

FIELD NOTES

from Paige Water & Outdoor —

GROUNDED INSIGHTS. PROVEN SOLUTIONS.

Looking Ahead with Purpose

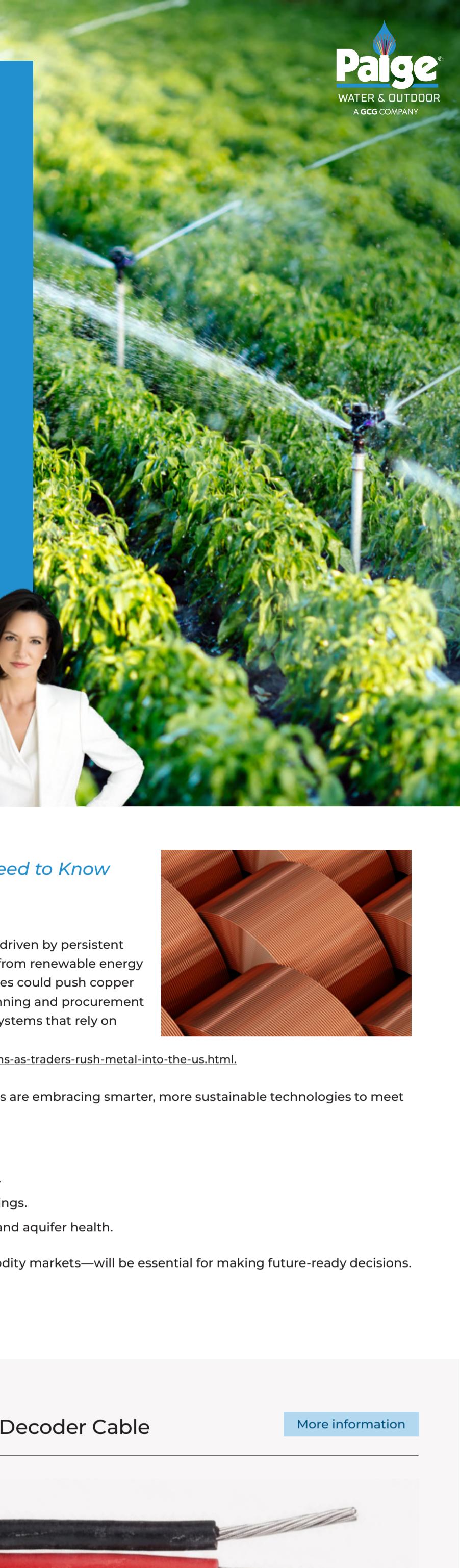
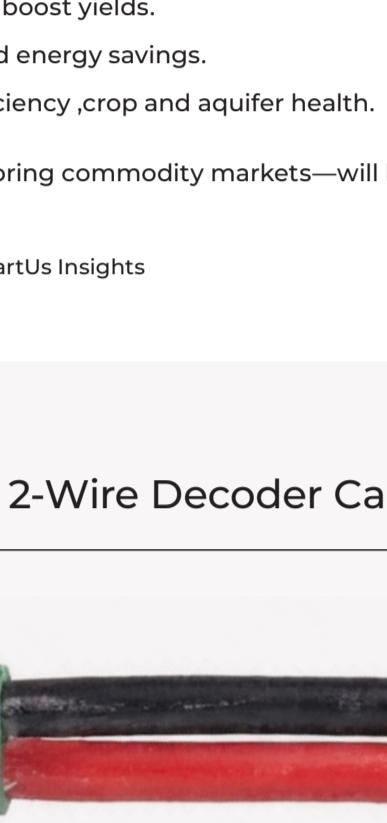
A new year always brings a sense of possibility—and in our industry, that means balancing innovation with the realities of water, land, and light management. One reality we can't ignore: copper prices are projected to climb to record highs in 2026, driven by global demand and supply constraints. For those planning installations or upgrades, early procurement and smart sourcing will be key.

As you'll see in this issue, 2026 is also shaping up to be a year of smarter systems and continued focus on sustainability. From emerging technologies like AI-driven irrigation to practical strategies for installation and system upgrades, staying informed and engaged has never been more important. These shifts aren't just trends—they're opportunities to strengthen the value we deliver every day.

Thank you for the role you play in moving this industry forward. Here's to a year of progress, collaboration, and future-ready solutions.

Julie Bushell

—Julie Bushell
Vice President, Paige Water & Outdoor

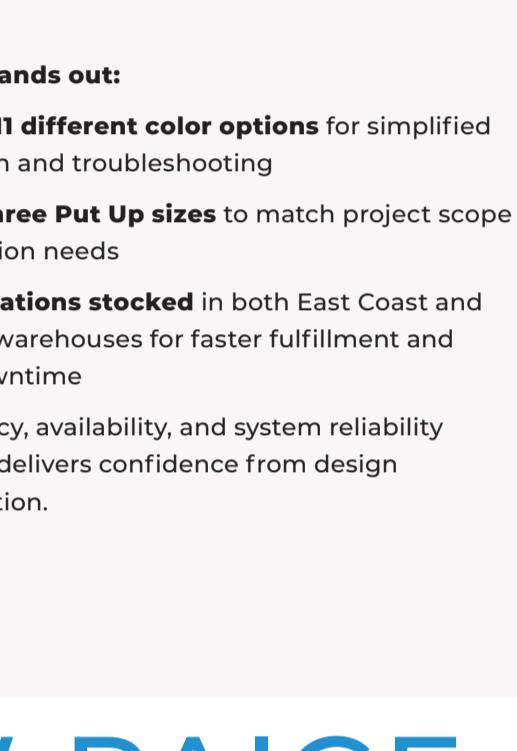


Market Insight: What You Need to Know

What you need to know for 2026

Copper prices are expected to surge to record highs in 2026, driven by persistent supply constraints, tariff impacts, and accelerating demand from renewable energy and infrastructure projects. Analysts warn that these pressures could push copper toward the \$12,000-\$15,000 per ton range, making early planning and procurement strategies more critical than ever for irrigation and outdoor systems that rely on copper components.

<https://www.cnbc.com/2025/12/15/copper-prices-could-hit-new-highs-as-traders-rush-metal-into-the-us.html>



Beyond metals, the irrigation and water management sectors are embracing smarter, more sustainable technologies to meet rising global demand.

Key trends shaping 2026 include:

- **AI-powered irrigation** to cut water use and boost yields.
- **Solar-driven systems** for off-grid access and energy savings.
- **Real-time precision irrigation data** for efficiency, crop and aquifer health.

Staying ahead of these innovations—and monitoring commodity markets—will be essential for making future-ready decisions. [Explore the full trend report.](#)

*10 Irrigation Industry Trends & Innovations [2026] | StartUs Insights

**PRODUCT
IN THE FIELD**

Item:

P7072D "Maxi-Cable" 2-Wire Decoder Cable

[More information](#)



As irrigation systems continue to expand in size and complexity, dependable control cable is no longer optional; it's foundational. The **P7072D "Maxi-Cable" 2-Wire Decoder Cable** is engineered specifically for modern decoder-based irrigation systems, delivering durability, flexibility, and long-term performance in demanding field conditions.

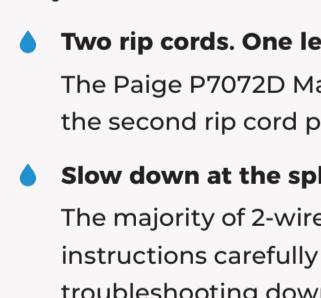
Designed for direct burial applications, **P7072D** features a rugged jacket built to withstand moisture, soil conditions, and installation stress, while maintaining consistent signal integrity across long runs. With multiple configuration options and broad inventory availability, it's a dependable solution for both new system builds and upgrades heading into 2026.

Why P7072D stands out:

- Available in **11 different color options** for simplified identification and troubleshooting
- Offered in **three Put Up sizes** to match project scope and installation needs
- **All configurations stocked** in both East Coast and West Coast warehouses for faster fulfillment and reduced downtime

When consistency, availability, and system reliability matter, P7072D delivers confidence from design through installation.

GET TO KNOW PAIGE



Michael Pippen
DIRECTOR OF SALES
Paige Water & Outdoor



What's something about your role or the industry that might surprise people?

Paige is one of only a few companies that engineer, specify, and supply wire and cable specifically for the irrigation, outdoor lighting, and sound markets. Many products used in these applications were originally developed for other industries and lack the specialized design features our customers truly need.

How do you unwind or recharge after a busy day in this field?

Living in Central Florida has its perks. Most afternoons end on my back porch with sports on the TV (muted), a good book, and a cold drink.

Is there a project or moment that really stands out?

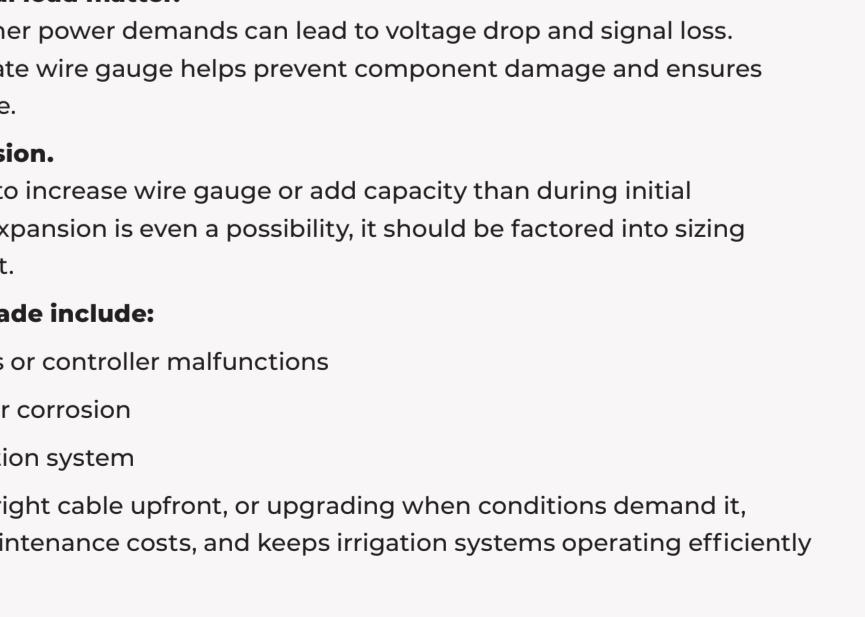
I've worked directly for three Irrigation Association Past Presidents, which represents the pinnacle of leadership in our industry. I'm proud to have played even a small role in supporting their impact.

Fun fact:

My family owns and operates a non-profit bookstore.

IN FOCUS

IA Show Wrap-Up



Julie also announced the newly elected IA president, Michael Roberts. She shared:

"Closing out my term as IA president last month, I'm deeply grateful to our board and to the members who showed up—not just at the show, but in the policy arena all year. Our industry advances to the members who speak with a clear, unified voice on the issues that affect growers, contractors, and designers. If you're new to IA, I encourage you to plug into advocacy: attend briefings, share your story, and help shape the conversations that guide irrigation's future. I was honored to announce Michael Roberts as IA's newly elected president, and I look forward to continuing this work alongside you."



[More information](#)

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Know someone who should get this newsletter?

FORWARD IT

**Ask the
Experts**

A: How do you choose the right cable for irrigation systems, and when is it time to upgrade?

A: Cable selection plays a major role in long-term system reliability. A few key considerations can help guide the decision:

- **Know your control platform.**

Different control systems require different wire specifications. While many control wires appear similar, 2-wire decoder systems have unique requirements compared to conventional systems. Conventional systems also allow for multiple insulation options depending on the application.

- **Distance and electrical load matter.**

Long cable runs or higher power demands can lead to voltage drop and signal loss. Selecting the appropriate wire gauge helps prevent component damage and ensures consistent performance.

- **Plan for future expansion.**

There's no better time to increase wire gauge or add capacity than during initial installation. If system expansion is even a possibility, it should be factored into sizing decisions from the start.

B: Signs it may be time to upgrade include:

- Frequent signal failures or controller malfunctions

- Visible cable damage or corrosion

- Expansion of the irrigation system

B: Bottom line: Investing in the right cable upfront, or upgrading when conditions demand it, reduces downtime, lowers maintenance costs, and keeps irrigation systems operating efficiently year after year.

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