



135 Years of Tradition, History & Quality Manufacturing

2008 Year In Review & A Look To The Future

The past year of 2008 was a year of change, foundry shortages and extreme growth for American-Marsh Pumps. Considering what happened during the year, American-Marsh had it's best shipment & booking year yet. We broke shipment records throughout the year and set a new annual total shipment record. We want to thank everyone that helped in this success.

We made many changes this year to better allocate resources and to set up systems for the 2009 and 2010 sales years. American-Marsh was able to implement our configurator system for two product lines at mid year. This has dramatically impacted accuracy

Large Project Focus

Dubai Metro - Dubai, UAE

Earlier this year our commercial distributor in the United Arab Emirates, Jengan, was awarded several very large orders for the Dubai Metro Project. This public transportation project which will ultimately consist of four (4) lines will utilize American-Marsh split case pumps for HVAC service.

Because the United Arab Emirates is located in the Arabian peninsula temperatures in the summer can reach 130+ degrees Fahrenheit. This award included equipment for the first four

and speed in quoting and entering orders into our system. We moved more kit inventory to our service centers to allow for quicker response time in the field.

Raw material shortage this year impacted everyone. Bronze and steel prices saw volatility levels not seen in over 25 years. Although it was very stressful on all, we managed through this situation as best we could. We invested in additional tooling and spread patterns across several foundries to diversify our manufacturing system. These changes will be more evident in the 2009 sales year.

American-Marsh has heavily invested in itself for the last 15 years. Resource

stations located on the Red Line. To date, American-Marsh has supplied nearly \$2M in equipment for this very important project.

The 340 Series HD split case pumps supplied were horizontally mounted with complete base assemblies. All units were 100% performance tested and an inspector from the general contractor visited our Collierville, TN facility on multiple occasions to approve shipment.

The pumps used varied in size from smaller 8"

additions have been heavy in the personnel department. This year we secured a National Sales Manager for North America. This has allowed for better management and program focus here at home. In addition to this key position, we have added Regional Managers in Germany and Singapore to focus on our future, the international markets. This now totals four Hemisphere Regional Managers to focus on Latin America, Europe, the Middle East and Asia.

With the economy being as it is, the diversification into these other markets is key to our survival and growth. With these changes we are hopeful that the 2009 year will be as successful as 2008!!



discharge sizes and went up through 14" discharge sizes. Cast iron/bronze fitted pumps were specified and 50 degree Celsius ambient drivers were supplied.

Jengan was instrumental in getting this award and we hope that they continue to grow with American-Marsh in 2009.



www.american-marsh.com

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Fourth Quarter

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October - December 2008

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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From the Archive - CH & CV Redi-Return Condensation Units

Fourth Quarter

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October - December 2008



Commercial applications throughout the world depend on simple and straight forward condensation units for pumping hot condensate back into the system. The 420 Series Redi-Return product line was available

in a horizontal or vertical orientation and could be supplied in a simplex or duplex construction. Receivers were available from 5 gallon all the way up to 180 gallons in size and were available in cast iron or fabricated carbon steel.

The Redi-Return product line utilized a close-coupled end suction pump (300 Series) with a special volute. The volute was

mounted inside of the receiver so that service was very simple and straight forward. Standard C-Face motors were utilized and a variety of liquid level controls were also available upon request. Thermometers and sight glasses were also optional.

A smaller condensation unit was available for smaller applications. This unit, the Junior Redi-Return, was similar in overall

design except that it featured smaller end suction pumps and receivers.

The Redi-Return product line was discontinued due to changes in the product line in middle 1990's.



Distributor/Representative Focus Motion Industries



Motion Industries, one of the largest industrial supply houses in North America, joined the American-Marsh team at the beginning of 2008. Motion Industries approached American-Marsh in late 2007 to seek a partnership in supplying centrifugal and positive displacement pumps to

their many thousands of customers. Motion Industries was looking for a partnership that focused on relationships and completeness of product line.

Motion Industries has taken advantage of the 300 Series and 460 Series stocking program and currently assembles product in

several key branch locations. Their focus is after-market sales and service. 2008 was the first full year of our program and things started off very good.

The focus for 2009 is to expand the focus from the central branch, Omaha, Nebraska, and spread out to Memphis, Nashville, Dallas and Tampa. Training is a crucial part of a successful program and this will be at the forefront

of focus for 2009.

The last area of focus in 2009 for Motion Industries is Canada. Motion has a very strong presence in Canada and a great need for American-Marsh products there as well.

Let me be the first to thank Motion Industries for their focus on American-Marsh in 2008 and the hopes of an even more successful 2009.

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!!
- February 5-6, 2009
- March 26-27, 2009
- May 7-8, 2009
- June 18-19, 2009
- August 20-21, 2009
- October 8-9, 2009
- December 3-4, 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 NGWA 2008

December 3 - December 5, 2008
Las Vegas Convention Center
Las Vegas, NV

ASHRAE 2009

January 26 - January 28, 2009
McCormick Convention Center
Chicago, IL

ACHEMA 2009

May 11 - May 15, 2009
Frankfurt, Germany

www.motionindustries.com

Product Line Highlights

Series 300 - REC Close-Coupled End Suction Pumps

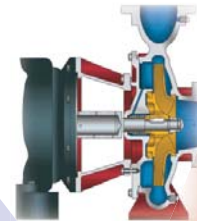
The most straight forward product that we manufacture is also one of the oldest offered. Our tradition of manufacturing end suction pumps started nearly 100 years ago. The REC close-coupled end suction pump was recently re-designed and continues as the backbone of our centrifugal product line offering.

- A huge hydraulic offering, one of the most diverse in the industry, with flows to over 9,000 GPM.
- Heavy duty casted feet integral on all volutes.
- Internal seal flush eliminating the need for external tubing that can be damaged.
- Silicon Carbide stationary mechanical seal seat, bronze

shaft sleeve and 420 stainless steel shaft all standard construction.

- C-Face coupling to driver allowing for larger models offered, larger horsepowers offered and the ability to stock a fully assembled pump without having to have a spare motor available.

programs are available making it easy to assemble and deliver. This product can be used in commercial, municipal, industrial and OEM applications around the world.



300 Series REC Product Line

The 300 Series REC product line has the following features:

The 300 Series REC product line has a diversity of uses. Stocking kit

New Hires & Moves

This part of the newsletter usually focuses on the changes within American-Marsh. This issue will concentrate on the changes and push American-Marsh has made in the international markets. The people involved in this area of our sales are usually not mentioned because they are spread out all over the world.

The 2008 year was a year of change for the international group. We made several significant changes internal to American-Marsh and added several new people in the field.

Alex Pilo-Pais, Latin America Director of Sales, is responsible for Central & South America. Alex brings many years of pump experience with

him. Walter & Matthias Nienkaemper (father & son), European Directors of Sales, are responsible for one of the largest untapped markets for American-Marsh. Mostafa El Shehaly, Middle East Director of Sales, is responsible for Africa and the Middle East. Several of the largest orders received in 2008 were from his territory. CH Low, Asia Director

of Sales, recently joined American-Marsh from Peerless Pumps. He is responsible for Australia & Southeast Asia and has a strong background in fire pumps.

This group of four professionals has nearly 100 years of pump experience. Join me in welcoming them to the American-Marsh team.

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

On The Web

"Distributor Login Area"

-Leadtimes-

DISTRIBUTOR LOGIN

Leadtimes have always been an important area of discussion. Leadtimes are dynamic and change daily based on our manufacturing system and available inventory.

To address this need for up-to-date information, the Distributor Login area includes a "Leadtimes" tab. This tab includes a PDF document for

not only each series of product manufactured by American-Marsh but for each product type. These sheets include a buildable leadtime based on size of pump, materials of construction, popular options and testing adds. To keep this information accurate monthly updates will be published to the website so be sure to check back frequently.

ENGINEERED PROCESS GROUP
WATER SYSTEMS GROUP
INTERNATIONAL GROUP

130 Years of Tradition, History, and Quality Manufacturing

REPUTATION FOR DURABILITY AND RELIABILITY

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

Pump Pricing	Kit Pricing	Leadtimes	Order Cancellation
Trademark Use Guidelines	Digital Hi-Res Logos	Product Digital Photographs	Product Posters
Presentations	Installation Lists		

AMP NET Pricing Database
AMP NET
Log Out

REPUTATION FOR DURABILITY BY DESIGN EDUCATE

ISO 9001:2000 A SINCERT ISO 9001:2000

Three Generations (History) Global Turnover Operations Economical Best

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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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