

A Powerful Force in Wholesale Distribution

Founded to help independent regional wholesale distributors maintain a competitive edge in a consolidating marketplace, Virtualrain is now the fastest growing and most successful consortium in the green industry.

Our mission is simple: to help independent distributors be successful in all aspects of their businesses through valuable networking, national marketing initiatives and strategic partnerships with leading suppliers.

Originally founded as a sourcing company and buying group focused strictly on irrigation products, we have expanded our focus and influence into all segments of the green industry, helping our members grow their businesses into an ever-expanding line up of new products and new categories.

Our Key Initiatives:

- Build strategic partnerships between leading vendors and our member network.
- Create national marketing programs that benefit our members and vendor partners by growing profitable sales.
- Providing a forum for interchange of best practices in the management of wholesale distribution companies.

- Helping independent distributors excel in providing outstanding products and services to their customers.

Membership Advantages

- Solid partnerships with category-leading manufacturers that offer personalized service.
- Enhanced profitability through vendor rebates and marketing support.
- Opportunities to expand sales and market scope through new lines of business and new product offerings.
- Close collaboration with other distributors from around the country.
- Access to best practices marketing programs, industry research, financial benchmark data, software and more.

Vendor Partner Advantages

- Preferential access to the key leaders of the industry's best-run distribution companies.
- Priority execution of marketing initiatives to launch new products and grow the vendor's market share.
- Regular opportunities to meet face-to-face with distributors' owners, managers and sales teams to review product opportunities.
- Access to the distributors' key opinion-leader customers for market research and product trial.
- Preferential support of the vendor's customer educational programs.



The Value of Membership

“For our company, there are three major advantages to our membership in the Virtualrain group. First, we get the opportunity to partner with the leading manufacturers in everything from pipe fittings to water gardening. Second, we enjoy the buying power of a conglomerate which helps our ability to compete with national chain distributors. Third, we get the opportunity to interact with and learn from other top distributors around the country.”

Jon Kilpatrick

Executive Vice President, The Kilpatrick Company, a distributor of landscape and irrigation supplies and turf mowing equipment.



“Maintaining a solid competitive edge is extremely important in our market. Hydro-Scape has benefited from strong relationships with key Virtualrain vendor partners in developing programs that keep our customers loyal to us. Plus, Virtualrain has introduced us to new vendors that are adding new sales opportunities and new customers to our existing mix.”

Dale Tiglio

President, Hydro-Scape Products, the largest independent distributor of irrigation and landscape supplies in Southern California.



“The regular meetings provide us with the opportunity for valuable one-on-one interaction with vendors. This has helped us craft more effective marketing programs that have directly grown our sales. In addition, the meetings include valuable round table discussions led by experts in specific areas. These discussions have helped us learn from others successes.”

Bob Buchek

President, AMC Industries, a distributor in Texas and Oklahoma.

Virtual Rain At-A-Glance

- **Buying Strength:** Over 30 wholesale distributor members with total sales of \$500 million annually in green industry products.
- **Serving a Huge Base of Professional Contractors:** Member distributors serve over 100,000 professionals engaged in landscape design, installation and maintenance as well as specialties like irrigation, landscape lighting, and water gardening.
- **Geographic Diversity:** Member distributors have over 200 convenient locations across 46 states.
- **Vendors from Multiple Categories:** Over 25 vendors participate in the program, providing products for a wide range of categories including fertilizers, chemicals, irrigation, drainage, landscape lighting, water gardening, holiday décor, seed, sod, hand tools, geotextiles, and more.

“The Virtualrain vendors get first priority in our business across every category from fertilizers to fittings. These companies have provided solid financial incentives and quality marketing plans to win our business. Many companies will tell you that they're your partner and then work against you. With the Virtualrain vendors, we have a long term relationship.”

Craig Reinders

President, Reinders, Inc. Founded in 1864, Reinders, Inc is one of the largest distributors of landscape supplies and irrigation equipment in the Great Lakes region.

The Value of Being A Vendor Partner

“In today's market, simply having the best product line is not enough. You need to have the strategic relationships with local distributors so your message reaches the professional contractor. When we joined the Virtualrain group, doors opened for us that were never opened before. Our line got a second look by distributors who began to really appreciate its value. As a result, our sales have accelerated quickly to everyone's benefit.”

Rick Fields

Vice President, Sales & Marketing, Wilkins.

“In order for our business to grow, we need to access new groups of landscape professionals and get them to add water gardens into their business mix. The Virtualrain distributors have worked with us in launching marketing programs and educational efforts to get contractors informed quickly. We were surprised how valuable it was to us to leverage these distributors' relationships with their customers.”

Greg Wittstock

Founder and CEO, Aquascape, the world's largest manufacturer of products for outdoor water gardens.

“Pipe fittings – just another commodity business where distributors shop by price, right? Wrong. With Virtualrain, we've been able to create true partnerships with key distributors that see real value in our unique products and the high level of service we provide. When we have a new item to introduce, the Virtualrain distributors are always the first to jump at an opportunity.”

Jack McDonald

President, LASCO, a manufacturer of pipe fittings, valves and other specialty products.

