

NEWWA
Drought Management Seminar
March 19, 2003



The New England Rain Barrel Company

The New England Rain Barrel Company

What is the purpose of a rain barrel?

- It is a vehicle used to capture rain water from your roof so the rain water can be used to irrigate the gardens in and around your yard
- A typical roof (1200 square feet) will yield almost 700 gallons of water from a 1 inch rainfall



The New England Rain Barrel Company

Why use a rain barrel

- Saves water
- Plants like it better
- Captures first flush
- It helps conserve city or town water
- Helps to prevent pollution of lakes and rivers



The New England Rain Barrel Company

Parts of our rain barrel

- Recycled barrel
- 2 brass fittings
- Screened louver
- 5' hose with shutoff valve



The New England Rain Barrel Company

What makes our rain barrel better

- Self contained unit—no one can get into the barrel—it is virtually child proof
- Bug proof—the only opening has a screened louver to prevent bugs from breeding and spreading the West Nile Virus
- Critter proof—there are no avenues for animals to get into the rain barrel



The New England Rain Barrel Company

Our program:

1. Discuss the idea of conservation with a city, town or watershed
2. Agree to pricing, end date and delivery date
3. We do all the work
 - The orders come to us—we collect the money
 - we keep the records
 - we generate the invoices and receipts
 - we deliver the barrels to a general location for pick up
 - we hand out installation instructions along with receipt and invoice

The New England Rain Barrel Company

The key to the success of any conservation program is getting the message out

There are a number of different avenues

1. web site
2. newsletter
3. newspaper advertising
4. flyers at public buildings—library, Town Hall, Senior Center
5. flyers home with school children
6. press release
7. Cable or local TV

NEWSPAPER AD

Tired of Extended Water Bans and High Water Bills?
Keep your gardens green all summer long with an environmentally friendly rain barrel from

THE NEW ENGLAND RAIN BARREL COMPANY

SPECIAL OFFER

The Towns of Danvers/Middleton are offering *The New Englander* for only **\$64** Regular price \$79

To order, call: (978) 927-0711
or e-mail: sales@nerainbarrel.com

Delivery Date: May 3 from 9 a.m. to noon at the Water Division Open House, Vernon C. Russell Water Treatment Plant. For more information, call Pamela Irwin at the Danvers DPW, (978) 774-0005

View our entire product line at nerainbarrel.com
SAVE WATER • SAVE MONEY • ENJOY YOUR GARDEN



FLYER

WATER FOR YOUR GARDENS EVEN DURING EXTENDED WATER RESTRICTIONS

Keep your gardens green all summer long
with an environmentally-friendly
rain barrel from

**THE NEW ENGLAND
RAIN BARREL
COMPANY**

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Offer expires April 18, 2003

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For more information, call Pamela Irwin, Danvers DPW, (978) 774-0005

SAVE WATER • SAVE MONEY • ENJOY YOUR GARDEN

View our entire product line at nerainbarrel.com



THE NEW ENGLAND RAIN BARREL COMPANY

SPECIAL OFFER!!!

To All Arlington Residents
\$20 off the price of our deluxe rain barrel!!

Now only \$59

Regular price \$79

Complete with:

2 brass fittings 1/2" midget louver and screen 5' hose with shutoff valve

Delivery date April 12 from 9 to Noon at the DPW yard 51 Grove Street

Visit us at www.nerainbarrel.com Email: sales@nerainbarrel.com Call us at 978-927-0711

Call Arlington DPW for more information 781-316-3104

Offer expires April 1, 2003

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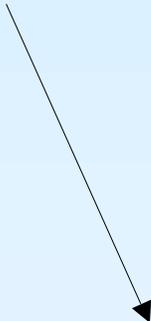
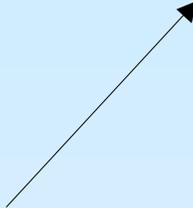
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**BILL
STUFFER
COUPONS**



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Benefits of owning a “New Englander” rain barrel

- Use water wisely by watering your garden with free water collected from your roof.
- You have plenty of water available during a water ban.
- Rain water is great for plants, is usually soft and free of dissolved materials.
- Avid gardeners realize tremendous savings on their water bills.
- Avoid "shocking" your plants with cold tap water.
- Conserve water and save us all the cost of treating it just to put it in the ground.



The New England Rain Barrel Company

Installation

- Installation is usually not difficult
- Make sure the ground under the rain barrel is level
- Make the measurement to cut the downspout
- Try to reuse the downspout elbow



The New England Rain Barrel Company Components



← The Screened
Louver



↗ The Brass
Hose Bibb



↙ The 5' hose with
shutoff



↖ The barrels



The New England Rain Barrel Company—Cities, Towns and Watersheds

Abington
Acton
Amherst
Arlington
Barnes Aquifer Protection
Advisory Committee
Concord
Danvers
Dedham
Easton
Foxboro
Ipswich
Leominster
Middleton
Middlesex Conservation District
Neponset River Watershed
Association
Norwood
North and South Rivers Watershed
Association

Organization for the Assabet River
Plymouth
Rockland
Rockport
Saugus River Watershed
Association
Saugus Action Volunteers for the
Environment
Seabrook, NH
Sharon
Sherborn
Shutesbury
Wayland
Weir River Watershed Association
Westford
Wesport River Watershed Alliance
Westwood
Wilmington

As of June 5, 2003