



JOLINE



135 Years of Tradition, History & Quality Manufacturing

Online Training Videos

Our Sales Training Schools have been very popular for the last several years. One of the difficulties for many of our clients is making time for the school in their already busy schedule. The Sales Training schools last nearly 8 hours of actual classroom time over a two day period.

In addition to the time required there is an enormous amount of information to absorb in a very short time frame. To help with the retention, we recently filmed the entire Sales Training School. These videos are now available as a new addition in the Distributor Login portion of our website.

To also make this new tool more effective each of the major product lines have been broken into individual training videos. This allows for a very focused review of specific product lines at a pace that is manageable. Revisiting the videos will also increase retention and allow for a better understanding of our product line.

www.american-marsh.com

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Neptune Booster System Logo Released

In a previous PIPELINE newsletter we introduced the new Neptune Booster System to the field. Future newsletter issues will focus on specifications and design standards. This announce-

ment introduces the public to the Neptune Booster Systems logo. This will be placed on all literature and on all system data plates. Watch for more information in future PIPELINE

newsletters.



Project Focus Emerald Coal Resources, Pennsylvania



bine pump to Emerald Coal Resources for mine seepage removal. This pump is a 13MC - 8 stage HT pump designed for a flow rate of 1200 GPM and a discharge pressure of 450 feet. The 250 HP unit was installed and successfully started up at the end of December 2010.

This HT features the upgraded power frame and bearing housing design borrowed from the experience of the OSMH product line that has been manufactured for over 50 years by American-Marsh Pumps. This duplex, angular contact bearing arrangement (7322) features the largest produc-

tion angular contact bearing available today.

In addition to this much larger bearing housing arrangement, the thrust bearing is ring-oiled lubricated and water jacket cooled. This new design allows for thrusts in the 30,000 pound range, far greater than would ever be encountered in actual service. Help me in congratulating Process Pump and Seal on a job well done.



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.

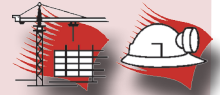
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PIPELINE

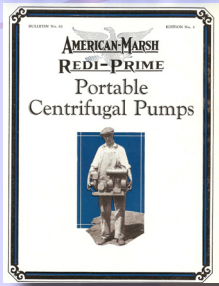


From the Archive - Redi-Prime Portable Pumping Units

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The Redi-Prime product line was introduced nearly 80 years ago for use in the construction and mining markets. It is the pre-cursor

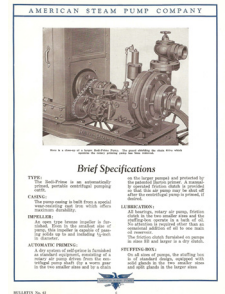
to the current NOVO Pronto-Prime product line manufactured today. The Redi-Prime product line was available in smaller mobile sizes with flows from 25 through 1300 gallons per minute with pressures from 5 to 60 feet.

Models also featured integrated, vacuum assisted self priming equipment, the Redi-Prime device,

which allowed for very fast priming of the pumping unit. Each of the units were coupled to gasoline or diesel engine drivers depending on what the end user choice was.

Over time the Redi-Prime pumping units transitioned into the NOVO product line which is still currently manufactured by American-Marsh Pumps.

Be sure to check back for updates on the newly redesigned Pronto-Prime models available in Y2011.



American-Marsh Pumps & Facebook

Communication to the field regarding what goes on internally at American-Marsh Pumps has always been a challenge. We have many "formal" channels of communication and this structures the information from American-Marsh to be presented in a more impersonal fashion at times.

To address the need for a more personal presentation of American-Marsh Pumps and to allow for additional updates regard-

ing what really goes on at American-Marsh we have recently added AMP Facebook. This channel of communication will give us an opportunity to show more of what goes on here at our company.

Sections of AMP Facebook will showcase detail information about internal procedures, feature pictures of installations as well as products here at our facilities. Trade show schedules, Sales and

Service schools as well as other company events will be posted periodically.

Pictures of our corporate facility in Collierville as well as each of our Service Centers throughout the world will be posted as well. This will give everyone an opportunity to get to know our company a little better.

Shane Wright has put a lot of work into our Facebook page. Thank him for a job well done!!



Upcoming Events Training Schools & Trade Shows

Engineered Process Group

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.

Sales Training School Schedule

- February 16-17, 2011
- April 6-7, 2011
- June 8-9, 2011
- September 14-15, 2011
- November 16-17, 2011

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 2011**
January 31 - February 2, 2011
Las Vegas, NV, USA
- World Ag/Expo 2011**
February 8 - February 10, 2011
Tulare, CA, USA
- Con/Ag Expo 2011**
March 22 - March 26, 2011
Las Vegas, NV, USA

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Product Line Highlights

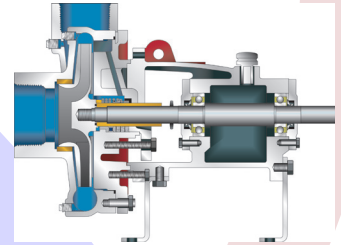
Series 300 - RDF Flex-Coupled End Suction Pumps

American-Marsh has manufactured end suction pumps for nearly 100 years. Recently, we decided to bring back one of the most successful pumps ever manufactured by American-Marsh Pumps, the RD product line. Markets that the RD pump can be used in are nearly unlimited due to the design and durability of the product line. Features for this product line include:

- Fully casted, high efficiency ductile iron casings and rear covers.
- A bearing housing assembly with grease lubricated bearings with optional oil lubrication available upon request.
- Stuffing box design allowing the use of packing, component seals or cartridge seals.
- High efficiency tangential volute design with the ability for casing rotation to meet field piping requirements.
- 420 stainless steel, oversized shaft design for use in aggressive applications.

flexibility in the field.

This product line is currently in production and should be available in early 2011.



300 Series RDF Product Line

The RD product line is available in a flex- and close-coupled design allowing for maximum

Crown Coach Project



ect? The Crown Coach is a 1954 converted bus that will serve as our mobile command center for the American-Marsh War Department!! This mobile hospitality suite will allow us to uniquely entertain our clients in style! The Coach is 40 feet long and will include many upgraded amenities as well as having a state-of-the-

art communication and presentation system. This will allow us to present our products in a new and unique manner.

also be available on AMP Facebook so check back frequently.



1954 Crown Coach, A Unique American-Marsh Product

This newly added section of the **PIPELINE** newsletter will focus on the progress of the Crown Coach Project. The first question you may ask yourself is what exactly is the Crown Coach Proj-

Future **PIPELINE** issues will detail the progress of the Crown Coach Project as well as highlight the interior and exterior details worth calling out. Pictures of the Coach will

On The Web Updated Presentations

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

We recently reworked our Sales Training School schedule and with this change comes updated Powerpoint presentations. These updated presentations have a cleaner and fresher look. In addition, more specific information is now available allowing for a better channel of communication.

were present in the past presentations.

In addition to the Sales Presentations we have also added Service Presentations to the website as well. This is the presentation that will be used in the upcoming Service Schools. It has installation, operation and maintenance information that will add an additional dynamic to the already successful training schools.

The updated presentations also have information for the entire product line. This fills in the gaps that

AMP NET
ONLINE PRICING

AMERICAN-MARSH PUMPS
135 Years of Tradition, History and Quality Manufacturing

NAVIGATE
AMERICAN-MARSH PUMPS
DURABILITY BY DESIGN SINCE 1917

The Divisions of the American-Marsh Pump Group

J-Line
The American-Marsh Pump Group is a leading manufacturer of centrifugal & positive displacement pumps, electrical motors, mechanical seals and fire protection fittings, couplings and pumping equipment. The American-Marsh Pump Group is over 135 years old and is one of the oldest pump manufacturers in the world. Collectively the four divisions cover the Industrial, Municipal, Commercial, Irrigation and Fire Protection markets.

AMERICAN-MARSH PUMPS
American-Marsh Pumps focuses on the Industrial, Municipal, Commercial and Fire Protection markets worldwide. This division is a full featured pump product line with hydraulic coverages through 100,000 gallons per minute and heads through 2500 feet. The American-Marsh Pump division encompasses the highest level of engineering and packaging available in the industry today. This product offering covers the gear, end suction, process pump, non-flow, split case, vertical multistage, ANSI process, vertical turbine and self-priming pumping products.

J-Line
J-Line Pumps focuses on the Irrigation, Water Well and Fire Protection markets worldwide. This division is a full featured pump product line with hydraulic coverages through 30,000 gallons per minute and heads through 2500 feet. This product offering covers the end suction, pump & sewage, split case, vertical multistage, vertical turbine and self-priming pumping products.

DELTA PUMP
Delta Pumps focuses on the Irrigation in North America. This division is a full featured pump product line with hydraulic coverages through 50,000 gallons per minute and heads through 2500 feet. This product offering covers the end suction, pump & sewage and vertical turbine pumping products.

ICORCORAN FITTINGS SYSTEMS
Icorcoran Piping Systems focuses on the Fire Protection markets worldwide. This division is a full featured fitting product line of couplings, fittings and fire pumps. The product offering covers the complete fitting and coupling product line, end suction, vertical inline, split case and vertical turbine pumping products.

NOVO
NOVO pumps focus on the construction and dewatering markets worldwide. This product offering covers the complete centrifugal and positive displacement self-priming product lines.

DISTRIBUTOR LOGIN

EDUCATE

ROTATION FOR DURABILITY BY DESIGN

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Water Systems Group

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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

American-Marsh Pumps

185 Progress Road
Collierville, TN 38017

American-Marsh Pumps

Water Systems Group