tanks directly to a contractor's storage tank.



An on-site dispensing station with a refueling infrastructure that includes a large tank and no-spill dispenser to allow the landscape contractor to refill empty cylinders.



A CONTAINED FUEL

With a traditional gasoline- or diesel-fueled mower, spilled and wasted fuel is a common occurrence. In fact, refueling landscape equipment results in **17 million gallons of spilled gasoline** in the United States each year—**more than one and a half times the volume of oil spilled by the Exxon Valdez into Prince William Sound in 1989**. Because propane is a contained fuel source, spills are not an issue.

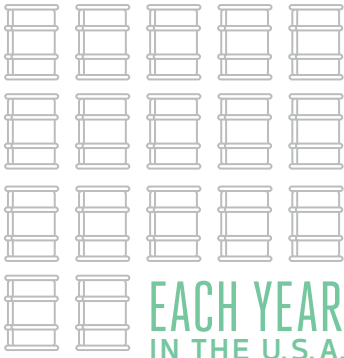
“Propane is a closed fuel system; [unlike] diesel and gasoline there’s always human error when you’re filling up which leads to spillage.”

Kris Stiles

Titan Propane, Rogersville, Mo.

Additionally, any landscaping crew knows that at the end of the day, gas cans rarely return full [no matter how many lawns were mowed]. With propane, there is **little opportunity to steal fuel**, which can translate to real savings for landscape contractors.

17 MILLION GALLONS OF GASOLINE WASTED



PROPANE SPILLS



ARE A NON-ISSUE

A GREENER FUEL

Going green was once seen as a fringe movement, but it is now gaining momentum. Consumers and businesses are looking for environmentally friendly options. These preferences are quickly making their way into landscape services, and propane offers an excellent alternative.



Studies show that propane-fueled commercial mowers produce almost **50 percent fewer** greenhouse gas emissions and **80 percent fewer** carbon monoxide emissions than a comparable commercial mower running on gasoline. They also significantly **reduce other polluting emissions** such as ozone and particulate matter. And new commercial propane-fueled mowers meet or exceed all current emissions requirements established by the U.S. Environmental Protection Agency, as well as the more stringent California Air Resources Board standards.

These emissions benefits help landscape contractors appeal not only to green-minded consumers but also businesses that are likelier than ever to have sustainability goals. Many companies now require vendors to use a low-emissions fuel, like propane, when available.

In addition to voluntary adoption of green alternatives, some larger cities are taking the issue further. Municipalities with air quality issues will periodically enact environmental air quality restriction days. During these times a temporary moratorium is placed on the use of gasoline-fueled commercial mowers. Compounding this challenge is the fact that these are not regularly scheduled events.

Because of its emission advantages, a propane-fueled mower is frequently exempt from the moratorium, allowing a landscape contractor to keep mowing during times of environmental restriction.

The bottom line is your product can equip a landscape contractor with a powerful tool that can help them land new business. In many instances jobs are being awarded to contractors based strictly on the fact that they are able to provide a green solution. Propane can provide that solution, and do so cost-effectively.



MARKET OVERVIEW



LANDSCAPE CONTRACTORS

The U.S. professional landscape industry is composed of roughly 90,000 companies with combined annual revenue of about \$50 billion. Experts refer to the industry as “highly fragmented,” meaning, the top 50 companies generate just 15 percent of all revenue. The majority of landscape contractors [65 percent] are small businesses with annual sales of less than \$500,000. Most have fewer than 10 employees.

Success is largely determined by job volume and operations efficiency. Landscape contractors need ideas on how they can cut operating costs, improve their overall efficiencies, and differentiate themselves from the competition. A propane marketer that shows them a better, more effective way to do business can quickly earn new customers.

TYPICAL LANDSCAPE CONTRACTOR SERVICES INCLUDE THE FOLLOWING:

- Commercial and residential landscape maintenance.
- Landscape construction.
- Irrigation system installation and service.
- Tree services.
- Chemical lawn care and pest control.
- Branch removal around utility lines.
- Snow removal.

IN ADDITION TO LANDSCAPE CONTRACTORS, THERE ARE OTHER POTENTIAL TARGETS THAT MIGHT BUY PROPANE-FUELED COMMERCIAL MOWERS:

- Commercial and residential property grounds managers.
- Parks and recreation grounds managers.
- Universities and schools grounds managers.
- Municipality grounds managers.

BY THE NUMBERS:



520 MILLION

Gallons of conventional fuel consumed.¹



\$80,000

Annual revenue per employee.²



58%

Number of contractors that have been in business more than 5 years.³



86%

Number of contractors who say their industry is “healthy” or “relatively healthy” in spite of the current recession.⁴

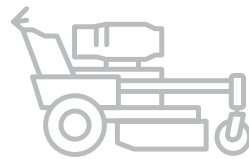
1. U.S. Department of Energy “Clean Cities Guide to Alternative Fuel Commercial Lawn Equipment,” October 2011, 4.

2. Hoovers, a D&B Company, “Landscaping Services Industry Overview,” October 2012.

3. “Landscape Contractor Readership Study,” *PRO Magazine*, August 2008, 6.

4. “Adapt or die,” *Landscape Management*, October 2010, S4.

TOOLS OF THE TRADE: MOWERS



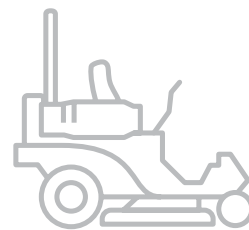
WALK-BEHIND MOWER

Commercial walk-behind mowers are built with higher-end components, bigger decks, and more powerful engines than the typical residential walk-behind. They offer landscape contractors an economical choice that can cover a lot of ground without investing in a riding mower.



STAND-ON MOWER

With a similar body style to a commercial walk-behind, a stand-on has a platform on the back of the mower, allowing the operator to stand rather than walk. This provides the operator with an elevated view for an improved line of sight. Stand-on mowers are the optimal choice for mowing properties with tight spaces where a riding mower would not fit.

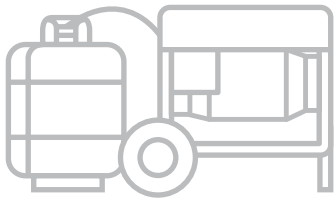


ZERO-TURN-RADIUS (ZTR) RIDING MOWER

A zero-turn-radius riding mower can pivot 180 degrees without leaving a circle of uncut grass. Zero-turn riding mowers are the most popular choice for landscape contractors and offer the best opportunity to maximize propane gallon sales.

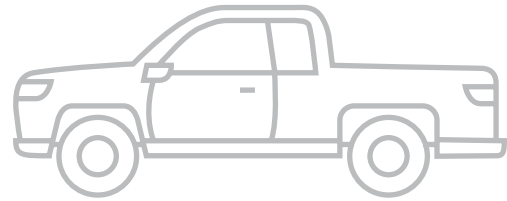


TOOLS OF THE TRADE: GENERATORS AND TRUCKS



REMOTE POWER GENERATION

A propane-fueled generator provides contractors with a convenient source of portable energy. Generators can be used on the trailer to recharge electric handheld equipment like trimmers, blowers, and chain saws, further reducing the operation's emissions and fuel costs.



TRUCKS THAT RUN ON PROPANE AUTOGAS

Landscape contractors can also capitalize on the cost saving benefits of propane in their truck fleet.

Work vehicles that operate on propane autogas can offer contractors a transportation option with lower operating costs and lower emissions than trucks that run on gasoline or diesel. These vehicles deliver the same horsepower, torque, and towing capacity as the gasoline versions of the same models but emit up to 25 percent fewer greenhouse gas emissions.



HOW DEALERS WORK

Outdoor power equipment dealers are generally small, family-owned businesses that have spent years developing strong relationships with the contractors in their local area. As a result, dealers wield a strong influence on the purchasing decisions of contractors.

Dealers will often carry **multiple brands** of mowers and equipment, including chain saws, blowers, trimmers, and snow throwers.

As for service offerings, some have a sales team, others rely on walk-in business, and virtually all rely on parts and service as a core stream of income.

In order to expand their customer base, dealers will attend state and local trade shows, lawn and garden shows, and state and county fairs. Advertising and direct mail efforts will vary depending on the size of the dealership and the focus of its business. To accommodate the needs of many landscape contractors, most dealers offer financing options and leases on new equipment, and sell used mowers.

Overall, outdoor power equipment dealers that serve professional landscape customers understand that they need to be a one-stop shop for maintenance, replacement parts, and loaner mowers in order to form an ongoing business relationship.



BUYING H

UNDERSTANDING BUYING HABITS

MOWER REPLACEMENT

The first step in the buying process for a landscape contractor is determining whether a mower in their fleet needs to be replaced.

Many landscape contractors replace mowers once the engine has operated for certain number of hours. Others tend to use mowers for the duration of the warranty before replacing them with new ones. Still others replace mowers only as needed.

SEASONALITY

Most contractors wait until the spring, just before the start of the new mowing season, to buy mowers. But there are those who prefer to purchase at the end of the year for tax purposes. Additionally, equipment dealers may be eager to clear their showroom of the previous year's inventory and more willing to offer better incentives.

BRAND LOYALTY

Landscape contractors are highly loyal to their favorite mower brands. To make a sale, it's best to start by learning which mower brand they run and determine whether a propane-fueled version is offered. Fortunately, many popular brands have propane options, and the list is growing.

DEMONSTRATIONS

Landscape contractors will repeatedly purchase the same brands and models without a demonstration. But if their preferred brand introduces a new model, or if they are considering a brand they haven't used, a demonstration is mandatory. Dealers who are focused on the professional market will offer demo options to ensure contractors can get the necessary in-field experience before making a purchase.

HOW TO GET STARTED

Now that we've introduced you to the market and identified why the professional landscape industry offers immense potential for propane marketers to grow gallons, you're ready to form a game plan.

The first step should be to establish a relationship with your local outdoor power equipment dealers.



1 DROP BY TO INTRODUCE YOURSELF



2 COME ARMED WITH INFORMATION ON HOW PROPANE CAN HELP



3 PROVIDE A SEAMLESS REFUELING SOLUTION FOR CUSTOMERS



HERE ARE FEW WAYS YOU CAN ENGAGE WITH A DEALER:

- Joining forces on sales and marketing efforts like promotions.
- Taking part in trade shows together.
- Participating in dealership open houses or demo events.
- Establishing specific refueling plans for their customers.
- Joining them in a presentation or bid for a big contract.
- Providing leave-behind materials on your services for customers interested in propane.

Once you've established dealer relationships, you can move on to **prospecting landscape contractors**. You should begin by reviewing your current customer list to see if it contains any prospects. Reach out to them and ask if they are using propane mowers. If not, share some of the benefits discussed previously.

Next, identify those landscape contractors and grounds managers who are most likely to be interested in propane. For landscape contractors, this would be the larger, locally owned businesses. The more mowers a contractor operates, the more potential savings they can realize with propane. For grounds managers, look for organizations that are making public efforts to go green.

FREQUENTLY ASKED QUESTIONS

How much propane will a contractor need on a yearly basis to fuel their mowers?

On average, one commercial mower uses about 1,000 gallons of propane per year—twice as much as a typical household. In fact, adding just one midsize landscape contractor to your distribution route is the same as adding 12 new household customers.

What kind of cylinder does a propane mower typically use?

The 33-pound cylinders typically used on lawn mowers are all standardized left-hand-thread attachments, meaning that the different types of propane mowers on the market can share the same tanks. Propane-fueled commercial mowers typically hold one to two fuel cylinders for a combined fuel capacity of up to about 15 gallons.

What is a ZTR?

ZTR is short for zero-turn-radius riding mower. A ZTR can pivot 180 degrees without leaving a circle of uncut grass and are the most popular choice for landscape contractors.

What is a stand-on mower?

With a similar body style to a commercial walk-behind, a stand-on has a platform on the back of the mower, allowing the operator to stand rather than walk. This provides the operator with an elevated view for an improved line of sight. Stand-on mowers are the optimal choice for mowing properties with tight spaces where a riding mower would not fit.

What is the difference between a residential and a commercial walk-behind?

Commercial walk-behind mowers are built with higher-end components, bigger decks, and more powerful engines than the typical residential walk-behind. They offer landscape contractors an economical choice that can cover a lot of ground without investing in a riding mower.

How difficult is it to convert a traditional mower to run on propane?

Converting a traditional commercial mower to run on propane is actually very easy. Conversions can be completed in less than ten minutes and do not require any specialized tools. However, propane conversion kits must meet federal and California regulations and have full manufacturer warranty support. Visit poweredbypropane.org for more information about these requirements.

QUESTIONS

FREQUENTLY ASKED QUESTIONS

Will a propane-fueled mower function as well as a gasoline-fueled mower?

Yes. Operators will experience the same level of performance they're accustomed to getting from a gasoline mower with no decrease in power.

Why should a contractor care that propane-fueled mowers emit fewer emissions?

Fewer emissions means a mower is more likely to be permitted to operate during environmental restriction periods. Additionally, many contractors may want a low-emissions fuel to appeal to green-minded customers and to qualify for bids where an alternative fuel is specified.

What other equipment could a landscape contractor run on propane?

Many contractors switch to propane autogas trucks to help move equipment from job to job. Additionally, electric handheld tools like trimmers, chain saws, and blowers can all be charged using a propane generator.

How often does a contractor need to replace a mower?

It depends. Some landscape contractors will replace a mower once the engine has operated for a certain number of hours, some will use the mower for the duration of the warranty, and some will replace a mower only as needed.

When is the best time to approach a contractor about switching their fleet to propane?

Most contractors will wait until spring to purchase new mowers, but there are those who prefer to purchase at the end of the year for tax purposes and for end of year deals.

How big is the professional landscape industry?

The professional landscape industry is composed of roughly 90,000 companies with a combined annual revenue of about \$50 billion. However, most landscape contractors are small businesses with annual sales of less than \$500,000.

Besides contractors, who else could I target to switch to propane-fueled mowers?

Other potential targets could include commercial and residential grounds managers; parks and recreation grounds managers; universities and schools grounds managers; and municipality grounds managers.





RESOURCES FOR YOUR TEAM

These materials are designed to help educate you and your staff on the professional landscape industry and commercial mowing equipment. You may find these materials on the enclosed flash drive, but for the most up-to-date versions, always check propanemarc.com/landscapetoolkit.

PROGRAM OVERVIEWS

PROPANE MOWER DEALER DEMONSTRATION PROGRAM

Sponsored by the Propane Education & Research Council, this program gives equipment dealers propane-fueled commercial mowers to loan to contractors in order to give them firsthand experience with the equipment. Dealers must make a good faith effort to loan out the mowers for a minimum of 90 hours.

PROPANE MOWER INCENTIVE PROGRAM

Sponsored by the Propane Education & Research Council, this program gives landscape contractors \$1,000 per qualifying new propane mower purchase or \$500 per qualifying mower conversion. In return, participants provide feedback and performance data for one mowing season.

STATE INCENTIVE PROGRAMS

Many state propane associations offer additional incentives for propane-fueled commercial mower purchases. These offers can be combined with the above Propane Mower Incentive Program to further lessen the cost of entry for commercial landscapers interested in propane. Check with your state propane association to learn what is available in your state.



TRAINING MATERIALS

OFF-ROAD APPLICATIONS OF PROPANE ENGINE FUEL TRAINING MANUAL

The following course curriculum details a variety of off-road propane applications. The mower section covers issues like engine and equipment manufacturers, fuel storage and delivery, and technical specifications of propane-fueled mowers.



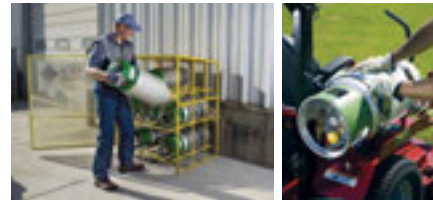
Off-Road Applications of Propane Engine Fuel



TRAINING MATERIALS

PROPANE MOWER DEALER DEMONSTRATION PROGRAM TRAINING MANUAL

This comprehensive manual can help you and your staff learn how to speak to dealers in general, as well as acquaint you with the Propane Mower Dealer Demonstration Program.



Propane Mower

Dealer Demonstration
Program Training Manual



PHOTOS & LOGOS

PHOTOGRAPHY

A library of hi-res commercial landscape photographs is available for use on your website or printed collateral.



PHOTOS & LOGOS

LOGOS

The library also includes logos for Propane Exceptional Energy and the Propane Mower Incentive Program.





RESOURCES FOR MOWER DEALERS AND END-USERS

These materials are designed to help you develop relationships with outdoor power equipment dealers and make the sale with professional landscape prospects. You will find files for these materials on the enclosed flash drive. Always check the MaRC [propanemarc.com/landscapetoolkit] for the most up-to-date versions and to order printed copies or customize materials when available.

TRAINING MATERIALS

SAFELY REFUELING PROPANE-POWERED COMMERCIAL MOWERS VIDEO

This video tutorial can be shared with customers or sales staff to demonstrate safe refueling of certain types of propane systems on commercial mowers.



TRAINING MAT

TRAINING MATERIALS

PROPANE REFERENCE CARD

Share this cheat-sheet with OPE dealers. Encourage them to keep it handy on the sales floor to help them remember the key selling points for propane-fueled mowers.

BELIEVE IT. PROPANE IS JUST A BETTER

Across the country, landscape contractors are discovering the collaborative advantages of propane.

LOWER COSTS
Propane can reduce operating costs for those who have switched to propane engines.

PROVEN PERFORMANCE
Top landscape contractors trust propane to the toughest jobs daily. Twelve of every fifteen propane-fueled operators.

FEWER EMISSIONS
Propane reduces harmful carbon and conventional fuels. In many places, it's used on active action days when other low-emission propane often gives you more time for your crews to do the job.

EASY ON-SITE REFUELING
Propane offers proven refueling options at your door. No more trips to the gas station for your crews to do the job.

REDUCED FUEL SPILLS AND PILLAGE
With its closed fuel system, propane stores cleanly and protects the environment by virtually eliminating costly harmful spills and by dramatically reducing fuel theft.

ABUNDANT SUPPLY PRODUCED IN THE U.S.
Propane is made in America, and we have plenty of it. In fact, the United States exports enough propane annually to run the nation's entire fleet of commercial zero-emission vehicles.

To learn what other benefits are paying off for those moving with propane visit propane.org.

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PROPANE
EXCEPTIONAL ENERGY


PROPANE
COUNCIL

TRAINING MAT

TRAINING MATERIALS

TROUBLESHOOTING PROPANE-FUELED MOWERS BROCHURE

Working through the simple step-by-step troubleshooting tips, this brochure can provide solutions to most maintenance issues a landscape contractor might encounter when using a propane-fueled mower.



Backfiring

1. Backfiring may be caused by a mechanical problem with a valve or rocker arm. Check them.
2. Backfiring may also be due to an overheated spark plug caused by an improperly adjusted air-fuel mixture. Check and adjust the mixture.
3. Backfiring at idle may be due to mechanical failure.
4. Backfiring under load may be caused by an overheated or worn spark plug.
5. Backfiring through the intake valve is not common. It is usually caused by a failed rocker arm or push rod.
6. Backfiring during deceleration is due to an over-rich fuel mixture from a clogged air filter. Check the filter and service as needed.

Propane Odor

1. If the operator smells propane, there is a leak. Propane smells the same as natural gas, because the same odorant compound is added to both fuels.
2. Close the cylinder service valve and check for leaks.
3. Use a propane leak detector or an approved liquid leak-check solution that acts like a soapy water solution.
4. If odor is present at all times, check the cylinder, valves and connectors for leaks. If odor is present only while engine is running, then the regulator diaphragm is defective. Rebuild or replace the regulator.
5. If the cylinder service valve is defective, have a propane supplier check the valve, pump down the cylinder and replace. Do not try to replace the valve due to the pressure in the cylinder (typically 100-200 psi). Do not try to transfer the fuel to another cylinder. Your propane supplier has special equipment to evacuate a cylinder.

Liqui

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UWA

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PROANE
COUNCIL

PROANE
ECONOMICAL ENERGY

State and Local Codes: State and local laws may exceed or supersede NFPA standards. Contact the authority having jurisdiction in your area for requirements applicable to propane or propane-fueled equipment.

INTRODUCTION TO PROPANE-FUELED MOWERS AND TROUBLESHOOTING PROPANE-FUELED MOWERS

VIDEOS

MOWING WITH PROPANE WHY IT'S RIGHT FOR YOU VIDEO

This video highlights a variety of landscape contractors' experiences with propane. They discuss how switching to propane has resulted in lower costs, proven performance, fewer emissions, less downtime, reduced spillage, and confidence in a fuel made in America. Embed this video on your website, link to it on Facebook, or play it for dealers or prospective customers.

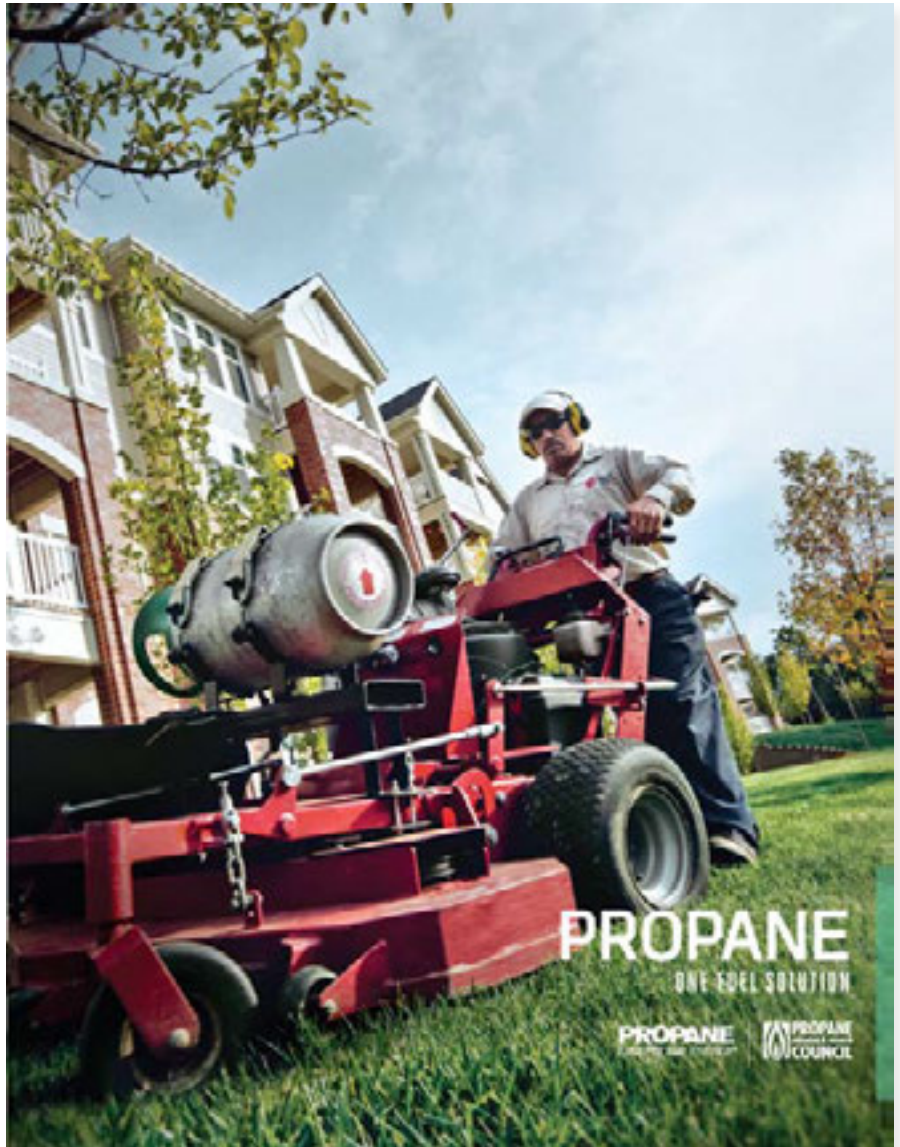


BROCHURES

BROCHURES

PROPANE ONE FUEL SOLUTION BROCHURE

For prospective customers that might be interested in propane for more than just mowers, share this piece to illustrate the advantages of using propane to fuel their mowers, trucks, and generators.



BROCHURES

BROCHURES

PROPANE MOWER INCENTIVE PROGRAM TRI-FOLD BROCHURE (end-user version)

Help move a prospect to purchase by introducing them to the Propane Mower Incentive Program. This piece can be used as a leave-behind, a handout at trade shows, or for sales calls.



MAILERS

PROPANE MOWER INCENTIVE PROGRAM TRI-FOLD BROCHURE (dealer version)

When working with dealers, you can use this brochure as either a direct mail piece or a leave-behind to introduce them to the Propane Mower Incentive Program. Customize the back mailing panel with your company's logo and contact information.



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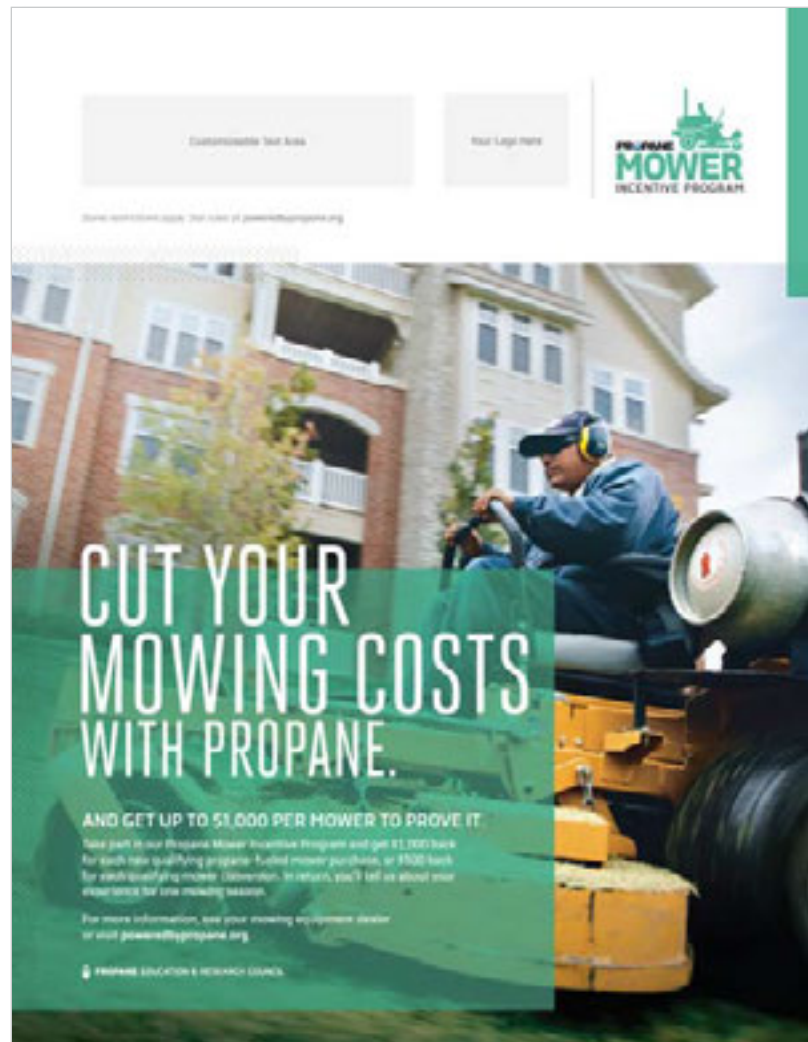


ADVERTISEM

PRINT AD

PROPANE MOWER INCENTIVE PROGRAM PRINT AD TEMPLATE

A smart and easy way to promote the Propane Mower Incentive Program locally, this ad can be customized with your logo and contact information.



CASE STUDIES

COMPETITIVE LAWN SERVICE, INC.

Share this success story with prospective customers. This Chicago lawn service company was able to reduce fuel and operating costs, decrease its environmental impact, and become the first entirely propane-fueled commercial lawn service in the United States.



COMMERCIAL LAWN SERVICE REAPS BENEFITS OF PROPANE-FUELED MOWERS

A PROPANE CASE STUDY

LOWER COST OF PROPANE, SUSTAINABILITY RESONATE FOR CHICAGO'S COMPETITIVE LAWN SERVICE

Working toward having what he believes to be the first entirely propane-fueled commercial lawn maintenance service in the country, Eric Hansen, president of Competitive Lawn Service, Inc., based in Downers Grove, Ill., has begun retrofitting his company's commercial mower fleet. During the last two years, Hansen has reaped benefits from propane, including reduced costs, maintenance convenience, and the ability to offer customers a more environmentally friendly, sustainable solution.

Hansen has six propane-fueled commercial mowers among a fleet of 30, while five of his work trucks are fueled by propane autogas, fuel for on-road vehicles. He plans to have both fleets completely converted within five years; once the conversion is complete, he estimates his business will save about \$2,500 each month. That translates to payback on his investment in new and retrofitted commercial mowers and trucks in less than two years. "Propane costs less than gasoline or diesel fuel, it costs less to maintain propane-fueled equipment, and it's better for the environment, all without sacrificing performance," Hansen says. "It just makes sense to use it in every piece of equipment I can."

SHIFTING TO PROPANE-FUELED MOWERS

As Hansen began to research propane conversion options for his commercial mower fleet, he learned he could convert

his existing Kawasaki engines to run on propane for about \$1,000 per commercial mower with quick payback.

Hansen realized he would need a refueling source, so he worked with United Propane, a Heritage Propane company, to install a fueling station at Competitive Lawn Service, which bought about 1,500 gallons of propane in 2009. Hansen plans to use between 5,000 and 10,000 gallons in 2010 as he adds additional commercial mowers as well as trucks to his fleet. The on-site propane refueling system is more secure, making it easier to track fuel usage, while simultaneously eliminating theft, spillage, and loss.

Another benefit: Hansen's lawn equipment requires far less maintenance since the switch to propane. Competitive Lawn Service's commercial mowers typically run 25 to 35 hours per week and require weekly oil changes. With propane, the same commercial mowers run for a month, or about 100 hours, before they require

COMPANY
Competitive Lawn Service, Inc.
Downers Grove, Ill.

CHALLENGE & SOLUTION
Save fuel costs, decrease environmental impact, and become one of the first entirely propane-fueled commercial lawn care companies in the U.S. through retrofitting entire fleet of commercial mowers, trimmers, blowers, and work trucks.

RESULT

- Estimated 30 percent fuel cost savings
- Estimated fuel savings of \$2,500 per month when all commercial mowers and work vehicles have been converted to propane within five years.
- More secure on-site refueling of commercial mowers, trimmers, blowers, and work trucks.
- Roughly 50 percent fewer greenhouse gas emissions compared with gasoline.
- Monthly oil changes required, compared with weekly oil changes for gasoline-fueled commercial mowers, saving 6 quarts of oil and one hour of shop time per mower.



CASE STUDIES

CASE STUDIES

GREENSCAPES

Share this success story with prospective customers. This Florida landscape company was able to hold down costs and enhance business sustainability by incorporating three propane-fueled mowers into its fleet of 15 mowers.

Greenscapes quickly learned that their new mowers could withstand rigorous workloads without sacrificing power, performance, or blade speed.



PROPANE-FUELED MOWERS BUILD COMPETITIVE ADVANTAGE FOR FLORIDA LAWN CARE COMPANY

A PROPANE CASE STUDY

REDUCED COSTS, ENVIRONMENTAL BENEFITS CRUCIAL FOR SARASOTA'S GREENSCAPES

Greenscapes, a full-service horticulture company based in Sarasota, Fla., has responded to growing customer interest in cost-efficiency and sustainability by adding three propane-fueled commercial mowers to its fleet in the last two years.

Owner Shannon Wilson estimates that he has saved approximately 30 percent on fuel with the propane-fueled commercial mowers, creating a major price advantage further enhanced by the ease of maintenance and fuel delivery. Heritage Propane conveniently delivers replacement cylinders directly to his facility each week. Propane-fueled commercial mowers also produce about half the greenhouse gas emissions of gasoline-fueled commercial mowers, an environmental benefit that has helped Wilson differentiate his business from competitors and attract new customers.

The cost, sustainability, and convenience benefits, coupled with the fact that propane-fueled commercial mowers match the power, performance, and fuel economy of gasoline-fueled commercial mowers, led Wilson to one simple conclusion: "I'll never buy another gasoline-fueled commercial mower if I can help it," he said, adding that he plans to replace

all his existing gasoline-fueled commercial mowers with propane-fueled counterparts.

SIGNIFICANT COST, MAINTENANCE BENEFITS

Wilson, whose business serves a range of residential and commercial customers, purchased two Encore Power Equipment propane-fueled commercial mowers from Onyx Environmental Solutions, a North Carolina-based firm that converts gasoline-fueled commercial mowers for propane operation. The third is a demonstration model on loan from a manufacturer. Greenscapes is a field demonstration site for manufacturers like Ferris and Snapper Pro, including testing and providing feedback on their respective propane-fueled commercial mowers.

Greenscapes' propane-fueled commercial mowers meet the rigorous workload requirement of the business: approximately 40 hours per week in the summer and 20

COMPANY

Greenscapes
Sarasota, Fla.

CHALLENGE & SOLUTION

Hold down costs and enhance business sustainability through introduction of three propane-fueled commercial mowers to the company's fleet of 15 commercial mowers.

RESULT

- Estimated 30 percent fuel savings.
- Approximately 50 percent reduction in greenhouse gas emissions compared with gasoline-fueled commercial mowers.
- Convenience of weekly delivery of replacement cylinders directly to company headquarters.
- Less monthly fuel price volatility with contract.
- No reduction in power and blade speed necessary to cut grass quickly and effectively.

CASE STUDIES

CASE STUDIES

CARSON'S NURSERIES

Share this success story with prospective customers. This 30-year-old lawn and landscape company added propane-fueled equipment to their fleet and quickly experienced an impressive transformation in their business model. Propane-fueled mowers improved efficiency, introduced new revenue sources, decreased spills and pilferage, and increased their overall profits.



CONVERTING TO PROPANE: A GROWTH STRATEGY FOR LANDSCAPE CONTRACTORS

A PROPANE CASE STUDY

PROPANE REDUCES COST, DIVERSIFIES REVENUE FOR OZARKS-BASED NURSERY AND LANDSCAPE COMPANY

When Carson's Nurseries, a 30-year-old lawn and landscape business with two retail locations in Springfield, Mo., added propane-fueled equipment to the business two years ago, owner J.J. Cybulski immediately noticed an impact. After converting the fleet of eight Hustler Super Z's and Exmark commercial mowers to run on propane, Cybulski estimates the company has saved nearly \$6,000 in fuel costs.

"Propane has definitely made a difference on our bottom line," Cybulski says. "Our major expenses are insurance, labor, and fuel. We keep chopping insurance to stay competitive, and now we're doing what we need to do on fuel by moving to propane. You're just not going to get back the money you spend on fuel."

Noticeable short-term savings in fuel costs

impressed management, but propane also transformed the company's business model and day-to-day operations. By improving efficiency, introducing new revenue sources, and decreasing spills and pilferage, propane has provided the business with an abundant, clean-burning, and cost-effective fuel source to streamline operations and increase profits.

COMPANY

Carson's Nurseries
Springfield, Mo.

CHALLENGE & SOLUTION

Reduce costs and increase revenue by converting the company's eight commercial mowers to propane and training staff on refueling and performing conversions.

RESULT

The company reports fuel savings of up to \$6,000 in a single season in addition to increasing employees' time spent on the job through easy on-site refueling and winning more jobs through more competitive bids.

CASE STUDIES

CASE STUDIES

MASTER TRIMMERS

Share this success story with prospective customers. When this Missouri landscape company converted its mower fleet to run on propane, it saved \$10,000 in fuel costs by the end of the first year, reduced overhead expenses, and was able to reduce rates for certain clientele, giving them a competitive advantage in the bidding process for larger jobs.



PROPANE DELIVERS DRASTIC COST SAVINGS FOR MISSOURI LANDSCAPE CONTRACTOR

A PROPANE CASE STUDY

COST SAVINGS FROM PROPANE BUILDS A COMPETITIVE ADVANTAGE, NEW BUSINESS FOR MASTER TRIMMERS

Master Trimmers, a 10-year-old lawn and landscaping business in Marshfield, Mo., converted two of its commercial mowers to propane in March, a few months before the business' summertime peak. Dustin Leighty, the company's founder and president, was optimistic that propane would prove cost effective in the long term but was quickly impressed by the immediate savings he saw.

"Right now we are on track by the end of the year—if everything stays the way it is and we stop mowing the same time we stopped last year—to save \$10,000 on fuel," Leighty said. "I converted two mowers to try propane, and in less than 30 days, I called to get nine more kits."

OVERCOMING MISCONCEPTIONS

A veteran of the landscaping business, Leighty started mowing lawns when he was 12 years old. He started Master Trimmers ten years ago. When he first

considered switching his fleet of 15 commercial mowers to propane last year, Leighty grappled with many of the same misconceptions first-time propane users in the landscape industry often have.

"We were worried about a lack of power and how efficient they were really going to be," Leighty said. "Is it going to run as efficiently as gasoline, and am I going to get my investment back?"

Taking advantage of the Missouri Propane Education & Research Council's Lawn Equipment Assistance Fund (LEAF),

COMPANY

Master Trimmers
Marshfield, Mo.

CHALLENGE & SOLUTION

Grow new business opportunities through competitive pricing and reduced overhead expenses by converting 15 Exmark commercial models to propane.

RESULT

Master Trimmers saved nearly \$10,000 in fuel costs and reduced maintenance during its first season with propane. And the business has used savings in overhead to reduce costs for clients and attract new business.

CASE STUDIES

CASE STUDIES

DENISON LANDSCAPING & NURSERY

Share this success story with prospective customers. This Maryland lawn and landscape company converted to propane-fueled mowers and now estimates they save 80 cents to one dollar per gallon using propane. Impressed by both the fuel savings and performance of their new propane-fueled mowers, they eventually invested in two Roush CleanTech Ford F-250 trucks. Propane has extended the life of their equipment and lowered maintenance costs.



PROPANE-FUELED COMMERCIAL MOWERS AND TRUCKS PROVIDE BIG SAVINGS FOR LARGE LANDSCAPE CONTRACTORS

A PROPANE CASE STUDY

SWITCHING TO PROPANE INCREASES EFFICIENCY, DECREASES COSTS FOR LARGE MARYLAND LANDSCAPING COMPANY

Denison Landscaping & Nursery is one of the Washington-Baltimore metro area's largest residential and commercial landscape contractors. Located in Fort Washington, Md., Denison has been providing landscape maintenance and landscaping services since 1973. Currently, Denison has approximately 80 landscape maintenance employees and operates a fleet of 34 commercial lawn mowers.

A BIG COMPANY CAN BRING BIG OVERHEAD

Denison's size and numerous accounts require efficiency in time management, budget, and equipment maintenance. Since fuel costs play a significant part in profitability, Denison began exploring alternatives to their diesel- and gasoline-fueled equipment.

While attending an industry trade show, Operations Manager Josh Denison, as well as other members of management,

were impressed by propane's affordability and efficiency and they invested in converting four of their commercial mowers to propane.

On average, Denison estimates they save 80 cents to a dollar per gallon using propane. The company currently runs four Exmark propane models on a daily basis, saving an estimated \$20 to \$30 per 72-inch riding lawn mower for a daily savings of \$80 to \$120.

COMPANY

Denison Landscaping & Nursery
Fort Washington, Md.

CHALLENGE & SOLUTION

Running a large company with numerous accounts requires efficiency in time management, budget, and equipment maintenance.

RESULT

On-site propane refueling stations save time normally spent refueling at off-site locations and increases efficiency through fuel tracking and monitoring. Cost savings of \$80 to \$120 realized per day using propane.

THE EVENT SUPPORT KIT

TURN YOUR TRADE SHOW BOOTH INTO A SHOWSTOPPER

Nowadays, trade show booths alone won't reel in valuable prospects. You have to grab their attention with unique materials they can't find anywhere else. Make an impact this year by using the Event Support Kit including: tabletop signs, promotional brochures, propane case studies, and so much more. The kit has everything you need to make your booth stand out from the competition while helping your business make a professional and polished first impression on potential customers.

EACH KIT CONTAINS THE FOLLOWING ITEMS:

- **Propane Mower Incentive Brochure**
 - Communicates the details of the incentive program and the benefits of using propane-fueled mowers.
- **One Fuel Solution Brochure**
 - Explains the benefits of using propane to fuel mowers, trucks, and generators.
- **Propane Reference Card**
 - Cheat sheet that lists key selling points for propane-fueled mowers.
- **Case Studies [5]**
 - Each study illustrates how a professional landscape company successfully transitioned its fleet to run on propane.
- **Propane Mower Incentive Program Tabletop Sign**
 - Promote the Propane Mower Incentive Program with this 22-by-34-inch foam core tabletop sign that makes an impressive statement when placed near equipment.



To get the most up-to-date resources and materials found in this toolkit, visit propanemarc.com/landscapetoolkit.

To learn more about propane-fueled lawn care equipment and the Propane Education & Research Council, visit poweredbypropane.org.

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The Propane Education & Research Council was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.



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