

Putzmeister

Post

Volume 6 Spring 2003 – A “Positive” Approach to Promotion by Putzmeister America

PUTZMEISTER A “HIT” AT WORLD OF CONCRETE 2003

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



Over 73,100 attendees and exhibitors swarmed the exhibition halls during World of Concrete 2003 in Las Vegas this February. It was the second highest attendance in the show's history. Enthusiasm was apparent amongst both exhibitors and visitors alike. Orders taken at the show by Putzmeister were also strong this year.

Clearly demonstrating our continued commitment to being *Technology Driven, Customer Focused™*, almost 20 concrete and material placing products were on display at our large inside and outside booths, totaling 13,100 sq. ft.

At the show, we unveiled the latest addition to our Multi-Z boom pump family – the 38Z-Meter in a truck-mounted version and as a separate placing boom. Also on debut was the 58-Meter with its new pedestal configuration and compact outriggers.

Another new product introduced was our TK 25 “hydraulic” trailer pump with a 24 cubic yard output and a proven reliable S-valve to pump today's harsher mixes.

Our outdoor test site was used to demonstrate the advantages of the unique OneTouch™ control system. It was utilized with our new 38Z-Meter, and the combination of both captivated all who stopped by to watch.

**World of Concrete 2003
Attendance Was the Second
Highest Since the First Show
Opened in 1975.**

Be sure to log on to our web site and take a look at all the great photographs taken while at the World of Concrete. Plus, start making plans now to see us next year in Orlando for the 30th World of Concrete show from February 16-19.



Putzmeister on Display at WOC



Inside

Inside

Our booth was constantly busy with interested attendees anxious to see the latest in technology – both new products and innovative features – developed by Putzmeister this year.

Outside

Mesmerized by the live demonstrations, the outdoor Putzmeister booth offered hands-on operation of the innovative OneTouch™ control system. It was used on the newest introduction to the Putzmeister family of concrete boom pumps ... the 38Z-Meter.

Everywhere

Attendees and other exhibitors intently watched the video about OneTouch™. All were simply amazed at the futuristic technology this control system offers. Contact Putzmeister America for a free video copy.

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Outside

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Everywhere

Thanks to all Putzmeister employees - both on the front lines and behind the scenes - who put in several dedicated hours to make the WOC show such a huge success.

THANKS

Putzmeister Dealers Honored



Although unable to attend the Putzmeister dealer meeting, Chris Hotz of **SS&L, Inc.** – Sales, Service and Leasing – in Omaha, NE was the recipient of the prestigious 2002 President's Award. Dave Adams, President and CEO annually selects a deserving company based on their commitment to promoting Putzmeister products.

At this year's World of Concrete in Vegas, Putzmeister America again held its annual dealer awards meeting to recognize outstanding achievements and length of service during 2002.

The special dealer night included a hospitality reception and dinner followed by a slide presentation, outlining Putzmeister America's success as market share leaders in both boom and trailer pumps for 2002. It concluded with the dealer award announcements.



Advance Equipment Company of St Paul, Minnesota received Putzmeister's top "domestic" boom pump dealer award. Owner Terry Haug (middle) and Sales Manager Tom Wenner (right) received the award from Tom Teubel, VP-Sales and Marketing (left).



Tom Teubel of Putzmeister (middle) recognized **Construmac, S.A.** in Mexico as the company's top "international" boom pump dealer for 2002. Jorge Gurria, President of Construmac (right) and Manuel Frias, the company's Parts Manager (left) accepted the award.



Owner Pat Pecoraro (left) from **Bay Equipment Co., Inc.** in Fremont, CA once again received the top Thom-Katt® trailer pump dealer award. It was presented by Dave Rudin, National Sales Manager for Thom-Katts and Mortar Machines (right).



Again this year, Dave Rudin of Putzmeister (middle) presented the top Mortar Machine dealer award for 2002 to Jim (left) and Jack (right) Henegar of **Thomas Machinery, Inc.** in Miami, Florida.

Length of Service Awards 2002

During the dealer meeting, length of service awards as Putzmeister America dealers were recognized as follows:

40 YEAR SERVICE AWARD

*Thomas Machinery, Inc.
Miami, Florida*

15 YEAR SERVICE AWARD

*Ahal Contracting Company, Inc.
Bridgeton, Missouri*

*Alexander Wagner Co., Inc.
Paterson, New Jersey*

10 YEAR SERVICE AWARD

*Kato Construction
Toronto, Canada*

*Richard O'Brien Companies
Denver, Colorado*

5 YEAR SERVICE AWARD

*Gastaldo Pump Sales
Delta, BC Canada*

And the Winner is...



For 2002, Putzmeister America presented Randy Ziarek (right) with the company's Regional Sales Manager (RSM) of the Year award. Randy is responsible for sales support within the company's Midwest region.

The annual Putzmeister RSM award encompasses several professional and personal qualities vital to effectively serving the customer. It is not purely related to sales volume. Tom Teubel, VP-Sales and Marketing (on left) presented the special award during the December 2002 RSM meeting in Wisconsin.

Tom Teubel said, "Randy is very deserving of this award as he goes the extra mile in servicing the customer's needs. His enthusiasm, hard work and attention to customer satisfaction reflects our corporate commitment to being technology driven and customer focused."

Based in Wisconsin, Randy handles concrete pump and conveyor sales within Wisconsin, Minnesota, North and South Dakota, Nebraska, Iowa, Illinois, Indiana and Manitoba, Canada.

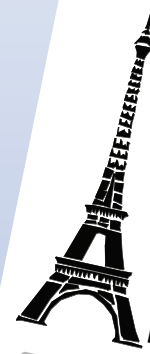
Having recently joined Putzmeister in September 2001, Randy noted, "As the rookie of the sales team, I'm honored to receive the award. I realize it's due in large part to a lot of dedicated people who worked very hard to help support me and my territory."

Since the annual Putzmeister Regional Sales Manager of the year award program began in 1999, previous winners have included Ky Colburn in the Northeast, Gary Schmidt in the West, and Marc Aguilar handling international sales.

BULLETIN BOARD

2003 Trade Show Schedule

| | |
|---|-----------------|
| Concrete Connection Dallas, TX | May 1-3 |
| Intermat - Paris, France | May 13-17 |
| Rapid Excavation & Tunneling Conference New Orleans, LA | June 16-18 |
| CEO Leadership Forum Colorado Springs, CO | July 24-26 |
| CFA - Myrtle Beach, SC | August 7-9 |
| ASCC - Dallas, TX | September 18-20 |
| Tilt-Up Wall Symposium Santa Rosa, CA | September 10-12 |
| MIACON - Miami, FL | October 23-25 |
| NSPI - New Orleans, LA | November 5-7 |



Intermat 2003

If you're attending Intermat 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.

TELEBELT® Tricks of the Trade

Yet another "Tricks of the Trade" bulletin for Telebelts is in the mail again. If you want your name added to our mailing list, just call the marketing department.



Service School Schedule

Log on to our web site for a listing of available service schools being offered this year.
www.putzmeister.com

ASCC Benefits

Putzmeister, is an active manufacturer member of the ASCC - American Society of Concrete Contractors and thereby a preferred vendor. Tom Teubel, our VP of Sales and Marketing, even heads up MAC - the Manufacturers Advisory Council within ASCC.

As a result, we encourage concrete contractors to join ASCC and take advantage of the many benefits offered.

Contact the ASCC at 630-243-9350 or e-mail Asccdcc@aol.com to get more info.



Wanted Application Job Stories

Provide us photos and some basic job story information. We'll write the story and submit to various publications. It's a great way to get free publicity.

SPRING Parts Specials

On selected parts, we've discounted the list prices during the spring season. **Look for the Spring Mailer coming soon!** Call the parts department for more details.

Parts Line 800-890-0269

NEW LITERATURE

From our web site, you can conveniently download all our new and updated literature.
www.putzmeister.com

President's Message

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A special thank you to all who visited our trade show displays at the World of Concrete 2003 in Las Vegas, and our appreciation to those who invested in Putzmeister equipment while at the event.

This year, we again clearly demonstrated our long-term commitment to the pumping and placing industry with six new product introductions combined with both an indoor and outdoor booth.

Inside the convention center, we displayed an impressive lineup of 19 concrete boom and trailer pumps, conveyors and mortar machines from our large 12,100 sq. ft. booth. Outdoors, we demonstrated the popular 38Z-Meter boom pump with our highly innovative OneTouch™ control system, giving customers a hands-on opportunity to operate this exclusive feature from our 1,000 sq. ft. booth.

If you were unable to attend the show this year, please visit the World of Concrete link on our web site to see our impressive display of machinery and innovative technology.

Sincerely,

PUTZMEISTER AMERICA

Dave Adams
President and CEO

Putzmeister 62-Meter Still the World's Largest Boom Pump

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Seventeen years ago when the first 62-Meter truck-mounted boom pump came off the Putzmeister production line in Germany, the industry took special notice of this longest reaching boom pump in the industry. In fact, since the unit debuted in 1986, the mammoth 62-Meter holds the record for being the largest in the world still today.

Originally, sold to a pumping company in Bavaria, the first 62-Meter Putzmeister continued to work day in and day out until it was relocated in 2002 to a Spanish concrete pumping company in need of its reach and high performance features. Meanwhile other 62-Meter models built around the same time were also operating non-stop, most notable is the one in Saudi Arabia.

Although a matter of speculation, it is believed that a staggering amount of concrete must have been pumped by 62-



Meter units because they are especially useful for large scale concreting projects such as airports, bridges and high-rise complexes.

The Putzmeister unit's technology was and still is way ahead of its time, featuring a host of technical "goodies" which even today one would have difficulty finding equal attributes.

Needed for its exceptional 203-ft vertical reach and fine-tuned features, the most recent and huge job application will take place in Spain this next month. Watch for details in the next issue of the *Putzmeister Post*.

The mighty Putzmeister 62-Meter made history in 1986 when it was introduced as the largest on the world market.



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Step-by-Step Illustrative Refurb Booklet Available

We now have a 21-page descriptive booklet that outlines step by step the process a refurbished Putzmeister boom pump takes in its journey within our Refurb Center. It's an illustrative way to depict the many detailed steps our trained staff performs to prepare a unit for years of added operational life.

If you want to learn more about our refurbishing process, download a copy of the photographic booklet from our web site or call Andy Duesing at our Refurb Center and request a copy.

For your convenience, our web site also features weekly updates about available refurb units along with "as is" used boom pumps, conveyors, and trailer pumps. Call Andy Duesing for details at (800) 884-7210 or (262) 886-3200.



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