

THE GALLAGHER i-SERIES: INTELLIGENT POWER FOR THE MODERN FARM

Hey Team! As you're out in the field, we want to make sure you have the best "cheat sheet" for why the Gallagher i-Series is the absolute gold standard in electric fencing. It isn't just an energizer; it's an intelligent management system that gives farmers peace of mind by monitoring fence performance 24/7.

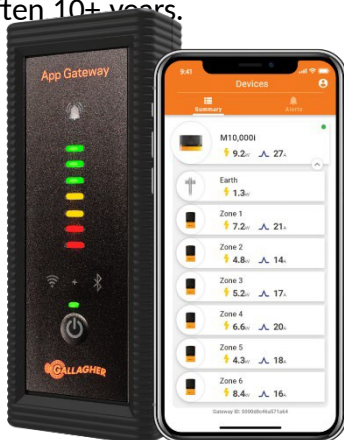
The "Hero" Feature: Adaptive Control

Think of this like a car changing gear. Traditional energizers can overheat if there isn't enough fence to absorb the power, but the i-Series is smarter.

How it works: It constantly monitors the fence and automatically adjusts its output based on conditions.

The Benefit: If grass grows over the wire or a

tree limb falls, the unit "shifts gears" to increase power and maintain a safe voltage for animal containment. This prevents internal stress on the unit, meaning it lasts for years, often 10+ years.



The App Gateway: The Fence That Talks

Farmers are busy. The i-Series saves them hours of manual labor by sending real-time data **Ag Devices App:** Through the i-Series App Gateway, farmers can monitor voltage and amperage, receive fault alerts, and even turn the fence on or off from their mobile device.

Connectivity: It uses Bluetooth when you're nearby and Wi-Fi for remote access from anywhere in the world.



Precision Troubleshooting with Zoned Monitoring

No more driving the entire fence line to find a short!

Divide and Conquer: By adding up to six Fence Monitors, the farm is divided into zones.

Instant Alerts: If a fault occurs, the Energizer Controller or the App identifies exactly which zone is in trouble.

The Remote & Fault Finder: This handheld tool leads the farmer straight to the break and allows them to turn the power off right at the fault for a safe repair.



Why It's a Better Investment Than Cheaper Brands

Farmers might look at the price of a brand like Zareba and be tempted, but you can show them the long-term math.

In-House Quality: Gallagher builds 80-90% of their units in-house, including the circuit boards and transformers—ensuring strict quality control.

Durability: While cheaper units often fail within a few years due to overheating or subpar parts, the i-Series includes built-in lightning and circuit protection and comes with a 3-year warranty.

Power Options for Every Property

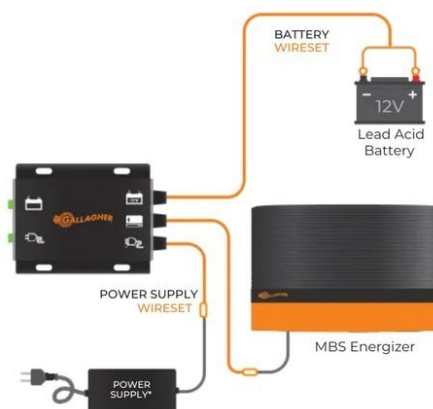
Whether your customer has reliable grid power or a remote back paddock, there's an i-Series solution:

Mains Power: For easy plug-in use.

Battery Backup: Trickle charges a battery, so the fence stays hot even during blackouts.

Solar Kits: Fully integrated solar solutions for off-grid reliability year-round.

The Bottom Line: You're not just selling a "box that clicks." You're selling a system that protects livestock, saves time, and provides the "intelligent power" farmers need to run an efficient business.



So why iSeries

When you're talking to farmers, one of the biggest questions they have is about durability. They want to know that when they drop a significant amount of money on a Gallagher i-Series unit, it's going to last. The secret to that long life is a feature called **Adaptive Control**. Here is how you can explain to your customers how this technology keeps their energizer running for a decade or more.

The "Overheating" Problem in Standard Units

To understand why the i-Series is better, you first must understand why "dumb" energizers fail. In a traditional, non-adaptive unit (like a Zareba or older basic models), the charger is designed to put out all its power all of the time.

Think of it like a car with the gas pedal pinned to the floor, even when it's just sitting in the driveway. If a farmer puts a high-powered unit on a small fence or a "clean" fence with no weeds, there isn't enough wire to absorb all that energy. Because that power has nowhere to go, it stays inside the unit, causing internal components like the transformers and circuit boards to get incredibly hot. Over time, anywhere from six months to a few years—that constant heat causes the electronics to fail and the transformers to burn out.

How Adaptive Control "Changes Gears"

Adaptive control fixes this by making the energizer "smart." It constantly monitors the conditions of the fence line.

The Car Analogy: You can tell your customers that adaptive control is like a car changing gears. On a clean fence with no "load," the unit shifts into a lower gear, putting out only about 10% or 20% of its total energy to maintain the voltage.



Responding to Stress: If a branch falls on the wire or heavy wet grass grows up against it, the unit senses that resistance and "shifts up" to a higher gear, pushing out more power (up to 100% if needed) to keep the fence hot and the animals contained.

Back to Normal: Once the farmer clears the branch or the weeds dry up, the unit automatically shifts back down to a lower power level.

Why This Means a Longer Life

Because the i-Series only works as hard as it *needs* to work, it avoids the "internal stress" that kills other chargers.

Cooler Electronics: By not always forcing full power through the internal circuits, the unit stays much cooler, which protects the sensitive circuit boards and the transformer.

10+ Year Lifespan: While cheaper brands often see hundreds of transformer failures a year because they lack this technology, Gallagher i-Series units are designed to last 10+ years.

Rare Failures: Expert repair shops report that it is very rare to see an i-Series unit come in for faulty electronics; usually, the only thing that can take them down is a massive power surge or a direct lightning strike.

The Sales Pitch

When a customer is worried about the higher upfront cost, remind them that they are making an investment in quality. They can buy a cheaper "dumb" unit and likely pay to repair or replace it every few years, or they can buy a Gallagher i-Series with adaptive control that manages its own "health" to ensure it's still ticking a decade from now.

You're not just selling them a fence charger; you're selling them a system that's built to survive the real-world conditions of a working farm.

Perfect—below are **two dealer-ready tools** you can use immediately. Both are **simplified, customer-safe, and conversation-driven**, not technical overload.

Dealer-Facing Simplified Version

Gallagher i-Series Energizers Intelligent

power that works—and lasts What

Makes i-Series Different

The Gallagher **i-Series** isn't just an energizer. It's a **smart fence management system** that monitors fence performance 24/7 and adjusts automatically to changing conditions.

That means:

A fence that stays hot when it needs to

Fewer failures and repairs

Less time spent checking fence lines





Key Benefit #1: Adaptive Control (Smart Power)

Most energizers run at full power all the time. The i-Series doesn't.

On a clean fence, it uses **only the power needed**

When grass, weeds, or branches touch the wire, it **automatically increases output**

When the issue is cleared, it **dials back down**

Why this matters:

Less stress on the energizer = **longer life and better reliability**

Key Benefit #2: The Fence That

Talks With the i-Series App Gateway, farmers

can: Check fence voltage from their phone

Get alerts when there's a fault

Turn the fence on or off remotely

Bluetooth when nearby. Wi-Fi when away.

Key Benefit #3: Faster

Troubleshooting

Add Fence Monitors to divide the fence into zones.

If there's a problem:

The system tells you **which section** has the issue

Optional Remote & Fault Finder leads you **right to the break**

No more driving the entire fence line guessing.

Built for Real Farms

Gallagher builds **80-90% of components in-house**

Built-in lightning and circuit protection

3-year warranty

Designed to last **10+ years**

Power Options

Plug-in (mains)



Battery backup

Solar (off grid)

Simple Dealer Talking Line

“This is the energizer you sell to customers who don’t want to think about their fence every day.”

➤ **Objection:**

“Why is the i-Series more expensive?”

Use this as a **conversation guide**, not a script.

Objection:

“I can get a cheaper energizer for a lot less.”

Response:

“You absolutely can—but those are designed to push full power all the time. The i-Series is designed to protect itself, which is why it lasts so much longer.

➤ **Objection:**

“I don’t need anything fancy.”

Response:

“This isn’t about fancy features, it’s about reliability. The i-Series only works as hard as it needs to, so it doesn’t burn itself out.”

➤ **Objection:**

“Why would I pay more up front?”

Response:

“Most cheaper units last a few years. The i-Series is built to last 10+ years. Over time, it usually costs less—not more.”

➤ **Objection:**

“My fence is simple.”

Response:

“That’s where the i-Series shines. On clean fences, cheaper energizers overwork themselves. The i-Series automatically dials back, which protects the unit.”



➤ **Objection:**

“What happens if something goes wrong?”

Response:

“The system tells you. Instead of walking or driving the fence, it points you right to the problem—and you can even shut it off remotely.”

The Close (Use One)

“This is the energizer you buy once, not every few years.”

“It’s not more expensive—it’s built to last. ” You’re paying for peace of mind and fewer headaches.”

Dealer Reminder

Customers don’t buy i-Series for **more power**

They buy it for:

Less downtime

Less guessing

**Long-term
reliability**

I’d love to hear your thoughts! Each week, I plan to highlight a specific product or topic to support our product training and make it easier to use in the field. Your feedback on both the subjects we cover, and the format of these updates will be helpful in making sure this is as useful as possible.

Best,

Ray

iSeries 1/14/26

