



135 Years of Tradition, History & Quality Manufacturing

American-Marsh Pumps Goes Wireless

The Navision software system that American-Marsh Pumps converted to two years ago has taken its next step. The most recent \$500,000 upgrade includes significant design changes and allows for increased efficiency in our system. One other major change to our system includes a bar coding program that has also been completed this quarter. All bin locations, manufacturing cells, staging areas and production orders now feature full bar coding for order tracking and inventory management.

The entire manufacturing facility at American-Marsh now operates on a wireless system. This now allows all production orders to flow through our warehouse in a

Project Focus Army TACOM - Warren, Michigan



Nearly seven (7) years ago, American-Marsh Pumps began their relationship with Army TACOM. This relationship began by manufacturing five (5) variants of pumping equipment, all specifically designed and engineered for their applications. The variants can be broken down into two classes: Water and Fuel pumping assemblies.

much quicker and efficient manner.

Bin location bar coding will now allow for a more accurate management of our inventory levels, not to mention, speed in locating a single item in an inventory of nearly 1,200,000 items company wide. The ability to quickly find an item can make the difference whether an order ships on time.

The addition of bar coding all production orders now allows for full visibility of production orders on the manufacturing floor. This visibility (also available to the Sales Department) will fill in the missing pieces of the puzzle of exactly where an item or portion of an

The water variants include two (2) centrifugal models (65 GPM & 125 GPM) and a diaphragm model (100 GPM). The two (2) centrifugal units are designed for pumping potable water and the diaphragm unit is designed for dewatering.

The fuel variants include two (2) centrifugal models (50 GPM & 100 GPM). The two (2) centrifugal units are designed for pumping the entire family of JP fuels.

All units were subjected to

order actually is located at any point in time. This will allow for better time management, key in maintaining on-time shipment performance. The month of November 2009 had on-time shipment performances of 97.5%!

One of the most interesting developments is the change to our parts pullers on the plant floor. Each is issued a scan gun and each day orders are sent to the guns to tell the pullers exactly what they need to do. The orders tell them where to go to get the item, how many to pull and where to place it. Each of these steps is visible in the system for ultimate control. Future enhancements will be discussed in upcoming newsletters.

complete First Article Testing and passed with flying colors. Each unit is crated and preserved to stringent government standards.

The future looks strong between American-Marsh Pumps and TACOM. Additional information can be obtained from the government portion of our website.



www.american-marsh.com

Inside This Issue

<i>American-Marsh Pumps Goes Wireless</i>	1
<i>Project Focus Army TACOM</i>	1
<i>From The Archive RD Redi-Drain</i>	2
<i>AMPNET Fire Pump Pricing & Data</i>	2
<i>Upcoming Events</i>	2
<i>Product Focus Series 500 - FP-VT Vertical Turbine Fire Pumps</i>	3
<i>American-Marsh Pumps & Disney World</i>	3
<i>On The Web Distributor Login Part Num. Crossover</i>	3

Fourth Quarter
1
October - December 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.

American-Marsh Pumps
185 Progress Road
Collierville, TN 38017

Phone: (901) 860-2300

Editor & Designer
Michael John Florio

©2010, American-Marsh Pumps

PIPELINE

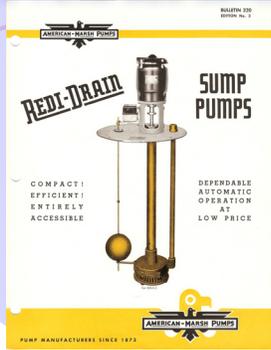


From the Archive - RD Redi-Drain Pumps

Fourth Quarter

2

October - December 2009



The Redi-Drain product line was initially designed to be a condensate, wet pit sump pump. These

units were economical sump pumps designed to pump hot condensate from a pit, usually used in a building trades application.

The Redi-Drain units were constructed in a very simple and standard design. Units were manufactured in one (1) foot increments from one (1) foot to six (6) feet in overall length. The casing design incorporated the

discharge elbow into a common casing casting. This is a different design than is currently used on the 320 Series SREM product line.

Units were constructed out of all bronze construction and featured a semi-open impeller design with an integral, casted strainer. Round baseplates and packed construction were also standard.

Six (6) models or sizes were available and hydraulic performance covered flows through 225 gallons per minute and heads through about 60 feet.

Options included float systems, a variety of motor frequency and phase and optional metallurgy. The Redi-Drain product was discontinued about ten (10) years ago and may be brought back in the future based on market research.

AMPNET Fire Pump Pricing & Data



The Distributor Login portion of the American-Marsh website has become very popular due to the ease in getting up to the minute pricing and delivery information on our product lines.

The newest addition to this portion of the website is the 500 Series Fire Pump section. By selecting the type of pump (FP-REF, FP-REI, FP-HD or FP-VT) the user will be sent to the appro-

ropriate page for hydraulic selection. A drop-down box allows for the user to select flow, pressure and speed criteria based on the jobsite conditions. Once the selection is made the entire HTML document is populated with engineering and pricing information.

The first price that is listed is the price of the pump unit mounted on a base with coupling and an electric motor. Below this is an

electric controller pricing matrix that includes four controller manufacturers and options for 9 different types of controllers. This flexibility gives you total control over which manufacturer you would like to use in addition to the most popular controller designs. If the unit is to be diesel engine driven you would not select a panel price at this point.

Below the electric controller options is your option

to diesel drive the unit if available. This diesel pricing gives you options for four (4) different controller manufacturers as well as three (3) different diesel engine manufacturer. The controller and engine pricing is an adder and substitutes for the previously selected electric motor.

Below this diesel section are options for the engine package, jockey pump and panel options followed by system accessory pricing.

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 2010 Schedule

● Newly Updated!!

February 24-25, 2010
April 7-8, 2010
May 19-20, 2010

Fall schedule will be available first quarter of 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

ASHRAE 2010
January 25 - January 27, 2010
Orlando, FL, USA

World Ag Expo
February 9 - February 11, 2010
Tulare, California

Northwest Waterwell Expo
February 18 - February 20, 2010
Portland, OR

Engineered Process Group

American-Marsh Pumps

Water Systems Group

Product Line Highlights

Series 500 - FP-VT Vertical Turbine Fire Pumps

We have covered the addition of the 500 Series Fire Pump product in past issues of our newsletter. Our concentration today will focus on the vertical turbine (FP-VT) portion of our fire pump offering. With flows out to 5,000 US GPM and pressures through nearly 900 feet it is a very thorough offering. Features include:

- Full Underwriters Listed (UL) and Factory Mutual (FM)

approved product offering.

- Five (5) bowl assemblies with 9 impeller geometries allow for a standard and modular product design.
- Cast iron and fabricated discharge heads for flexibility on higher pressure applications.
- Standard overall lengths with options for deeper settings.

- All units can be manufactured out of optional material for off-shore fire pump applications.

The 500 Series Fire Pump product has been extremely popular. The need in this market for a proactive, competitive and lead-time oriented offering is obvious from our discussion with accounts throughout the world. 2010 will include additions to our offering so

check back frequently for news on what the future holds.



500 Series FP-VT Product Line

American-Marsh Pumps & Disney World

American-Marsh recently finished a multi-day training seminar for one of our key business partners, Walt Disney Properties, with the support of our distributor located in Florida, Florida Bearings, Inc.

This annual seminar featured the American-Marsh Pumps training trailer as seen in the photo

on the right. We set up the trailer and service equipment from Florida Bearings and had key management, engineering and maintenance personnel from Disney stop by to learn more about American-Marsh Pumps and to answer questions pertaining to our products and services offered by Florida Bearings, Inc.

The last several years have been very good for American-Marsh Pumps as we have developed a very close relationship with Disney and their personnel. Today we have dozens and dozens of installations on Disney property with very satisfied results.

Close personal attention like this is very critical in developing long-term

relationships and is one of the keys in American-Marsh's strategy. I would like to personally thank Norm Paquette of Florida Bearings for organizing yet another successful event.



On The Web

"Distributor Login Area"

-Part Number Crossovers-

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

Engineered Process Group

DISTRIBUTOR LOGIN

One of the newest additions to the Distributor Login area is the addition of part number crossovers for the 460 Series ANSI series product line.

As all of you know, the ANSI product is very popular in the industrial and municipal sectors and is manufactured by several other companies. The OSD & OSG product

lines feature parts interchangeability with ITT® and Flowserve®. We have a portion of the website devoted to cross referencing their respective part numbers with our own. This give you complete access to all pertinent information and allows you to easily transition from their system to our own. This is a very powerful tool and hope you use it very frequently.

PIPELINE

Fourth Quarter

World Headquarters
American-Marsh Pumps
185 Progress Road
Collierville, TN 38017
Phone: (800) 888-7167
Fax: (901) 860-2323

Florida Distribution Center
2805 Badger Road
Lakeland, FL 33811
Phone: (800) 444-7167
Fax: (863) 646-5969

4

October - December 2009

California Distribution Center
3269 East North Building D
Fresno, CA 93745
Phone: (800) 288-7167
Fax: (559) 485-8663

Nebraska Distribution Center
2599 South Cornhusker Avenue
Hastings, NE 68901
Phone: (800) 408-7167
Fax: (402) 461-4751

Louisiana Distribution Center
1626 Walker Road
Scott, LA 70583
Phone: (800) 506-7167
Fax: (337) 237-9298

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 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

American-Marsh Pumps

185 Progress Road
Collierville, TN 38017

American-Marsh Pumps

Water Systems Group