

ISO 9001 QUALITY ... AGAIN?

Read to Understand How the Latest Changes in ISO 9001 Affect You



Although originally ISO-certified in 1998, Putzmeister America successfully completed the latest "transition audit" and was certified to the new and current ISO 9001:2000 quality standard this August.

After incorporating all the rigorous changes necessary for conformance, Putzmeister was found in compliance. This covers the company's quality procedures and systems involving all of its products (including new and refurbished units) and every department within the Wisconsin-based organization.

The latest international standard has significant changes that are more stringent than past quality certifications, involving more than just systems acceptance.

Some of its major updates include greater senior management involvement, more accountability for customer satisfaction, and added documentation as proof of a company's continued compliance to maintaining or improving quality in all company aspects.

Dave Adams, President and CEO at Putzmeister America said, *"The re-certification shows customers our commitment to providing the finest quality machines in the industry. Clearly, this ISO success should benefit customers; and therefore, it should be promoted by our dealers and sales personnel alike."*

Frank Wright, Quality Manager at Putzmeister America noted, *"As achieving the revised standard is a very long*

and involved process that takes a huge investment in time and resources, many companies may not choose to do the inordinate amount of work to comply. Therefore, the tougher 2000 standard may weed out many companies who are not fully committed to maintaining the registration."

"Companies previously ISO certified must complete the transition audit by December 2003. If they do not, their ISO certification expires, and they may no longer be compliant. In addition, no exclusions to the ISO standard will be allowed; and therefore, no 9002, 9003 or 9004 versions will exist."

Frank Wright
Putzmeister America
Quality Manager

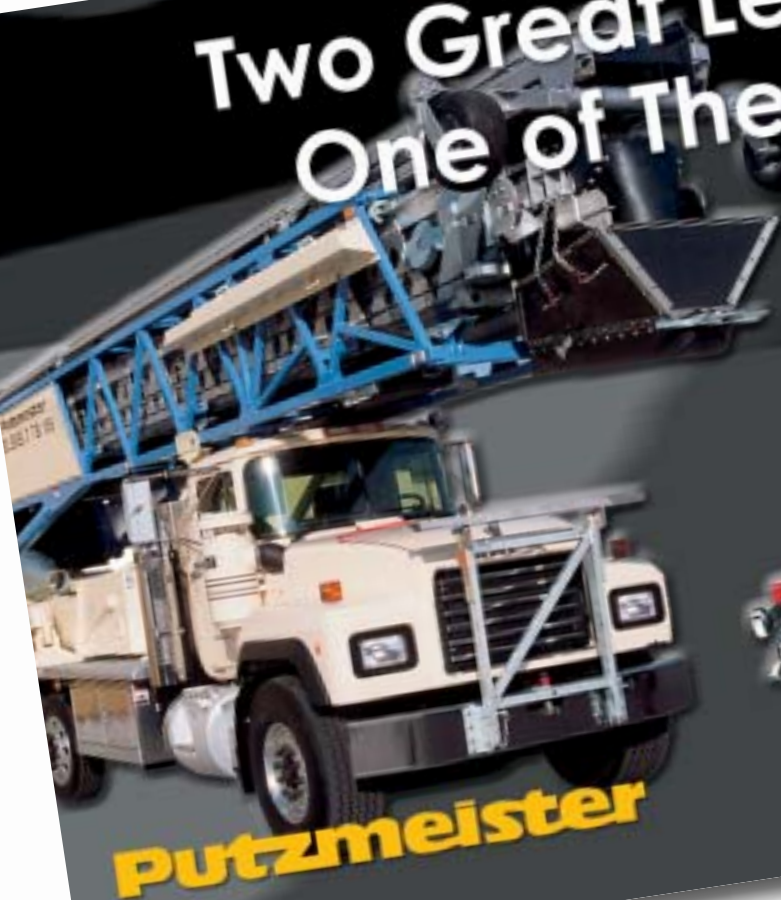


Now, "all" departments and business aspects within a company must be part of the registration. Exclusions that are not part of a company's business will be noted for those companies who may not design, such as service organizations.

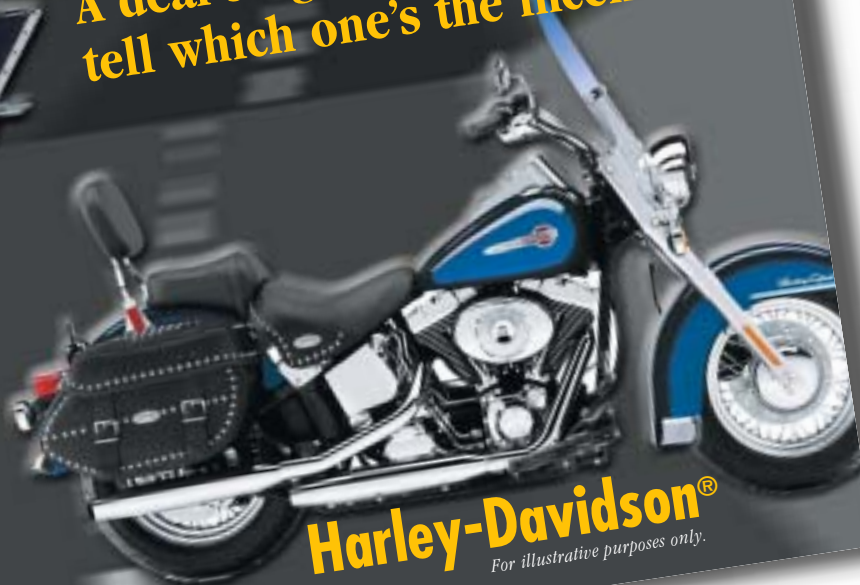
With the new ISO certification, Putzmeister America can proudly promote itself as certified to the latest international standard developed. Audits by an independent auditor will continue on an annual basis to ensure ongoing compliance.

Two Great Legends and One of Them is Free*

A deal so good, it's hard to
tell which one's the incentive.



Putzmeister



Harley-Davidson®
For illustrative purposes only.

Buy One, Get One FREE*

Here's an opportunity to ride into history. If you didn't get a post card like the one above, call us to take advantage of a great deal this fall.

*As you can see, Putzmeister America is offering a free Heritage Softail® Harley-Davidson® motorcycle with the purchase of a new Putzmeister Telebelt® TB 80, TB 105 or TB 130 belt conveyor.

This offer applies to orders taken from October 1 to December 31, 2003 – no trade-ins allowed.

The Telebelt must be shipped and paid for by December 31, 2003.

For more details, contact your local authorized Telebelt dealer or Putzmeister America direct – ask for Jonathan Omer.

(800) 884-7210 or (262) 886-3200.

Applies to 48 contiguous states. All applicable taxes, title and license fees are the responsibility of the Harley-Davidson owner. Other restrictions may apply. Harley-Davidson Motor Company is not endorsing, sponsoring, or otherwise affiliated with this promotion.



Slab on foam insulation



Aggregate on settling basin

Telebelt® Applications, Etc. Etc.

Imagine the Possibilities

If you're not targeting your Telebelt to more than just typical concrete jobs, you're missing out on a valuable opportunity to expand your customer base and profit potential.

Many contractors in your area may not be aware of how the Telebelt can assist them in their material placing efforts.

Drive around your area watching for jobs that could benefit from the Telebelt's versatility. Scan through the yellow pages for companies that could take advantage of the Telebelt's unique placing characteristics. Look for ways to market the conveyor in different applications and watch your bottom line grow too.



Slope paving



Sealing cofferdams



Inside slab - low clearance



Basements



Slab under low heights



Stone placement



Soil backfill



Drainage stone - foundation



Utility trench backfill



Difficult residential setup

Bill Dwyer Promoted

16



Effective in mid-August, **Bill Dwyer** was promoted to Eastern Sales Manager for Putzmeister America. In his new role, Bill will be responsible for sales support throughout the Eastern United States with all Eastern Regional Sales Managers (RSMs) reporting directly to him.

Bill has been with Putzmeister America for the past seven years as an RSM covering the Southeast region for the complete range of Putzmeister equipment. He will continue to cover his existing territory until a replacement is found. Bill will also handle the Central region's sales efforts with his relocation from Atlanta to the Chicago area while additionally managing the Eastern Regional Sales Managers in his new role.

Bill's official title is Sales Manager - Eastern United States, and he can be directly reached by calling his mobile phone at (404) 580-0432. Bill's counterpart in the Western United States is Doug Marquis, who together with Bill will report to Tom Teubel, VP-Sales and Marketing at Putzmeister America.

A native of Illinois, Bill will relocate to the Chicago area with his wife and two children by the end of the year.

17



Plan to visit us at WOC 2004 in Orlando, Florida from February 17-20.

Again, Putzmeister America will be one of the largest exhibitors this year.

**Booth #1935 Inside
Booth #O 40 Outside**

Watch for more details in the next issue.

BULLETIN BOARD

Trade Show Schedule

| | |
|--|------------------|
| MIACON 2003 Miami, FL | October 23-25 |
| NSPI 2003 New Orleans, LA | November 5-7 |
| World of Concrete 2004 Orlando, FL | February 17-20 |
| Bauma 2004 Munich, Germany | March 29-April 4 |

Just a reminder that World of Concrete is fast approaching. Show admittance is **free** if you register by January 19th via fax or mail. For those who prefer to register on-line, you have until January 30th.

Service School Schedule

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

TELEBELT® Tricks of the Trade

Another Telebelt "Tricks of the Trade" bulletin is coming in the mail soon. Don't miss out on this vital source of information. Call the marketing department to add your name to our mailing list.



See Us in Munich, Germany

Putzmeister AG is again making an impressive showing at Bauma this spring - March 29th to April 4th.

If you're interested in more info, please contact the Putzmeister marketing department.

Equipment for Sale

Used and refurbished equipment inventory listings can be found on our web site at www.putzmeister.com. Check this site regularly as it is continuously updated.

REMINDER

Plan to attend the free WOC seminar being presented by Putzmeister. It's Tuesday, February 17th from 2-3 pm in Orlando.

Side Loading Channels



For optimal performance, we highly suggest using our three cubic yard rock hopper with our unique side loading channels.



President's Message



Every good business knows the importance of after-market support to maintaining customers long term. That's why we're continually working on new ways to further improve upon our parts and service efforts. Here are some of the latest changes.

For the past three quarters, we've offered parts specials so customers can take advantage and stock up on *genuine* Putzmeister parts at attractive prices. Quarterly fliers are sent out to announce these savings.

We've also challenged our support team to achieve even more ambitious goals for shipping parts than we're at today. Currently, our goal is a 98% first pick fill rate with a same day response when a priority order is received by 4 pm. For stock orders, a 99.8% first pick fill rate within five days remains the goal.

In August, we purchased and implemented a Call Center program to provide quicker phone responsiveness to customers' service and parts needs *and* avoid voice mail pass-around. With this new system, we can statistically measure the effectiveness of our staff and make improvements where necessary. In the next issue, we'll have a progress report card.

This year, we've added even more in-house service personnel to further complement our eight experienced service techs in the field.

Finally, our service training center will be relocated. It's new site at Putzmeister will feature a more spacious classroom and an updated 24-Volt "hands-on" flatpack. The center will be ready by the next service school this October.

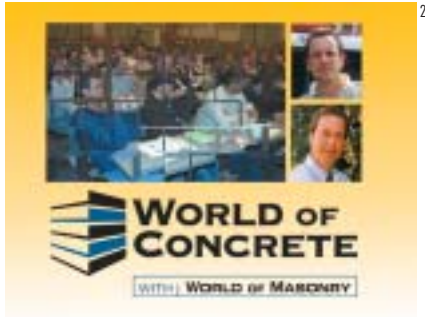
We anticipate these changes and even more forthcoming will prove mutually beneficial, as we remain *technology driven, customer focused*TM.

Sincerely,

PUTZMEISTER AMERICA

Dave Adams
President and CEO

Putzmeister Presents WOC Seminar



Pull all the pieces together, and mark your calendar to attend the **free** seminar "*Equipment Diversification - Minimizing the Effects of a Down Market*".

The program is being developed by Putzmeister America and presented by Bill Dwyer, Eastern Sales Manager and Bill Carbeau, Sales and Product Manager – Telebelts® and Specialty Equipment.

Putzmeister and Sika Join Forces

Sika AG of Baar, Switzerland and Putzmeister AG of Aichtal, Germany entered into a strategic global alliance within the tunneling and mining sector.

Sika is a prominent supplier of speciality chemicals, and Putzmeister is a leader in the development of material placing equipment for concrete, mortar and other high-viscosity materials. Both companies operate factories and maintain sales organizations worldwide.

Within the alliance, Putzmeister AG will be responsible for the production of shotcrete systems, and Sika will serve as the exclusive sales agent in the agreement. Sika will, however, continue to produce their Aliva rotor machines.

Together, Putzmeister and Sika will pool their years of experience and professional expertise in the development of new and innovative shotcrete equipment designed to benefit customers. The

The seminar is being held in conjunction with the Orlando WOC show.

It is planned for Tuesday, February 17th from 2 to 3 pm at the Orange County Convention Center. No prior registration is required.

Topics discussed will include generating incremental revenue streams, adding complimentary services, providing extra convenience to customers, developing new and current markets to minimize cyclical shifts, and showing ways to increase a company's customer base.

If you have questions, call the Putzmeister America marketing department toll-free at (800) 884-7210 or (262) 886-3200.

alliance is also planned to strengthen the market position of both companies in tunneling and mining around the world.

Company Profile of Sika AG

Sika AG, based in Baar, Switzerland, is a leading global supplier of speciality chemicals. Sika offers process materials

for sealing, bonding, damping, reinforcing and protecting load-bearing structures in construction (buildings and infrastructure)

and in industry (transportation, automotive, marine as well as appliances and equipment). Sika's product line includes concrete admixtures, speciality mortars, sealants, adhesives, speciality acoustic and reinforcing materials, structural strengthening systems, and industrial flooring and membranes.

The company has locally based operations in 64 countries with over 8,500 employees. Sika achieves annual sales of approx. \$1.5 billion. Visit the Sika web site at www.sika.com.





Putzmeister America
1733 90th Street
Sturtevant, WI 53177 USA
Telephone (262) 886-3200
Facsimile (262) 884-6338
www.putzmeister.com

PRSR STD
U.S. POSTAGE PAID
OAK CREEK, WI
PERMIT NO. 77

Please Route to:

Owner/President Sales Manager
 Service Manager Operators
 Others _____

Green Bay Packer Helps “Kick Off” United Way Campaign at Putzmeister

Josh Bidwell, punter for the Green Bay Packers appeared at Putzmeister on September 30th – the day after the Monday night football game where the Packers successfully defeated “da Bears” 38-23.

Josh came to the Putzmeister factory to help kick off the company’s goal to raise \$20,000 for the United Way campaign. The Packer punter informed the employees about how their efforts and donations help those less fortunate, and then he graciously signed autographs for all interested.

During a month long program, Putzmeister employees will participate in several raffles, contests and other fund-raising events at the company. Between the employees’ efforts and Putzmeister’s financial contributions, the ambitious goal of \$20K is being aggressively sought. All employees should be commended on their generosity and willingness to participate.



#9 Josh Bidwell of the Packers poses in front of a Putzmeister boom pump after informing employees how “pumped up” he is about the United Way.