

PIPELINE



PIPELINE—Volume I, Issue I

Fourth Quarter, 2005

American-Marsh Pumps

Welcome to Our Future

American-Marsh Pumps has invested in the future. As most of you already know, we completely re-invented ourselves in 2001. We have invested millions of dollars in extending our current product offering, stocking the product we manufacture, expanding our marketing and training programs, completely updating our website and issuing completely new literature. It has been a fast moving several years and we are all very excited about our future.

All of us here at American-Marsh are very proud of our heritage. Companies who do things wrong do not stay in business for nearly 135 years. Through continuous product development while keeping in tune with current markets, American-Marsh Pumps has been able to gain more and more market share. We have had many successes in the commercial, municipal, industrial, mining and governmental markets. These

success are due in part to the distribution force American-Marsh has looked so hard for. We are committed to these distributors, extensions of our family, and continue to work together to get that next project.

From our state of the art testing facility, to our modern manufacturing facilities, American-Marsh Pumps is poised to be a serious pump manufacturer now and in the future. The completeness of the product line backed by over 135 years of pump manufacturing know how, ensure that we are prepared to meet the challenges of the future.

Some of our distributors have been with us for many years and others have just recently joined our family. Regardless of where you are and how long you have been with us, we're proud to be your pump manufacturer. We thank you for the opportunity and welcome you to our future.



Historic picture of Boring Mill Dept. 9 located in Battle Creek, MI,



Historic picture of gray iron foundry located in Battle Creek, MI.

Large Project Focus Consolidated Coal—Pennsylvania

Earlier this year, A-FN, an American-Marsh contracted mining distributor, was successfully awarded a high dollar mining project with Consolidated Coal in Pennsylvania. This \$1.1M project consisted of six deep-set vertical turbines constructed of optional metallurgy. Thomas Fenn, president of A-FN, successfully negotiated the project

with Bob Komosinski, a senior project engineer with Consolidated Coal.

The product consisted of six enclosed lineshaft, 14MHR, all 316 stainless steel bowl assemblies with a mixture of 316 stainless steel column & enclosing tube and rubber coated carbon steel column and enclosing tube. All shafting was con-

structed of 17-4PH stainless steel. Settings for the pumps vary from 200 to 500 feet and motor horsepowers ran from 250 to 600 HP.

All six units were purpose built to Consolidated Coal's specifications and dewater three operational mines in western Pennsylvania and West Virginia.

Inside this issue:

<i>Welcome to Our Future</i>	1
<i>Large Project Focus Consolidated Coal</i>	1
<i>American-Marsh Pumps Receives ISO Certification</i>	2
<i>Distributor/Rep. Focus Midwest Associates</i>	2
<i>End User Focus Army TACOM</i>	2
<i>Product Focus 460 OSD ANSI Product</i>	3
<i>On The Inside</i>	3
<i>On the Web</i>	3
<i>Upcoming Events</i>	4

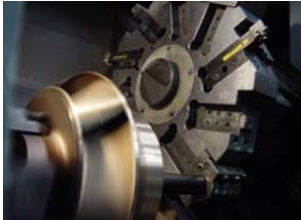
PIPELINE is a quarterly publication for our distributors and representatives. Its mission is to provide useful product and company communication. We welcome your comments and suggestions.

American-Marsh Pumps
185 Progress Road
Collierville, TN 38017

Phone: (901) 860-2300
Editor & Designer:
Michael John Florio

©2005, American-Marsh Pumps

American-Marsh Pumps Receives ISO Certification



Impeller machining operation on a CNC machine.



Bowl drilling operation on a gang drill

In an effort to continuously improve our manufacturing process, American-Marsh Pumps recently received its ISO 9001-2000 certification. New quality control systems will ensure that the product we manufacture continues to meet the high standards that American-Marsh has lived by for over a century.

The addition of an ISO 9001 system will allow American-Marsh to focus on quality control issues, increasing the efficiency of our manufacturing plant and ensuring that we are meeting and exceeding our customer's expectations.

As an example, the ISO 9001 system changes American-Marsh in the following ways.

1. Quarterly management review meetings ensure that all data and information collected is reviewed and corrective action plans are implemented to address delinquent areas.
2. To ensure that we are meeting and exceeding our customers expectations, American-Marsh will be sending surveys to the field. These surveys will measure our performance and will allow the distributor to give

us input on how we can improve our systems. Please keep in mind that if a survey is sent to you, it is being sent because we care about how well we are doing our job. This input is crucial to allowing American-Marsh to continually improve our procedures.



Distributor/Representative Focus Midwest Associates—Southern California

Midwest Associates, a municipal representative in southern California, is a 10 year old company with many years of success. Kevin Cahill, president, has over 20 years of experience in selling municipal equipment. In addition to Kevin, Wayne Moore, outside sales, is a 30 year experienced pump salesman. Together they continue to promote American-Marsh Pumps in southern California.

Midwest Associates, formally an eight year IDP distributor, sold nearly \$40M in sales in eight years. After their departure from IDP, Midwest Associates has been a focused American-Marsh representative for nearly a year. In that short time, Midwest Associates has done nearly \$2M in sales with American-Marsh Pumps.

What makes Midwest Associates successful is their continued fo-

cus on engineering firms and municipalities. Being specified on a project is a must and with a line of engineering firms like Montgomery, Watson, Harza to Brown & Caldwell to Carrollo Engineers, it is no wonder why they have been successful.

Together, Midwest Associates and American-Marsh Pumps have worked on projects with Eastern Municipal Water District, City of Chino and City of Encina.

“In that short time, Midwest Associates has done nearly \$2M in sales with American-Marsh Pumps.”

End User Highlights Army TACOM Water & Fuel Pumps



Army TACOM Fuel Pump

In 2003, American-Marsh was awarded multiple Water & Fuel pump contracts from Army TACOM. These contracts include 65, 100 & 125 GPM Water pumps and 50 & 100 GPM Fuel pumps. These contracts range in term from five (5) years to seven (7) years.

Each of these pumps were manufactured and tested to stringent Army TACOM requirements. The 65 & 125 Water and 50 &

100 GPM Fuel pumps were subjected to a 45 day First Article Test which included a 35 day run test, high and low temperature testing, vibratory testing and a severe drop test. All pumps passed with flying colors and they are now the standard for pumps supplied to the Army.

These units are used in forward locations on the battlefield and are currently in service around the world, including Iraq and

Afghanistan. The fluid these pumps move are used in military and humanitarian applications and are performing above TACOM's expectations.

Product Line Highlights Series 460—OSD ANSI Process End Suction

To allow American-Marsh Pumps to penetrate the petrochemical markets and expand our industrial focus, we have added our newest product line, the Series 460 OSD ANSI process end suction product line. The OSD product line compliments our current product offering of split cases, vertical sump pumps and vertical turbine products.

The OSD product line features industry leading benefits and gives the end user more of what they want, a pump that runs longer between planned maintenance. The OSD product fully meets ANSI B73.1M 1991 standards and is available in a wide

variety of materials allowing the pump to be specifically engineered for the application.

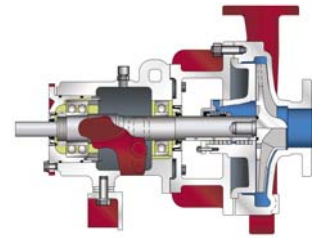
All OSD pumps feature:

- Exclusive reverse vane impeller that allows for lower seal chamber pressure and lower bearing loads, both of which allow for longer pump life.
- The outboard bearing features a micro-millimeter adjustment that allows the end user to accurately adjust the impeller without using any special tools
- Multiple rear covers (FMI,

FML, FMS, CBL & CBS) allow the seal chamber to be engineered for the specific mechanical seal or packing and for the specific fluid and temperature.

- Larger shaft diameters and a shorter overhang ensure that minimal shaft deflections (<0.002”) are maintained throughout the entire operating range.

With all of these powerful standard features combined with the wide variety of available materials, the OSD product is perfect for the most demanding applications.



Series 460 OSD ANSI Process End Suction Pump



On The Inside

We would like to introduce you to two of our newest hires, Mohsen Abdalla, Director of International Sales, and Duane Hargis, Northeast Regional Manager.

Mohsen Abdalla brings to American-Marsh pumps nearly 25 years of pump experience. Mohsen has worked for John Deere, Gorman-Rupp and most recently PACO/Johnston. Mohsen joined the American-Marsh team in

early May, 2005 and has traveled extensively training and educating our international distributors. Many international distributors have visited our facility and are very pleased to be associated with a manufacturer that has the distributor at the forefront of focus.

Duane Hargis brings to American-Marsh Pumps nearly 20 years of various pump experience in both the gear pump and

centrifugal pump industry. Duane will cover the northeast region and is very excited about the American-Marsh product offering. He is looking forward to training and interacting with our distributors.

Duane and Mohsen will be promoting American-Marsh to our distributors around the world. Allow us to welcome both Mohsen and Duane to the American-Marsh team.

“Investing in people is one of the key ways of guaranteeing our future and growth here at American-Marsh Pumps”
- Ron Cheek, President American-Marsh Pumps

On The Web

As most of you already know, we are very proud of our website. This is a valuable source of sales, marketing and engineering information.

Each quarter, we will cover an area of the website to impress upon you exactly how powerful of a tool it is. The website contains product feature and benefits information, valuable product bulletins, full color brochures, all performance curves and com-

plete IOM manuals for all products we manufacture. All of this information is in a digital format for downloading and emailing, making the job of information gathering that much easier.

In addition to product information, we have newly added distributor information which allows end users and customers ease in contacting their respective distributor.

Company Information

World Headquarters American-Marsh Pumps

185 Progress Road
Collierville, TN 38017 USA
Phone: 901.860.2300 Fax: 901.860.2323

Florida Distribution/Service Center
2805 Badger Road - Lakeland, Florida 33811
Phone: 800.444.7167 Fax: 863.646.5969

California Distribution/Service Center
3269 East North Bldg. D - Fresno, California
93745
Phone: 800.288.7167 Fax: 559.485.8663

Nebraska Distribution/Service Center
113 South Lincoln - Hastings, Nebraska 68901
Phone: 800.408.7167 Fax: 402.461.4751



website: www.american-marsh.com

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 130 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 13 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 construction 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 130 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 130 years.

Upcoming Events Training Schools & Trade Shows

Training and Trade Shows allow American-Marsh Pumps one of the most efficient ways of educate our distributors. To allow for intense, Distributor training, American-Marsh offers a training school every eight weeks. These training schools cover product feature and benefits, competition, market overview, catalog familiarity and Water Works software operation.

Training School Schedule

AMP101
October 6-7, 2005

market specific trade shows. These trade shows cover the commercial, municipal, industrial, mining and government markets.

Trade Show Schedule

WEFTEC
October 29-November 2, 2005
Washington, DC
ASHRAE
January 23-January 25, 2006
Chicago, IL

To cover specific markets and allow end user interaction with our products, American-Marsh Pumps participates in several



AMP Booth for ASHRAE 2005 located in Orlando, Florida.