



JOLINE



135 Years of Tradition, History & Quality Manufacturing American-Marsh WebEx Training

Training on the products and systems of American-Marsh Pumps is an ongoing, and at times, never ending process. We schedule classes approximately every six to eight weeks at the main plant in Collierville, TN. These classes are the most in depth and detailed methods for learning our product and systems. However, travel to the plant is not always an option.

To address this need for training away from the main facility, we have recently added WebEx Online Training. This very powerful tool will allow us

<https://ampumps.webex.com>

to cover virtually any topic remotely. The link above will allow you to navigate to our WebEx webpage in order to check our upcoming training schedules.

Upcoming online training schools will last approximately one hour and cover the following topics:

- Individual product line training
- AMPNET
- WaterWorks
- Website Navigation

- Order Progress
- Service

This online training system will change over time and evolve. As new products and systems become available new training will be required.

If special training classes or topics are required for your company please contact your Regional Manager so a suitable time can be arranged. These classes can cover any relevant topic associated to American-Marsh Pumps and can be customized to meet your requirements.

Project Focus Reostone Quarry, Tennessee



One of American-Marsh Pumps strongest markets continues to be the Mining and Aggregate markets. Some of the most expensive and demanding projects that we have worked on in years past have come from this market.

The Mining and Aggregate markets are demanding because of the nature of the fluid pumped and also because of the discharge

pressures required. Because of the depth of mining, extremely high discharge pressures are required. Depending on the type of pump selected, these high pressures create a situation where a high degree of engineering is required.

One of American-Marsh's strongest Mining distributors continues to be Heartland Pump located in Carterville, IL. Recently Heartland installed dewatering equipment at a quarry near Nashville, TN called Reostone. The American-Marsh Pump is a 12NC-7 stage, 200 HP vertical turbine pump. This pump is used to pump

water out of the quarry pond and up the quarry wall to efficiently dewater the pit. The pump was installed on a custom float designed by Heartland and featured telemetry to monitor the pumping equipment.

We are hopeful that this market continues to be strong. American-Marsh continues to design and develop products for this very demanding market.



www.american-marsh.com

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Third Quarter
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July - September 2010

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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Engineered Process Group

Water Systems Group



From the Archive - Jr. Redi-Return Condensate

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The Jr. Redi-Return Condensate systems were used to return hot condensate in hotels, store buildings, schools and apartment

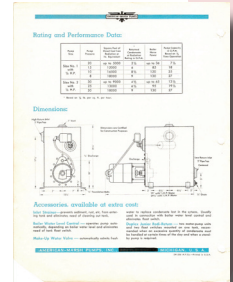
buildings. These pumps were instrumental in the heating systems used many years ago.

The heart of the pumping system was the American-Marsh CV end suction product line. This line of end suction pumps was specifically designed to pump hot condensate with high efficiency impellers. Each of these units were close-coupled eliminat-

ing the need for timely alignment in the field. Pumps were designed to move up 18,000 gallons per hours and generate 8 to 30 pounds per square inch of pressure. Horsepowers required varied between 1/3 to 1/2 horsepower and equated to boiler horsepowers from 36 to 130 horsepower.

The condensate tank was constructed of 10 gauge,

copper bearing material in a 16 gallon capacity. A cadmium brass plated float switch was also integral to monitoring liquid levels.



Vertical Turbine Impeller Changes (304 Stainless Steel)

Market changes are always at the forefront for future product development and product redesign. One of these most recent changes dealt with market changes in California (Prop 65). This new law focuses primarily on the use of leaded-bronze materials in pumping products.

The past standard bronze material used in the pumping industry contained up to 5% of lead, beyond the current

new standard. American-Marsh had several options of materials to choose from on our impellers to meet this new requirement.

After much investigation from an application and cost standpoint, American-Marsh decided to standardize on 304 stainless steel. Other manufacturers have focused on inferior grades of stainless steel (i.e. 201 stainless steel) which was never designed for the pumping industry. These grades of

stainless steel are designed for the stainless steel appliance industry.

For the last 6 months, American-Marsh has invested hundreds of thousands of dollars in new investment cast tooling and has changed their standard material on the vertical turbine product line from Alloy B584 bronze to 304 stainless steel. These new castings are of superior quality, have a much smoother water passageway and in many cases

out-perform the previous bronze sand castings. This new material also significantly increases the overall look of our product line. Currently about 80% of the vertical turbine line has been converted. The remaining models should be finished by May of 2011.

Product samples have been shown during our training schools and are available in each of our training trailers. Other product lines will be converted to 304 stainless steel in the future.

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 intensive 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, AMPNET and *Water Works* software operation.

Training School Schedule 2010 Schedule

● Newly Updated!!

September 1-2, 2010
November 3-4, 2010

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

Irrigation/Ag Expo 2010
December 5 - December 7, 2010
Phoenix, AZ, USA

NGWA 2010
December 8 - December 9, 2010
Las Vegas, NV, USA

Engineered Process Group

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Product Line Highlights

Series 330 - Vertical Non-Clog

American-Marsh has several wastewater product lines primarily used in the Municipal and Industrial markets. These products are specifically designed to pump fluids with large spherical solids present. The features include:

- Fully casted suction chamber out of class 30 cast iron with clean out cover.
- A bearing housing assembly with grease

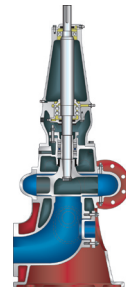
lubricated bearings. The inboard bearing is of the double row type allowing for maximum shaft support and minimum shaft deflection.

- Stuffing box design allowing the use of packing, component seal or cartridge seals.
- Specially designed enclosed impeller with solids passing capability through 7 inch

spherical solids.

- High efficiency tangential volute design with clean out cover.
- 420 stainless steel, oversized shaft design for use in aggressive applications.

the aggressive Municipal, Industrial and Mining markets throughout the world.



330 Series NCV Product Line

The NCV product line has state of the art features that perfectly compliment the rest of the American-Marsh product line. These products are designed for

Navision Export Documentation Module

Much of the recent growth for American-Marsh Pumps has come from areas outside of North America. These projects can be very simple or extremely complex but in either case a significant amount of documentation is required to allow the product to be exported from the United States and imported into a foreign country.

In the past, this documentation took a significant amount of time and resources to generate. This time often came from the inside sales group which delayed other projects from being taken care of.

We recently finished the Documentation Module in our Navision software

<http://www.american-marsh.com/index.html>

that will allow automatic generation of this paperwork and allow for significant time savings. This new module will generate a Proforma Invoice which is the first document needed by the customer to get a Letter of Credit from their bank. This new module will also allow for multiple pumps to be entered on the same Sales Order, will

allow for multiple partial shipments and will generate the shipping documents automatically.

We continue to expand the capabilities of Navision. Each revision and addition to the software creates a more automated system and allows for better efficiency.

On The Web Revised Index Page

American-Marsh has diversified over the last ten years in order to focus on individual markets. To facilitate this, we have decided to market the individual divisions and "name brands" of American-Marsh. The American-Marsh Pump Group consists of American-Marsh, J-Line, Delta Pump, CPS Pumps & Fittings and NOVO Pumps.

Each of these divisions focus and concentrate

on specific markets. American-Marsh Pumps contracts distribution for these specific brand names throughout the world. Understanding how American-Marsh goes to market is very important to understanding our overall marketing strategy.

Future PIPELINE editions will focus on exactly what these individual divisions do and what products are available under each brand name.

PIPELINE

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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 18 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).

Engineered Process Group

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Water Systems Group