

American-Marsh Pumps

Technology Leads Our future

As discussed in previous **PIPELINE** news letters, American-Marsh has spent considerable time and money to invest in the future. The end of the year marks the beginning of our newest computer system, Microsoft Navision®. We have also increased the functionality of our software selection program *Water Works*.

Navision® is a huge leap forward for American-Marsh Pumps. This new software system will allow us to do things never before possible. Most importantly, it will significantly speed up our quotation process and the entering of orders.

All quotations will be done within our new system and once turned into an order will not require duplication of steps. The quotation system will also feature a full configurator (*E-Con*) for each of the product lines significantly simplifying the quota-

tion process. *E-Con* will allow for efficient pricing and modification to standard product and will update the bill of materials on the fly.

Once a quotation turns into an order, the system processes the quotation immediately cutting out hours of inside applications engineering time. This reduction in order entry time will allow our inside salesman more time for quotations and submittals.

Navision® also has a capacity planning module which will allow for more accurate lead-times based on actual work in process. Advanced forecasting will allow for better material planning and a shorter lead-time to the customer.

It goes without saying but as we go live on February 1, 2007 it will take us several weeks to gain familiarity with the system and its features. Be patient with us

during this period as we will be expediting the learning process as much as possible.

In addition to the gained efficiencies from the Navision® software, we have also expanded on our *Water Works* selection software. Starting in about two weeks, the on-line version of *Water Works* will feature a new and expanded menu that will allow for more information after model selection. This new information will include product bulletins, four color brochures, dimensional information and engineering information. After a model has been selected, the software will make the appropriate and specific information available for downloading, e-mailing or printing.

As things progress with these two very important projects we will publish new information on how to get the most from these new technologies.

Large Project Focus SeverStal—Michigan, USA

American-Marsh recently received a large order for HD split case pumps from Kennedy Industries. This order, valued at more than \$1.2M, covers product for use on the first closed loop cooling system used by a steel mill anywhere in the United States. The pumps used are 8x10-22 HD, 8x10-18 HD and 14x16-24 HD models driven by horizontal electric motors and natural gas engines. The units have horsepower requirements from 250 HP through 700 HP and will be driven by the horizontal electric motors during normal operation. The natural gas engines will be

used for emergency operations in case of a power failure. Emergency backup of cooling water during steel manufacturing is paramount and the engines provide continuous service when emergencies arise.

The construction of the pumps is fairly standard (cast iron/bronze fitted) with 850B, balanced American-Marsh cartridge seals. All pumps have vibration sensors mounted on each bearing and all bearings have RTD's mounted so that an accurate measurement of bearing temperature can be ascertained during operation.

These nine pumps will provide crucial cooling water for a multi-million dollar steel facility for years to come. Congratulations to Steve Harkness and Kennedy Industries on their most recent order.



340 Series HD Product



www.american-marsh.com

Inside this issue:

<i>Technology Leads Our Future</i>	1
<i>Large Project Focus SeverStal Michigan, USA</i>	1
<i>From the Archive The First End Suction</i>	2
<i>Distributor/Rep. Focus Kennedy Industries</i>	2
<i>330 Series Non-clog Product Line Expanded</i>	2
<i>Product Focus 380 OSMH Multistage Splitcase Product</i>	3
<i>On The Inside New Hires & Moves</i>	3
<i>On the Web Logo Merchandise</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

©2007, American-Marsh Pumps



Various end suction pumps from the 1920's to 1950's era.

From The Archive The First End Suction Pump

The very first centrifugal pump manufactured by American-Marsh was an end suction model. End suction pumps have been an integral part of the product line since 1910, almost 100 years ago.

American-Marsh offered a complete close and flex-coupled product line from a 1" to 12" discharge. This was a tangential discharge product line available in either packed and/or mechanical sealed orientation.

Other special end suction pumps were manufactured for the dewatering industry and for the



food industry. Special MUIS pumps were manufactured for the wine and beer industry. They were of a sanitary design constructed entirely of 316 stainless steel.

To meet the higher pressure markets and before multistage split case pumps were available,

American-Marsh was one of the first manufacturers to offer a two stage end suction pump (see picture at lower left).

The end suction product line is an integral and very important product in the long heritage and history of American-Marsh.



Distributor/Representative Focus Kennedy Industries—Michigan

www.kennedyind.com

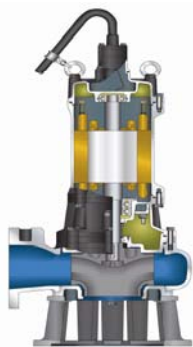


“Recently, Kennedy Industries secured a \$1.2M order from a major steel supplier.”

Kennedy Industries represents quality manufacturer's in the water, wastewater, and industrial marketplaces covering the State of Michigan. Kennedy Industries offers new equipment and repairs of pumps, pump controls, pump packaged systems, valves, valve automation, heat & steam tracing, parts, service, and related products. A few of the industries they currently have blanket orders to supply equipment are: BASF, Ford Motor Company, General Motors, Pharmacia & Upjohn, Dow Chemical, Georgia Pacific, and Detroit Edison.

Kennedy Industries has been involved with American-Marsh in some form or fashion for nearly 9 years. They have a strong presence in Michigan and have facilities for complete repair of product. Recently, Kennedy Industries secured a \$1.2M order from a major steel supplier (see Page 1). Kennedy also secured an order for Michigan Adventure's (a major water park) that has nine (9) 300 Series REF(l) pumps that feature a flex-coupled REF power frame with an REI casing mounted to it. This allows the end user to use an end suction

pump with inline connections. The American-Marsh product replaced previously installed PACO product. Steve Harkness, manager of the Industrial & Commercial group at Kennedy Industries, has spent considerable time and energy in re-establishing American-Marsh within the Michigan territory. As you all know, Michigan is where American-Marsh started and where still a large number of installed product continues to operate daily.



330 Series Non-Clog Product

330 Series Non-Clog Product Line Expanded

After many months of product development, the 330 Series product line is finally available.

The 330 Series product line consists of the SGV (submersible grinder), the SSE (submersible sewage ejector), the SNC (submersible non-clog) and the SAF (submersible axial flow). All told these four lines constitute approximately 100 total models of pumps.

The 330 Series of product covers the municipal wastewater and industrial markets. Models

feature double, oil lubricated mechanical seals with a triple lip seal minimizing clogging at the outboard mechanical seal face. All models feature a dry motor design completely eliminating the known issues with leakage and contamination from oil filled motor designs. Multiple impeller geometries (semi-open, grinder, single vane cutter & single vane enclosed) are available depending on your application.

Preliminary inventory is available on the most popular models

namely the 2HP, 1/230 volt SGV Grinder. Final inventory levels for the SGV and the SSE product lines will be completed within the next 4 to 5 weeks.

The 330 Series of products completes the American-Marsh water & wastewater offering. Our offering now allows distributors to focus on both types of applications and allows an addition to the split case and vertical turbine offering already used in these markets.

Product Line Highlights Series 380—Multistage Splitcase Product Line

American-Marsh Pumps has manufactured a multistage splitcase product line since 1941, longer in fact than most other pump manufacturers have been in existence. Due to its inherent performance and construction features it has remained virtually unchanged since its release.

In 2003, all patterns for the OSMH product line were redone and are in excellent condition. Casting quality and appearance are very important aspects to the American-Marsh product line.

All OSMH pumps feature:

- Heavy wall casings allow for long life and smooth, quiet

running performance. All casings feature 600 pound case working pressures. All casings also feature casted 600 pound suction & discharge flanges allowing for flexibility in flange drilling options.

- All models feature a casted integral cooling (or heating) jacket on both stuffing/seal chambers and on each of the bearing housings. The bearing housing jackets are a full circumferential jacket allowing for complete & uniform cooling of each bearing.
- All models feature a duplex

inboard bearing and a duplex, angular contact outboard bearing.

- All models are centerline supported for high temperature applications (>500°F).
- All models can be supplied with packing or mechanical seal depending on application. Simplex and duplex mechanical seals can be used on the most demanding of applications.

With all of these powerful standard features the OSMH product line is perfect for the most demanding high temperature applications.



Series 380 OSMH Multistage Splitcase Pump



A 3x4-10 Series 380 OSMH pump in assembly

On The Inside New Hires & Moves

We would like to introduce you to one of our newest hires, Ricardo Cooper, inside applications engineer.

Ricardo is new to the pump industry and brings a lot of enthusiasm to a very important role. Ricardo is in the process of learning the product line and has a great attitude.

To further increase our efficiency we have moved two new

key individuals to our Production Control department. David Knouff and Elizabeth Waterman, existing American-Marsh employees, have been moved to increase manpower in our very busy Production Control department.

Other key areas of reorganization are in Warranty and Receiving. Jay Adkins has been moved into the Warranty and Aftermarket role to better address war-

ranty and aftermarket questions.

Dan Curtis has been promoted to Receiving Supervisor an important role for all American-Marsh business.

Please help me in welcoming Ricardo Cooper to American-Marsh Pumps and congratulations to all others who have been moved to new and exciting roles.

*“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 Logo Merchandise

www.american-marsh.com

The Logo Merchandise portion of the website houses all of the branded merchandise for American-Marsh Pumps.

<http://www.american-marsh.com/onlinestore/logomercandise.htm>

Shirts, flashlights, mugs, etc. are located here for purchase. This portion of the website can be navigated to from the main American-Marsh homepage.

Located in the lower right hand corner, navigation to this page is as easy as it gets. Pricing and part numbers are all listed and can be easily referenced.

Check back to this area frequently as new products are added monthly.

If you have questions ordering material from the online store you can contact Ellie Meek for assistance (901) 860-2300x359.

AMERICAN-MARSH PUMPS LOGO MERCHANDISE STORE

130 Years of Tradition, History, and Quality Manufacturing

LOGO MERCHANDISE

<p>Item Description: Long Sleeve Shirt</p> <p>Item Part Number: Medium - 849001 - \$28.00 Large - 849002 - \$29.00 XL Large - 849025 - \$29.00</p>	<p>Item Description: Long Sleeve Denim Shirt</p> <p>Item Part Number: Medium - 849010 - \$24.00 Large - 849012 - \$24.00 XL Large - 849013 - \$25.00 XX Large - 849014 - \$25.00</p>
<p>Item Description: 100% Cotton White T-Shirt</p> <p>Item Part Number: Medium - 849015 - \$8.00 Large - 849016 - \$8.00 XL Large - 849017 - \$8.00 XX Large - 849026 - \$8.00</p>	<p>Item Description: 100% Cotton Navy T-Shirt</p> <p>Item Part Number: Medium - 849018 - \$8.00 Large - 849019 - \$8.00 XL Large - 849020 - \$8.00 XX Large - 849021 - \$8.00</p>

NAVIGATE

- HOME
- LOGO MERCHANDISE
- DOWNLOAD CENTRAL

EPG WSG INT

EDUCATE COMMUNICATE

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, FL 33811
Phone: 800.444.7167 Fax: 863.646.5969

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

Nebraska Distribution/Service Center
113 South Lincoln - Hastings, NE 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 features and benefits, competition, market overview, catalog familiarity and Water Works software operation.

Training School Schedule

AMP101

February 22-23, 2007
April 12-13, 2007
May 24-25, 2007
July 12-13, 2007
September 13-14, 2007
November 8-9, 2007

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

October 22-25, 2006

WEFTEC
Dallas, TX

November 2-4, 2006

**California Ground Water
Convention**
Lake Tahoe, NV

November 5-7, 2006

Irrigation Association Expo.
San Antonio, TX

December 5-6, 2006

**National Ground Water
Show**
Las Vegas, NV



AMP Booth for WEFTEC 2006 located in Dallas, TX.