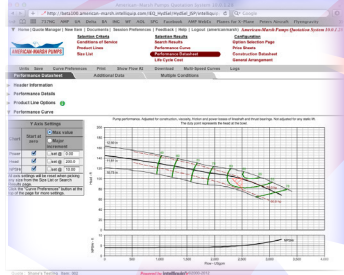




# 135 Years of Tradition, History & Quality Manufacturing The Change to Intelliquip



“Beta” version of our next software development. American-Marsh Pumps has worked for over a year with Intelliquip to take us to that next step. This new software will significantly streamline the selection, configuration, quotation and documentation process associated with offering a selection to our customers.

The American-Marsh product line is very broad and extremely complicated to work with. Selecting, configuring, quoting and documenting the selection can be one of the most difficult tasks associated to the front end of our business. For years we have used automated selection software to speed up the actual selection process but have yet to follow up that selection with an automated process for those following steps.

The initial phase of the software will focus on the Selector. This will replace the current WaterWorks software. The second phase will include the 480 Series Configurator and Quote Manager. The third phase will include the Configurator and Quote Manager for the 340 Series followed by the 460 Series products.

## Today we announce the *Project Focus*

## *Tocoma Hydroelectric Power Plant, Venezuela*

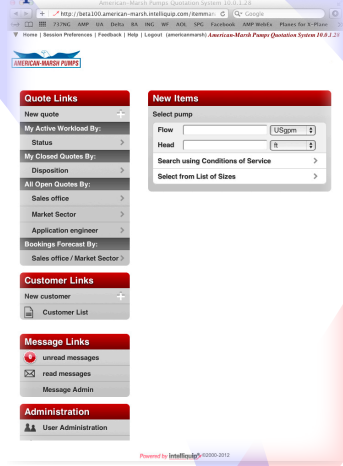


The Tocoma Hydroelectric Power Plant currently is under construction and is the last hydroelectric development project in the Caroní River Basin located in Venezuela. The project includes the installation of ten generators to produce a combined 2,160MW for an annual average power

output of 12,100 GWh. The other hydroelectric power plants currently operating in the Lower Caroní include Guri (8,850 MW), Macagua (2,930MW) and Caruachi (2,196 MW). During 2004, 70% of the national consumption was provided by these central stations, with the rest being supplied by thermal generators using non-renewable resources. The Tocoma project requires ten 216 MW generators and 12 vertical turbine pumps.

this new software a multi-tiered specific training class schedule will be offered to our outside distribution sales force. The overall goal of this new program is to allow for self sufficiency for all of our contracted distribution sales force.

Future **PIPELINE** newsletters will have additional updates.



## www.american-marsh.com *Inside This Issue*

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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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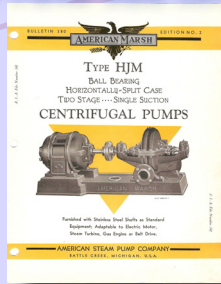


## From the Archive - HJ Two-Stage Split Case Pumps

Fourth Quarter

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October - December 2011



For years, American-Marsh has been known as a leading manufacturer in the multi-stage split case product lines. These prod-

### American-Marsh University, Shane Wright B.S.M.E.

Selecting the proper seal for a pump can be just as important as selecting the correct pump for an application. Many variables must be taken into consideration.

1. The seal must physically fit into the pump. This can be determined by comparing the seal dimensions with the pump's stuffing box and shaft sleeve dimensions.
2. The seal must be able to operate at the fluid temperature, and lubricity. These limits can be found in the specifications of the seal.

### 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

ucts were primarily used in the boiler feed industries and were a core product offering for the American-Marsh product line.

One such product was the 380 Series HJ two-stage split case product line. What made this product line unique was that it generated high pressure but at four pole (1800 or 1500 RPM) operating speeds. This

3. The seal material must be chemically compatible with the fluid pumped. There are many chemical compatibility charts available for this use.

4. The seal must be rated to withstand the pressure in the pump's stuffing box. The pressure requirements for a seal are in the seal specifications, but the stuffing box pressure is determined based on the style pump.

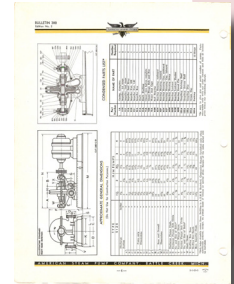
In a vertical turbine pump, the stuffing box pressure is equal to the discharge pressure of the pump minus any friction loss in the column between the

was accomplished by using larger diameter impellers that were very narrow in width. Many engineers do not like operating at two pole speeds (3600 or 3000 RPM) due to increased wear on the equipment.

The HJ product line was discontinued several years ago due to slipping interest in this type of product line. The vertical multi-stage, stainless steel type

top bowl and discharge head. While in a double suction split case pump, the stuffing box pressures are equal to the suction pressure coming into the pump. On multistage split case pumps the first stage stuffing box is equal to suction pressure and the second stage box is equal to suction pressure plus the pressure developed by the first stage impeller only. In an end suction pump there are two main options. If the impeller is equipped with back pump out vanes

of products have really taken market share from this type of product line. Although significantly less robust they are much less expensive.



the stuffing box pressure will be the suction pressure plus 25% of the discharge pressure. If the impeller has a rear wear ring and balancing holes, the stuffing box pressure will be the suction pressure plus only 10% of the discharge pressure. OSD & OSG ANSI pumps are assumed to have back pump out vanes. However, the RE product line can be either. This can be determined by referring to the engineering information sheet for a particular size pump.

### Trade Show Schedule

NFPA 2012  
June 11 - June 13, 2012  
Las Vegas, NV, USA

overview, catalog familiarity, AMPNET and *Water Works* software operation.

### Sales Training School Schedule

- Newly Updated

The First Quarter **PIPELINE** newsletter will detail 2012 school dates.

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.

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## Product Line Highlights

### Series 500 - FP-HD Split Case Fire Pumps

One of the largest interest product lines American-Marsh Pumps offers today is the 500 Series Fire Protection product line. Within this product line, the FP-HD product line remains one of the most popular throughout the world. The FP-HD product line features:

- Heavy duty cast casing with 250 PSI dimensional suction and discharge flanges.

- Wide hydraulic offering covering many different duty points.
- The ability to drive the pump with an electric motor or diesel engine, depending on job site requirements.
- Very competitive lead-times due to the use of components from the 340 Series split case product line.
- Additional testing

forthcoming in Q1-2012 that will significantly add additional hydraulic coverage to the existing product offering.

The FP-HD product line is one of the most robust split case, fire protection product lines offered today, from any competitor. With the diversity of hydraulic models available the American-Marsh Product line has a great

future in front of it.



500 Series FP-HD Split Case Product Line

## On the Inside - Growing Pains

American-Marsh Pumps has gone through an incredible amount of growth over the last decade.

When any company grows significantly year to year, growing pains are always an unwanted side effect. The learning process for this growth cannot be gotten out of a book or learned at a university, especially when you compli-

cate this with the variable of people. The people at a company are it's strongest asset, and in some cases, can be it's greatest liability. The last ten years have been an incredible learning process for our executive group. Making decisions that effect so many people on so many different levels is what keeps a lot of us up at night.

Our executive group feels that for one of the first times (in recent memory), our Q1-2012 seems to have gotten off to an incredible, team-oriented start. Things appear to be really coming together and the hard work put in by everyone has finally started to align things.

unbelievable heritage of products and people. We would like to extend our appreciation in giving that extra effort, especially when you're having "one of those days." We do notice the effort and hope that this strong start for 2012 continues. We are fortunate to have a great company with great people!

American-Marsh has an

## On The Web Intelliquip Updates

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

With the announcement of the new software that American-Marsh Pumps is planning to release in Q1-2012, many new features will need to be explained to the field. This section of the **PIPELINE** newsletter will be devoted to detailing the many new features and benefits of our new software as there are many topics to cover.

product is selected, configured and eventually priced will significantly change. The philosophy of this change will be discussed in detail. The mind-set of selection will be one of the first topics discussed in this forum.

that have never been available before.

Training schools at American-Marsh will also be scheduled to specifically address training for our

new software. The goal is to train as many people as possible. As this self sufficiency spreads, quotation lead-times should drop significantly. Keep an eye out here for more updates!!

This software will fundamentally change the front end of our business. How

As with any sophisticated software, a system to explain all of these functions will also be addressed here. There are many new and exciting features that will be available to our users



American-Marsh Pumps

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Fourth Quarter

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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

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