

FIELD NOTES

from Paige Water & Outdoor —

GROUNDING INSIGHTS. PROVEN SOLUTIONS.

Rooted in Progress, Ready for What's Next

As the seasons shift and the year winds down, many of you are already looking ahead—reviewing what worked, what didn't, and what's needed to make 2026 even more successful. It's a familiar rhythm in our industry, and one that reminds me how much foresight and adaptability it takes to do what you do every day.

Whether you're managing water, light or land, your work shapes the spaces we live in and rely on. And while the tools and technologies continue to evolve, one thing stays constant: the value of strong relationships and shared knowledge.

This issue of Field Notes is about just that—staying connected, learning from each other, and preparing for what's next. I hope it brings you something useful as you plan for the year ahead.

Wishing you a strong finish to 2025 and a clear path forward into 2026.

Julie Bushell

—Julie Bushell
Vice President, Paige Water & Outdoor

Market Insight: *What You Need to Know*

Rising Demand for Clean Water and Mechanized Farming Fuels Submersible Pump Growth

One of the top trends in the submersible pump market is the rapid growth of the agriculture sector in emerging economies, which has led to increased adoption of submersible pumps for irrigation and groundwater extraction. Farmers are increasingly turning to solar-powered submersible pumps, especially in remote areas, to help manage energy costs and ensure a reliable water supply.

Read more at [Market Business Insights](#)

Source: "Submersible Pump Market: A Deep Dive into Trends, Dynamics, and Opportunities" – Market Business Insights



PRODUCT IN THE FIELD

Item:

NSF Approved Flat Jacketed Pump Cable

[More information](#)



In water and wastewater applications, there's no room for compromise. **Paige Water & Outdoor is the only approved source for NSF/ANSI/CAN 61-approved flat jacketed pump cable, now certified from 80' to 5000'**, ensuring materials in contact with drinking water meet strict safety standards and never leach contaminants above allowable limits.

Our broad pump cable lineup covers a wide range of needs, **with in-stock options rated at 600V and above**. Low-voltage pumps are often a go-to choice due to familiar components and lower upfront costs. However, when horsepower demands rise, medium-voltage pumps deliver distinct advantages: greater energy efficiency, improved reliability, and long-term cost savings.

The Paige P7311A-SP 5000V MV-90 XLP Non-Shielded Power Cable is built for exactly these demanding

environments. Designed for continuous operation **at up to 90°C in wet or dry locations**, it features concentric stranded bare copper conductors, a bonded semiconducting shield, cross-linked polyethylene insulation, and a tough, sunlight-resistant PVC jacket. This combination provides superior durability and performance, even in harsh, high-load conditions.

From municipal sewage and storm water control to residential and commercial water reticulation, power generation, petrochemical, and mining operations, Paige Water & Outdoor's industry-leading in-stock supply means you get the right cable when you need it, with the specifications your application demands.

GET TO KNOW PAIGE



Doug Gulley

DIRECTOR OF STRATEGIC GROWTH

Paige Water & Outdoor



Doug Gulley joined Paige Water & Outdoor in early Spring 2025 as Director of Strategic Growth, bringing more than 20 years of sales experience in the HVAC, pump, and irrigation markets.

A seasoned sales professional, Doug has built a reputation for exceeding expectations, developing high-performing teams, and driving strategic growth initiatives.

Outside of work, Doug is a proud LSU fan—Geaux Tigers!

Timing Is Everything

What's Coming Up?

Equip Expo 2025

Louisville, KY | October 21 - 24, 2025

With 1,100+ exhibitors and hands-on demos, Equip Expo is where the future of outdoor equipment and infrastructure takes shape. Stop by our booth to see how Paige supports landscapers and irrigation pros with trusted, jobsite-ready cable solutions.

[More information](#)

Irrigation Association Show

New Orleans, LA | December 8-11, 2025

REGISTER BY OCT. 24 TO LOCK-IN EARLY-BIRD PRICING

Co-located with Groundwater Week, this year's event offers twice the exhibitors and double the connections — plus top-tier education

[Register Now](#)

Irrigation Association Membership:

Join a network of irrigation leaders and gain access to exclusive industry insights, professional development and advocacy supporting the future of ag irrigation. Learn more and join at [irrigation.org](#).

[More information](#)

IN FOCUS

Rising Demand and Emissions Pressure: What's Ahead for Agriculture

The latest OECD-FAO Agricultural Outlook projects global agricultural output to grow 14% by 2034, driven largely by productivity gains in middle-income countries. As demand for livestock, fish, and cereals continues to rise—especially in India and Southeast Asia—farmers and suppliers will face new challenges and opportunities.

One key takeaway: agricultural greenhouse gas emissions are expected to increase by 6%, even as carbon intensity per unit of production declines. The report highlights the importance of adopting technologies like precision irrigation and improved nutrient management to meet food security and sustainability goals.

For those in the irrigation and ag sectors, staying informed about these trends is essential. Widespread adoption of existing solutions will be critical to balancing rising demand with environmental responsibility.

Source: OECD-FAO Agricultural Outlook 2025-2034, featured in [Irrigation Today](#)

[Read More](#)

INSTALLATION TIPS: A PROPER SPLICE

When someone says, "a proper splice," they mean more than just joining wires. It's about creating a connection that is consistently reliable. A proper splice ensures your irrigation system is safe and protected against weather and wear.

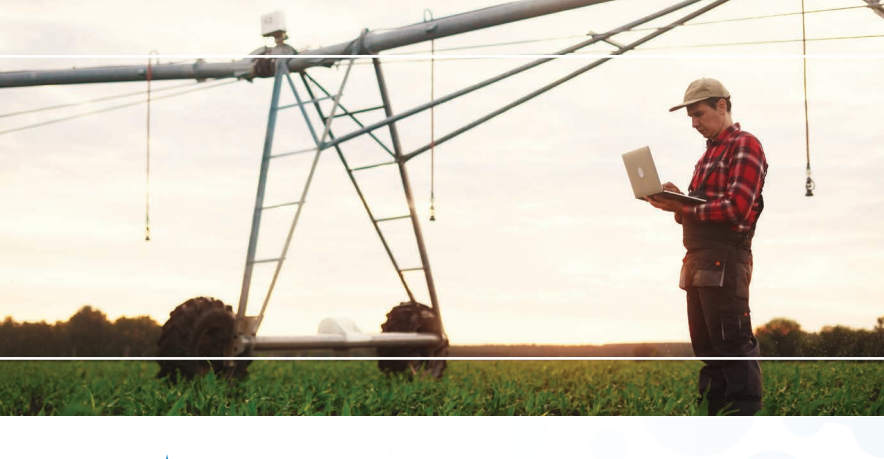
4 Steps to Making a Proper Splice

- 💧 **Lock it down** with a sturdy mechanical connection
- 💧 **Seal it tight** using quality insulation to prevent shorts and interference
- 💧 **Shield it fully by waterproofing** to block moisture and corrosion
- 💧 **Take the strain off** so the splice does not carry the cable's tension and fail

Q: How do cable layout decisions impact signal integrity in large ag systems?

A: As Precision Ag systems grow more complex—with longer runs, more devices, and tighter spacing—signal degradation becomes a real concern. Avoiding tight bends, reducing exposure to electrical noise sources, and planning for proper grounding all help maintain data quality. Pre-planning wire routing during system design can reduce troubleshooting down the line and improve overall equipment responsiveness.

[SUBMIT YOUR QUESTIONS](#)



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