

## Wright Manufacturing

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**Situation** Wright Manufacturing produces and markets mowers for the professional lawn maintenance industry. When Wright developed one of the industry's most innovative and well-received mower lines, company officials knew that an effective positioning strategy was needed to build and expand its overall market presence. As a result, the Design Channel was enlisted to establish a new Wright brand and bring it to life.

**Solution** The Design Channel developed "The Wright Way to Mow" — a theme that encapsulated the company's forward-thinking stance and proven results. Executions in print, direct mail, point-of-sale, sales collateral and a new website dramatically demonstrated how Wright mowers challenged traditional wisdom in the industry with mowers engineered to conform more naturally to the operator's movements and balance, resulting in better cutting performance and productivity.

The Design Channel's latest campaign for Wright, executed across print, direct mail, online banner ads, brochures and the company's website, builds on this foundation of innovative thinking. It portrays Wright mowers in stunning natural settings, which convey qualities that have made Wright mowers industry benchmarks.

**Result** Since the introduction of "The Wright Way to Mow," the company's business volume, marketplace awareness and dealer numbers have steadily grown. Wright's bold brand platform continues to stand out among those of mower manufacturers, as evidenced by the MarCom Creative Award we received for our work.

**GORGEOUS DEPENDABILITY**

**The Wright Stander X. The New Stander of Excellence.**

It's our newest Stander. But it has all the timeless qualities – high ground speed, unmatched maneuverability and rock-solid reliability – that you expect from a Wright. And now with a quick cut height adjustment and floating cutter deck, the Stander<sup>®</sup> X<sup>™</sup> delivers cut quality that's second to none in any mowing environment. The most versatile mower today just got better. And that's a beautiful thing.

To see the full line of Wright mowers and register for a chance to WIN A FREE WRIGHT STANDER visit us at [www.wrightmfg.com](http://www.wrightmfg.com) or call 301-360-9810

AMERICAN DESIGNED & MADE

THE WRIGHT WAY TO MOW  
**wright**  
commercial products

**LIMITLESS AGILITY**

**Wright. The Stander of Excellence.**

You don't steer a Wright Stander. It simply follows your will, thanks to its groundbreaking zero-radius turn technology. So you can easily negotiate tight spaces and mow cleaner paths around obstacles like no other mower today. And its compact design helps you reduce scalping while ascending, descending and crossing slopes. With Wright Standers, you, not your obstacles, decide where you want to go.

To learn more about the Stander line, call 301-360-9810 or visit [www.wrightmfg.com](http://www.wrightmfg.com)

AMERICAN DESIGNED & MADE

THE WRIGHT WAY TO MOW  
**wright**  
commercial products

**BREATHTAKING POWER**

**The Wright Stander ZX. The Stander of Excellence.**

There's no better way to put more muscle into your mowing. With up to 31 awe-inspiring HP on tap, the Stander ZX delivers all the power you'll ever need to tackle the most challenging terrain. And all that power comes with Wright's unparalleled maneuverability, cut speed and quality. Get breathtaking power for any lawn with the Stander ZX.

To learn more about the Wright Stander ZX, call 301-360-9810 or visit [www.wrightmfg.com](http://www.wrightmfg.com)

AMERICAN DESIGNED & MADE

THE WRIGHT WAY TO MOW  
**wright**  
commercial products



## WRIGHT THE STANDER OF EXCELLENCE

The first, and still most advanced, stand-on mowing technology available.

Fourteen years ago, we didn't just make a new mower. We created a new and better way to mow.

The first Wright Stander™ introduced unprecedented

agility, speed and safety to lawn maintenance

performance with its patented zero-radius turn

steer-on-design. Its operating experience delivered

greater comfort and ease of use, and its superior

craftsmanship resulted in rock-solid reliability,

ensuring higher productivity—and profitability.

Over the years, we've continually refined and advanced

the Stander design. Today, there are numerous

models for all the industry's toughest mowing

performance and quality.

We invite you to explore our full line here and

visit us at [www.wrightmowers.com](http://www.wrightmowers.com). Better yet, ask for

a demo of your nearest Wright dealer. You'll soon

see all the ways that Wright is truly the industry's

Stander of Excellence.



### STANDER X

A beautiful combination of speed, agility and versatility.

Simple put, the Stander™ X™ is Wright's newest and most advanced mower ever.

It features Wright's unparalleled zero-radius turn maneuverability and clean mowing ground

speed, along with a quick cut height adjustment feature. In addition, the Stander X also

features the innovative AERO CORE™ DECK, which adds increased deck strength, a compact

design, a clean and uniform cut, and less clogging of discharge. So when your most

challenging sites get more done, all problems result from after time. No more being

hindered by slow cut times and obstacles, or accidentally ending up in and changing lives.

The Stander X can handle virtually any challenge you put it to.

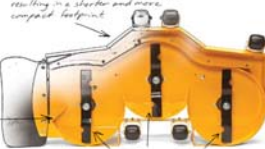
If you're looking for a machine that will never let you down on any situation, head

your eyes on the Stander X.

I can do more work in less time with better results than ever before.

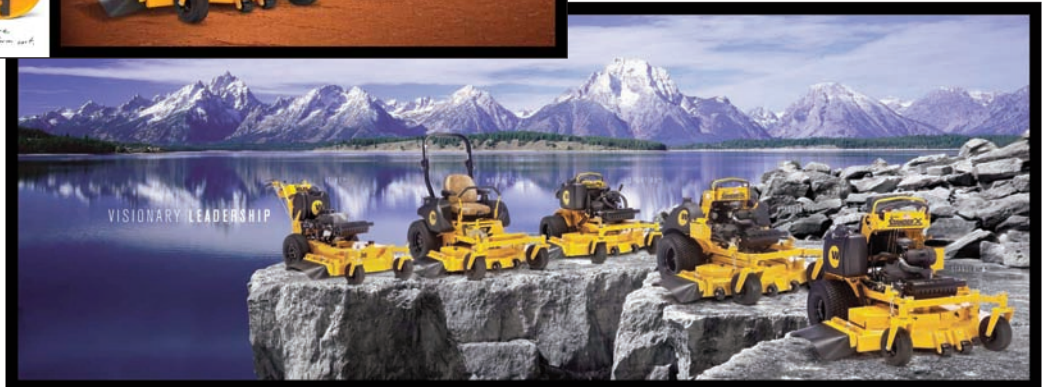
#### AERO CORE™ DECK

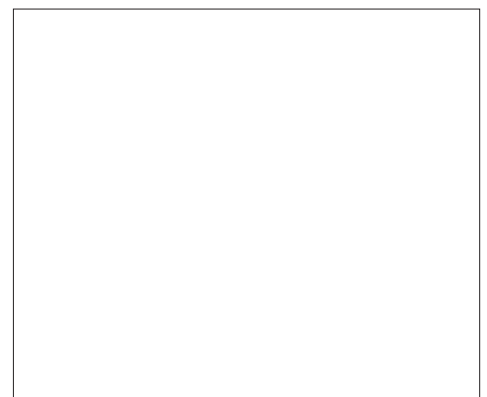
AERO CORE™ DECK has a spine rear design for increased strength and allows castor wheels to be rotated—resulting in a shorter and more compact footprint.



Self-cleaning rollers prevent debris buildup at discharge.

An improved rearward castor pressure that pulls grass up for a clean, uniform cut.





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**GORGEOUS DEPENDABILITY**

 **The Wright Stander X. The New Stander of Excellence.**

**A beautiful addition to your bottom line**  
 The Stander X is the latest mowing technology from Wright engineered for eye-opening productivity. In addition to the high ground speed, maneuverability and reliability built into every Wright mower, the Stander X features the AERO DECK™, which delivers even more performance and efficiency advantages:



- Bull nose design increases deck strength and allows caster wheels to be recessed - resulting in a shorter and more compact footprint.
- Air-tapered surfaces create pressure that pulls grass up for a clean, uniform cut.
- Anti-clumping baffles prevent debris build-up at discharge.

**But don't just take our word for it. Learn more about the Stander X and take one for a test ride at your nearest Wright dealer today.**

- Available in 48, 52 and 61 in. decks
- Patented stand-on design allows you to easily bail out or step off to pick up debris
- AERO DECK™ design yields a compact footprint, clean cut and less clumping at discharge
- Low center of gravity and large wheels for greater hillside stability
- Hydro-Gear 15 cu. in. wheel motors and 12 cc pumps with cast iron heads and cooling fans
- Sealed tapered roller bearings in front casters

Be sure to see the full line of Wright mowers at [www.wrightmfg.com](http://www.wrightmfg.com).

**Save with our Seasonal Buying Program**  
 Buy a Wright during off-peak seasons and reap major savings. Check out our **Seasonal Buying Program** and get discounts up to 17%.


**GORGEOUS DEPENDABILITY**

**INTRODUCING THE NEW WRIGHT STANDER X**

 **AMERICAN BUILT. BUILT TO LAST.**

**THE WRIGHT WAY TO WIN**  



productivity. In addition to  
 ander X features the  
 resulting in a shorter  
 it dealer today.

**THE NEW STANDER X**

- Available in 48, 52 and 61 in. decks
- Patented stand-on design allows you to easily bail out or step off to pick up debris
- AERO DECK™ design yields a compact footprint, clean cut and less clumping at discharge
- Now available with a quick cut height adjustment and floating deck
- Hydro-Gear 15 cu. in. wheel motors and 12 cc pumps with cast iron heads and cooling fans
- Low center of gravity and large wheels for greater hillside stability
- Standard shipping kit




**AERO DECK™ DECK**  
 AERO DECK™ DECK has a bull-nose design for increased strength and a recessed center which is recessed-in order to allow for a shorter and more compact footprint.



And retaining the heavy pressure that pulls grass up at discharge.

And retaining the heavy pressure that pulls grass up at discharge.



**VISIONARY LEADERSHIP**

There's a Wright that fits virtually any mowing need or environment today.

Be sure to see the full line of Wright mowers at [www.wrightmfg.com](http://www.wrightmfg.com).

