



135 Years of Tradition, History & Quality Manufacturing

Order Acknowledgements

American-Marsh Pumps updated their computer system two years ago to incorporate state-of-the-art order entry, manufacturing, planning and shipment practices into the American-Marsh system. The new computer system has many capabilities and this story will focus on a very strong customer request, Order Acknowledgements.

The new computer system now incorporates a triple acknowledgement system. An e-mail acknowledgement will be sent upon order receipt, order release to manufacturing and order shipment. These three acknowledgements were generated based off of customer input and should include all pertinent order information.

Large Project Focus

Truckee Meadows - California, USA

American-Marsh Pumps recently completed a project for three Series 480, 28MC - 3 stage vertical turbine pumps for the Truckee Meadows Water Authority in California.

The 28MC - 3 stage pumps were rated for 12,150 GPM against a total dynamic head of 240 feet. All three units were rated for 1180 RPM, utilized 4160 volt drivers and witnessed tested at nearly 90% in our state of the art test facility.

The three pumps featured cast iron/bronze fitted con-

struction with flanged column and custom fabricated discharge heads. All pumps had American-Marsh Series 850B cartridge mechanical seals installed. The bowl assemblies had Scotchkote 134 exterior coating and all column pipe and discharge heads had

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mediately to minimize cost and shipment delays. This acknowledgement will state that the order has been fully released to manufacturing, detail the Sales Order (SO) Number and state the estimated ship date.

The last acknowledgement will be sent once the order has been shipped. This acknowledgement will describe the shipment details including tracking numbers, date of shipment, etc.

In order for this system to function properly an acknowledgement e-mail address must be supplied to American-Marsh Pumps. Provide this information to your American-Marsh inside or outside salesman to get things rolling. Thank you for the input.

Tnemec N-140 interior and exterior coating.

This project emphasized what is great about the American-Marsh product line, the ability to take a standard product and engineer it to meet stringent customer requirements.

www.american-marsh.com

Inside This Issue

<i>Order Acknowledgements</i>	1
<i>Large Project Focus Truckee Meadows</i>	1
<i>From The Archive RS End Suction Pumps</i>	2
<i>Sales & Marketing Changes</i>	2
<i>Upcoming Events</i>	2
<i>Product Focus Series 340 - VHD Vertical Split Case Pumps</i>	3
<i>New Hires & Moves</i>	3
<i>On The Web Distributor Login Pricing Pages</i>	3

First Quarter

1

January - March 2009

At American-Marsh, we are proud of the loyalty of our customers. Many have been with us for more than a century. We thank you for your interest in our products and invite you to join our long list of satisfied customers.

PIPELINE is a quarterly publication for our distributors and representatives. Its mission is to provide useful product information and company communication. We welcome your comments and suggestions.

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PIPELINE



From the Archive - RS End Suction Pumps

First Quarter

2

January - March 2009



American-Marsh Pumps has manufactured an end suction pump for nearly 100 continuous years. There have been many significant changes to the 300 Series End Suction

product line since its initial release.

The RS product line was an economical end suction pump that lacked a full power frame. This scaled down end suction model allowed for less material to be used and, in the end, allowed for a very economical offering.

The RS models were available up to a 6" (150 mm) discharge size and

featured cast iron bronze/fitted construction. The stuffing box was packed and a single, light duty, grease lubricated bearing was incorporated into later models. Early models featured a pulley system to allow the pump to be driven by belts systems that were popular in the early 1900's.

These models were used in the commercial and industrial markets where

a low cost, general duty end suction pump was needed. The RS product line was manufactured for nearly 80 years before it was retired. The newest 300 Series RE product line owes its roots to the RS product line.



Sales & Marketing Changes

The 2008 year of growth identified many areas of improvement within the American-Marsh machine. It is very challenging to explosively grow a company and efficiently manage your resources. Keeping your focus on customers and products only complicates the program. Throw in volatility in the materials market and the situation grows exponentially more complicated. Although we had material shortages

we managed our growth amazingly well.

American-Marsh Pumps took time at the end of Y2008 to look at our systems, procedures and processes in order to see where improvements could be made. The latest improvement to our system was reorganizing our Sales & Marketing department to allow for a focus on two areas, our outside salesmen and operational systems.

Jim Pflugrad, who has over 30 years of pump experience, has been promoted to Executive Director of Sales & Marketing. He is now responsible for managing all EPG and WSG sales for North America. Jim Pflugrad reports directly to Michael John Florio who can now focus more of his efforts on operational issues. Jim will be responsible for all sales programs, distributor contracts, etc. in the sole role of supporting our outside sales.

Michael John Florio will continue to support our Sales & Marketing programs (through Jim Pflugrad) but will now be able to focus more energy on our operational growth and improvement of internal systems.

We are hopeful that we will have another year of growth and these new changes will allow us to build systems to manage this new growth.

Upcoming Events

Training Schools & Trade Shows

Training schools and trade shows allow American-Marsh Pumps some of the most efficient means of educating our distributors. To allow for intense distributor training, American-Marsh offers a training school every six to eight weeks. These training schools cover product features and benefits, competition, market overview, catalog

familiarity and *Water Works* software operation.

Training School Schedule AMP101 - 2009 Schedule

● Newly Updated!!

- March 26-27, 2009
- May 6-7, 2009
- June 24-25, 2009
- August 19-20, 2009
- October 7-8, 2009
- December 2-3, 2009

International Training School Schedule

- Macau, China
July 27-31, 2009
- Cali, Colombia
November 16-20, 2009

To cover specific markets and allow end user interaction with our products, American-Marsh Pumps participates in several market specific trade shows. These trade shows cover the agricultural, commercial, municipal, industrial, mining and government markets.

Trade Show Schedule

ACHEMA 2009
May 11 - May 15, 2009
Frankfurt, Germany

NFPA 2009
June 8 - June 10, 2009
Chicago, IL, USA

WEFTEC 2009
October 12 - October 14, 2009
Orlando, FL, USA

China Fire EXPO 2009
October 16 - October 19, 2009
Beijing, China

Product Line Highlights

Series 340 - VHD Vertical Split Case Pumps

In past articles we have covered the American-Marsh 340 Series split case product line. Nearly all split case pumps are mounted horizontally but we also offer vertical split case pumps.

The 340 Series VHD product line has the following features:

- A huge hydraulic offering, one of the most diverse in the industry, with

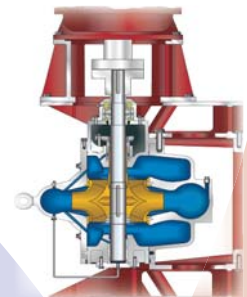
discharges sizes to 44 inches.

- Very small footprint requirements allowing for a tight fit in smaller equipment rooms.
- Heavy duty casted base and motor stand for heavy duty stability.
- The outboard roller bearing has been replaced by a sleeve

bearing eliminating potential contamination of the roller bearing as seen on competitor pumps.

- The assembly can be close coupled or shaft driven depending on job site orientation

Municipal, Industrial and Commercial markets throughout the modern world.



340 Series VHD Product Line

American-Marsh Pumps offers one of the most complete horizontal and vertical split case product lines in the world. These pumps are used in the

New Hires & Moves

American-Marsh has added two new inside applications engineers to improve inside sales & distributor support.

Bill Flautt, a Professional Engineer, brings 20 years of rotating equipment experience to American-Marsh Pumps. He has a diverse background in mechanical seals and centrifugal pumping equip-

ment.

Michael Gates brings with him over 5 years of outside sales experience in the pumping industry. Michael has a great work ethic and a welcomed sense of enthusiasm. Bill and Michael are both located in our corporate office in Collierville, TN. Both Bill and Michael report to Clay Williams, our Inside Sales

Manager.

We have also promoted Homer Wall to Service Center Manager in Lakeland, FL. Homer is now responsible for service center operations and will report directly to Charles Higgins. Join me in congratulating Homer on his new role.

Our Sales & Market-

ing reorganization was detailed on page two of this issue of **PIPELINE**. This change is significant and will allow for sustained growth in our future.

Join me in welcoming or congratulating our new people in joining our team. We are all very excited about these changes and look forward to the future.

On The Web

“Distributor Login Area”

-Pricing-

DISTRIBUTOR LOGIN

Up to date pricing questions always come from the field. Having immediate access to current pricing is a must, especially when you consider that we do business in every region on the globe.

The Distributor Login area has active pricing lists for all available product lines. This information is available in a PDF format

and is sorted by product line. This pricing includes information for new pumps as well as complete parts pricing.

American-Marsh Pumps also has all kit pricing available in the same location. This will provide you with immediate pricing and part number information for fast replenishment of your stocking program.

http://www.american-marsh.com/distributor_access/distributor_login.php

ENGINEERED PROCESS GROUP
WATER SYSTEMS GROUP
INTERNATIONAL GROUP

130 Years of Tradition, History, and Quality Manufacturing

REPUTATION FOR DURABILITY AND RELIABILITY

Engineered Process Group
Water Systems Group
International Group

DISTRIBUTOR LOGIN AREA
Welcome to your Distributor Login Area. Please make your selection below.

Pricing Information

Pump Pricing	Kit Pricing	Leadtimes	Order Cancellation
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Marketing Information

Trademark Use Guidelines	Digital Hi-Res Logos	Product Digital Photographs	Product Posters
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AMP NET Pricing Database

- AMP NET
- Log Out

REPUTATION FOR DURABILITY BY DESIGN EDUCATE COMMUNICATE

ISO 9001:2000 SINCERT ISO 9001:2000

Three Honors (History) (Legal) (Towers) (Dreadnaught) (Economic) (Ship)

PIPELINE

First Quarter

4

January - March 2009

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Be sure to sign up online to receive future **PIPELINE** newsletters at:

<http://www.american-marsh.com/epg/news/pipeline.php>

American-Marsh Pumps, one of the oldest pump lines in America, are pump products steeped in heritage. Since 1873, the American-Marsh line of pumps have withstood the test of time. Over the last 135 years, over 100 varieties of pumps have been designed and built. From steam pumps to centrifugal pumps, American-Marsh pumps have been built to meet the ever changing requirements of society. Over the last century, through continuous product development, more American-Marsh models have been retired than most other pump manufacturers have ever produced. Hundreds of thousands of pumps have been built, all designed with long life in mind, allowing many of them to last over 50 years in service.

Today, look to us for the complete offering of American-Marsh Pumps, consisting of 16 product lines to serve your every need. Whether your need

is a self-priming diaphragm pump, a stainless steel vertical sump pump, or anything in between, American-Marsh Pumps will provide you with a durable, hi-quality solution.

Build a world class quality product, and back it with knowledgeable customer service staff just as experienced and proven as our pumps.

Take a specialized product, and provide a simple process to obtain the information and delivery you require. Our heritage of quality pumps goes back to 1873 and continues today, emphasizing durability in the design and construc-

tion of every pump we make. American Marsh Pumps, an American tradition since 1873.

Our entire product family reflects years of customer input, product upgrades, redesign and new product development...all focused on meeting and exceeding our customers expectations. For over 135 years, the American-Marsh Pump designs have proven their durability by withstanding the test of time. Our commitment to customer service and satisfaction will ensure that the American-Marsh Pumps Product line will be around for the next 135 years.



The original American-Marsh facility located in Battle Creek, Michigan, USA (Photo taken around 1950).

American-Marsh Pumps

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