

Putzmeister

Post

Volume 5 Winter 2002 – A “Positive” Approach to Promotion by Putzmeister America

SEE PUTZMEISTER AT WORLD OF CONCRETE 2003

Log on to www.putzmeister.com for details and a dazzling display

When you make plans to visit the Putzmeister booth at the World of Concrete in Las Vegas this year, you should be pleasantly surprised at what's in store for you.

Clearly demonstrating our continued commitment to being *Technology Driven, Customer Focused™*, almost 20 concrete and material placing products will be on display at our large inside and outside booths, totaling over 13,000 sq. ft.

At the show, we're unveiling the latest addition to our concrete boom pump family – the 38Z-Meter. With its Multi-Z boom, it's sure to be a popular model. Also debuting is the 58-Meter, which will highlight its new pedestal configuration and compact outriggers. It's designed to leave a lasting impression.

Another great new product on display will be our 26 yard an hour “hydraulic” trailer pump featuring a proven reliable S-valve to pump today's harsher mixes. And finally we'll showcase our A3 Tommy Gun® with its new mixer and added design features. These products are outlined in detail within this issue.

Also, be sure to look for us at the outdoor Test Track where we will be demonstrating our 38Z with OneTouch™. Look for us at booth #20029.

Put Putzmeister on your list of “Must See” exhibits during World of Concrete 2003.

Log on to our web site and get full details about World of Concrete 2003. Besides a stunning graphic display on our site that will simply dazzle you, there are links to help you register for the show. It's free if done via fax, phone or mail by January 6th. Or if you use the link from our web site, you have until January 22nd to register.

Once again, we look forward to seeing you in Las Vegas, a city that never sleeps ... as you join Putzmeister, a company that never rests.

Special Note to Dealers: Remember to RSVP for the special dealer functions.

PUTZMEISTER AT WORLD OF CONCRETE

Inside Display Booth #5832
Outdoor Test Track Booth #20029

Tuesday, February 4th thru Friday, February 7th
Las Vegas Convention Center

Tuesday, February 4th
9:30 am to 5 pm

Wednesday, February 5th
9:30 am to 5 pm

Thursday, February 6th
9:30 am to 5 pm

Friday, February 7th
9:30 am to 1 pm



Spotlight...

Putzmeister 38Z

Another Multi-Z Boom Pump Joins Lineup

The latest addition to our growing family of Multi-Z booms is the **38Z-Meter**. Its unveiling is planned for the World of Concrete 2003 in Las Vegas.

The unit's special Multi-Z boom configuration offers many advantages.

- 1.** First, the four-section boom can maneuver in, over and around obstacles to efficiently place concrete in difficult-to-reach places.
- 2.** Second, the design delivers a faster and more efficient setup because the boom doesn't have to be completely unfolded to begin the pour. Therefore, operators can immediately place concrete - even right next to the truck.
- 3.** Third, a well-designed layout of components incorporates straight pipe sections and fewer bends. This results in a less stressful concrete flow through the line, a longer service life, and more parts commonality.

Check out the specs shown at right and/or stop at our booth to learn more. The new model will be available for spring delivery.

Putzmeister's Growing Family of Multi-Z Booms

- 24Z-Meter
- 28Z-Meter
- 32Z-Meter
- 36Z-Meter
- 38Z-Meter
- 52Z-Meter

"As the versatility of our Multi-Z booms has proven so popular, it was just a logical 'step up' to develop a 38 meter with this special boom configuration."

*Tom Teubel
VP-Sales & Marketing*

38Z-Meter Specifications

Vertical Reach	123'5"	Horizontal Reach	110'7"
Maximum Output		Outriggers	
.16H	210 yd ³ /hr	Telescopic - front	20'8"
.20H	260 yd ³ /hr	Swing-out - back	23'0"
Max Pressure - rod	1233-psi	Weight on 3 axles	54,891-lbs



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Unmatched Telebelt®

Versatility



4 First, the Telebelt conveniently places **sand** for slab's sub-grade.



5 Then, the Telebelt places **gravel** over drain tile.



6 Last, the Telebelt places **concrete** on the slab, and this is still done from the same setup location.

Three Different
Materials Placed –

Same Job,
Same Day,
Same Setup.

On this typical basement job done by G&B Pumping of Iowa, the Telebelt TB 80 conveyor set up in one spot and stayed there throughout the placing process.

As a result, the Putzmeister unit effectively handled the convenient placement of three different materials – sub-grade sand, drain tile rock and slab concrete. The hopper was merely swung from the material stockpiles to the ready-mix trucks when needed.

Normally, this particular job would have taken almost two days because of moving materials with a skid steer loader. However, with just one Telebelt unit, it took **only about three hours** to cost-effectively place all these materials. As a result, the contractor realized substantial time and labor savings with the added versatility of the conveyor.

For more information about the further advantages of a Telebelt or for more details about this job, contact Putzmeister America at (262) 886-3200.

People & Product Update



In mid October, **BILL CARBEAU** assumed the added responsibility for the sales and product management of Telebelt® conveyors.

Bill has been with Putzmeister for the past five years overseeing the sales of placing booms, high-pressure trailer pumps, and tunneling, mining and dredging equipment. He will continue managing these products in addition to his new responsibility of handling conveyor sales in the 50, 80, 105 and 130-ft horizontal length range.

Bill's new title is Sales and Product Manager - Telebelts® and Specialty Equipment. He can be reached directly by calling his Florida office number at (239) 594-3016 or his mobile phone at (239) 269-3261.



Effective in September, **JEFF BEN-AMOR** was promoted to Field Service Technician covering the West Coast for Putzmeister.

For over eight years, Putzmeister employed Jeff at the company's West Coast operation. Initially, he handled parts calls and then was involved servicing Putzmeister equipment throughout Southern California - both in the field and at the company's Los Angeles service center.

Therefore Jeff is already highly knowledgeable about Putzmeister products and will concentrate on service-related calls throughout the West Coast. He will remain based from Carson, California and report directly to Greg Giese, Service Manager.

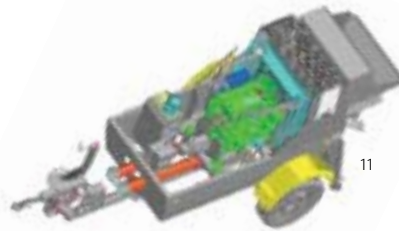


The **A3 TOMMY GUN® SERIES** of high volume fireproofing and plaster pumps now feature a hydraulic driven Hydra-Flow™ mixer by Macalite. This update replaces the previous mechanical driven gearbox design.

The hydraulic mixer still utilizes a similar blade design. However, added benefits include more mixing power and an increased 13 cubic foot capacity. It also features the ability to run the mixer in both forward and reverse for easier clean out, more efficient discharge of materials, and a simpler way to free material blockages.

In addition, a variable speed drive more effectively controls mixing speeds. With the diesel version, the pump and mixer run off the same diesel engine. With the gas version, the mixer runs off a separate 14hp Kohler engine, which is 30% more powerful than engines found on competitive brands.

The new mixer became available on all gas, diesel and electric-powered mobile and skid-mounted Tommy Gun versions this fall.



Filling yet another niche in the market, we've introduced the all new **TK 25**, a 26 yard an hour "hydraulic" trailer pump. It will be officially unveiled at this year's World of Concrete.

The new unit is ideal for pumping concrete for commercial on-grade slabs and upper decks. It also conveniently handles block fill, stem walls, patios and other residential projects.

Features include a proven reliable S-valve to pump today's harsher mixes more efficiently along with its special ability to go in both forward and reverse. Plus, the unit's lightweight design lets you hook up to a standard pickup truck and go.

See the new trailer pump on display at our trade show booth in Las Vegas. At that time, you can find out more about adding this economically priced and high performance unit to your fleet.

BULLETIN BOARD

Internat 2003

If you're attending Internat in Paris May 13-17, call and let us know if you'd like complimentary trade show admittance tickets. Our international Putzmeister booth is M-11604 at the Paris-Nord Exhibition Centre.



WINTER PARTS Specials

The success of our fall parts specials led us to develop one for the winter. On selected parts, we've discounted the list prices. Hurry and order as this special ends March 31st. Call the parts department for more details.

Parts Line 800-890-0269

New 58-Meter

For details on our newly redesigned 58-Meter, go to www.putzmeister.com or visit us at our WOC booth.

TELEBELT® Tricks of the Trade

Don't miss the next "Tricks of the Trade" bulletin for Telebelts. It's in the mail again. If you want your name added to our mailing list, just call the marketing department.



President's Message

Putzmeister America Rolls Out New Ad Campaign

See all the new ads on our website at www.putzmeister.com



At a time when most advertisers have cut back or eliminated their magazine advertising, we've forged ahead with keeping our name visible in the

industry. History has proven conclusively that companies that maintain or increase their investment in advertising, increase their share of sales and market, both during and after tougher times.

As a result, we've hired a new ad agency and found more creative ways of getting our name and message out in the market. At the right are a few samples of our ad designs that are targeted to bring valuable information in a humorous and memorable way to the markets we serve.

We realize that our commitment to advertising helps support our dealers' efforts and maintains brand loyalty among our customers. It also creates a positive image and informs about new product and company developments. So watch for the new ads in several publications or view them on our website.

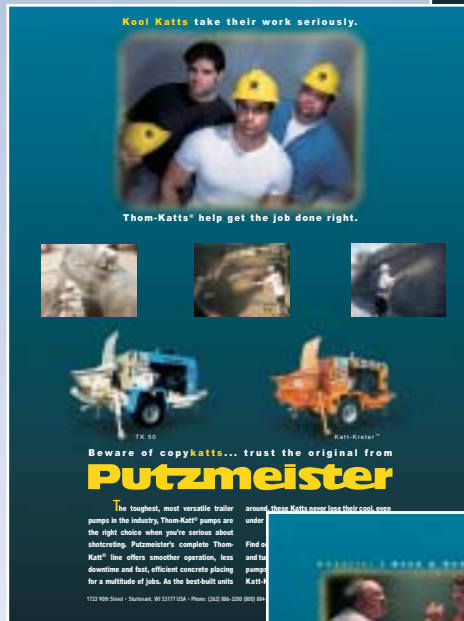
On another note, we want to say "Thank You" as we end another year. We appreciate your business and loyalty to Putzmeister products, and we look forward to your continued support in 2003 and beyond.

Dave Adams

Dave Adams
President and CEO

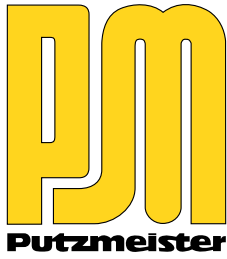


During the winter holidays, we will be closed December 23, 24, 25 and 31 as well as January 1st. If there is a parts or service emergency, call 800-890-0269 and ask for the service tech on call.



When times are good,
you should advertise.

When times are tough,
you must advertise.



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Please Route to:

Owner/President Sales Manager
 Service Manager Operators
 Others _____

Looks Like New, Works Like a Champ

Refurbs – Take It to the Limit One More Time...

When a refurbished boom pump leaves our factory, it virtually looks like new and works like a champ. It has undergone a thorough update, including new parts; repairs and testing; structural checks; truck conditioning; and a professional prep and paint job. We're so confident of our quality workmanship that we even back it by a limited 6-Month Warranty – the best in the business.

So call us about this featured refurb unit (see right) or for a complete listing of other units available. Our web site also features weekly updates for your convenience.

"As is" used boom pumps, conveyors, and trailer pumps are also available. Call Andy Duesing for details at (800) 884-7210 or (262) 886-3200.



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**6-Month
 Warranty**
 on reconditioned units

FOR SALE ... Featured Refurb Pump

Fully reconditioned 1996 Putzmeister 43+.16H on MR 688S Mack with radio remote, MBC controls and X-outriggers. Only 2,740 pump hours.

Visit www.putzmeister.com for a complete listing of both reconditioned and "as is" units.