

## Educate Customers About Rainwater Harvest

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Click to EnlargeDiagrams can help clients visualize how rainwater harvest works. Courtesy of Aquascape Inc.

As Americans recognize the need to preserve water, the pond industry responds with education and products.

Rainwater harvest continues to gain momentum across the nation and water garden businesses can take the lead in educating hobbyists, politicians and everyone in between.

Nathan Novak, owner of Canyon Pondscapes in Tucson, Ariz, said he is certain that rainwater harvest systems will pay off in his area, where city ordinances require rainwater harvesting systems in new residential and commercial developments.

Brochures and working displays are the best way to educate customers about the new systems and products, said Ed Beaulieu, chief sustainability officer for Aquascape Inc. in St. Charles, Ill. "I've done it two different ways. I've used diagrams and pictures and things, but it's much more effective to have an operational system, so [clients] can see what it looks like and how it looks in a landscape environment.

"I suggest that retailers create a small shed in the back of a store, showing water coming off of the roof, going down into the basin and then through the decorative elements," Beaulieu continued. "That really has had a great impact."