

OUR 10TH ANNIVERSARY

Celebrating Ten Years in Our Wisconsin Location



This January, our company will celebrate ten years in its North American headquarters facility. Specially built in Sturtevant, Wisconsin, the site is located on 27 acres of prime land near Racine with plenty of room for further expansion.

The US-based facility contains manufacturing, sales, parts and service for new and refurbished equipment. It has almost quadrupled in size from its original 55,000-sq. ft. to its present 200,000-sq. ft.

Other significant increases since the company's 1994 opening include a sales volume increase of over five-fold and more than double the number of personnel employed. As market leaders

in innovation, several new products and optional equipment features have been developed over the past decade and three entirely new product lines introduced to America - belt conveyors, separate placing booms and large line trailer pumps.

President and CEO Dave Adams said, "Our past is an indicator of the company's innovative spirit driven by meeting customers' needs for high performance products that accomplish jobs more efficiently. Our goal for the next ten years is to remain technology driven and customer focused to meet changing market requirements."

With a quest for product excellence, Putzmeister America originally attained ISO 9001 quality certification in 1998. It recently completed the transition audit for compliance with today's recently revised and more difficult ISO 9001:2000 standard. This involves a large investment by any company able to meet this next more challenging level of quality standards.

The company is a member of the global Putzmeister group, comprised of 16 manufacturing and sales operations worldwide with headquarters in Germany. Having officially entered the North American market in 1982 when the company acquired Thomsen, Inc., Putzmeister began marketing concrete placing equipment from its previous Gardena, California location.

Today, Putzmeister's wide product line includes truck-mounted concrete boom pumps, separate placing booms, truck-mounted telescopic conveyors, and trailer-mounted concrete pumps. In addition, the company provides a wide range of mortar, grout, shotcrete, plaster and fireproofing pumps and mixers, industrial pumps, as well as tunneling and mining equipment.

Putzmeister will celebrate its 10th anniversary at World of Concrete during its dealer meeting and in conjunction with the company's equipment display at indoor booth #1935.

Booms, Booms, Booms

New WOC Product Introductions

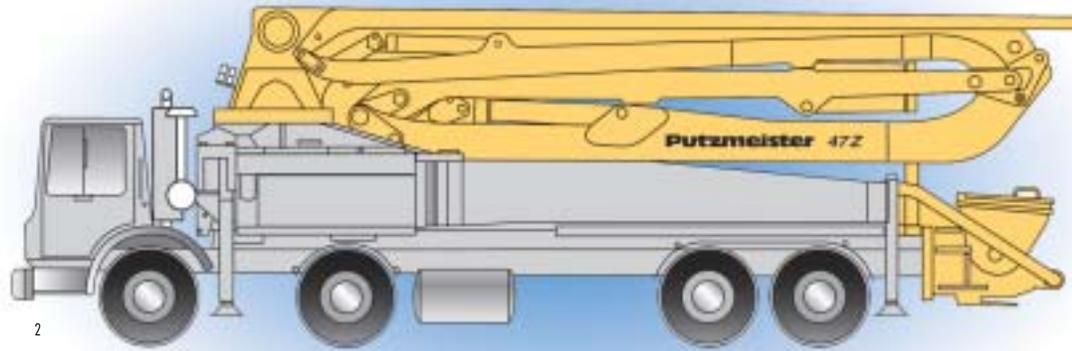
47Z-Meter

At the World of Concrete, Putzmeister will debut the 47Z-Meter - a new truck-mounted concrete boom pump in the 155-ft class. This new model features a versatile Z-boom configuration and highly compact outrigger spread.

The five-arm boom allows the boom to maneuver in, over and around obstacles and efficiently place concrete in difficult-to-reach places. In addition, a well-designed layout of components incorporates fewer bends for easier service, a smoother concrete flow through the line, a longer service life, and more parts commonality.

With the smallest overall outrigger footprint of all models in its class, the 47Z features an outrigger spread of only 26-ft 3-in (8m) in the front and 28-ft 6-in (8.7m) in the rear.

This compact footprint is achieved due to "X" brace outriggers. Hydraulically operat-



ed, the front outriggers diagonally telescope out, while the rear ones swing-out for easy setup and operation on congested sites.

All sections of the 47Z-Meter boom pump are equipped with 5-inch induction-hard-

ened delivery line for better wear resistance and peak performance.

Available for spring 2004 delivery, the 47Z can be viewed at Putzmeister booth #1935 during the World of Concrete.

Two new Putzmeister MXKD 38/42 placing booms assist with the Tacoma Narrows Bridge project near Seattle. It will be the largest suspension bridge to be built in the USA in four decades. Watch for more details in the next issue.



38-Meter Placing Boom

The new MXKD 38/42 is the largest separate placing boom model in the company's product line. Designed for use on larger jobs, it offers a longer horizontal reach of 125-ft. This enables greater concrete coverage.

The new 38-meter model can be used for high-rise applications. However, it is more ideally suited for large industrial or civil jobs such as bridges, dams and waste treatment plants. These jobs typically allow only one location for the tower and therefore a longer boom for wider concrete placing coverage is needed.

Although the 38-Meter is currently the largest model in our 'standard' product range, we're also capable of custom designed placing booms up to 58 meters.



**WORLD'S
LARGEST**

and high performance features. Therefore since January 2003, Intersat of Madrid has been working with the 62-Meter. The first and most significant use of the unit was in Boadilla del Monte for BSCH (Banco Santander Central Hispano). It involved constructing many balconies that otherwise would have been impossible to place concrete. With the long reach of the boom, it reduced the working time from two days to only four hours.

The most recent job application in Spain involved Intersat building a 126-apartment complex in the Alcobendas. It started this February and was completed in October 2003.

The most challenging part of the job involved placing concrete efficiently on the sixth floor. Although this was a small pumping job for the 62-Meter, it still performed without a problem, demonstrating that it could handle both large and small jobs alike.

To-date, Intersat has noted that *"the 62-Meter is an extremely wise investment because it saves time and makes tasks a lot easier. On building sites where the 62-Meter has been used, it has been so successful that the same contractors have asked for the pump for future projects."*

Although a matter of speculation, it is believed that a staggering amount of concrete must have been pumped by PM 62-Meter units because they are useful for large-scale concrete projects such as airports, bridges and high-rise complexes. However, they are also equally important for unique or difficult to access jobs that require extra long reach.

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

62-Meter

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 the longest reaching boom pump in the industry. And since the unit debuted in 1986, the mam-

moth 62-Meter still holds the record for being the largest boom pump in the world 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 to a Spanish concrete pumping company in need of its long 203-ft reach

Special 38Z-Meter Frost Law Boom Pump

To help contractors extend their pumping season, Putzmeister has engineered a special 38Z-Meter concrete boom pump for driving on roads and highways when spring frost laws are in effect.

Reaching 124-ft vertical heights, it is the longest reaching boom pump known on the market to comply with the 5-ton seasonal weight restrictions. These frost laws are

often enforced during January, February, March and April when maximum axle and tire loads for trucks need to be reduced in certain states.

The new Putzmeister unit is mounted on a conventional truck with a special six-axle design to comply with the weight restrictions. It features a removable tag, easily taken off when frost laws are not in effect.

The four-section 38Z features a versatile Multi-Z boom configuration to maneuver in, over and around obstacles to efficiently place concrete in difficult-to-reach places.

A compact telescopic diagonal X-outrigger spread of only 20-ft 10-in in the front and 23-ft in the rear enables setup in tight areas.

Contact Putzmeister for more details.

Putzmeister People on the Move



5 On January 1st, **Stefan Fritz** will be appointed Putzmeister America's new VP of Operations. In his new role, Stefan will assume the overall responsibilities for purchasing, material control, manufacturing operations, and facilities.

Since joining Putzmeister America as the company's Director of Purchasing and Materials in mid-2002, Stefan has significantly improved the company's materials operations within North America. He will now additionally concentrate on streamlining processes from material planning to unit completion.



8 Stefan's role was expanded with additional production and facility responsibilities when **Martin Mayer** accepted a new position as Director of Development and Design for

Putzmeister AG in Germany. Martin has been with Putzmeister America for a combined 8-1/2 years, his latest position as VP of Engineering and Manufacturing. After the WOC, he will return to Germany to lead the creation/development of new products for worldwide acceptance. Good luck!



6 In November, **Greg Etue** was appointed as Putzmeister's Southeast Regional Sales Manager.

Greg is responsible for sales within North and South Carolina, Alabama, Georgia and Florida. Greg's position reports directly to Bill Dwyer, Putzmeister's newly appointed District Sales Manager for the Eastern Region.

Since 1983, Greg has been involved with both dealer and retail sales - from heavy truck dealership sales to owning a golf equipment retail business. Prior to Putzmeister, Greg was employed by Moody Machinery Corporation for 4-1/2 years, renting and selling crawler cranes as well as rough terrain hydraulic and truck cranes.

Greg comes to Putzmeister with a diverse construction product background, twenty years of sales experience, and a familiarity of the Southeast region. Having lived in the Atlanta area for over 23 years, Greg will remain based in the heart of his new sales territory.

To contact Greg directly, call his mobile phone at (404) 433-5904.



7 Effective in mid-October, Putzmeister America appointed **Mike Furlott** as Director of Customer Support for the company's full range of concrete and material placing equipment. In his new role, Mike will manage the company's parts, service, warranty administration and dealer/customer service training.

Mike brings over 24 years of product support experience in servicing construction equipment. Previously he held service-related positions at Gehl/Mustang Company, OmniQuip Textron/TRAK International, and the Harnischfeger Corporation. Mike's background also includes a Bachelor of Science-Industrial Technology degree from Northern Michigan University.

Mike reports directly to Dave Adams, President and CEO of Putzmeister America. Dave said, "*Mike is an ideal fit because of his vast experience in managing service departments for construction-related equipment. His positive attitude in attaining full customer satisfaction also goes hand in hand with our company goals. I believe he will bring fresh, new ideas to take the company to an even higher level of support.*"

PMA Salesman of the Year



9 For 2003, Putzmeister America presented **Ky Colburn** with the company's Regional Sales Manager (RSM) of the Year award. This is the second time Ky has received this distinguished honor, having received the award in 1999 when the recognition program began.

Employed by Putzmeister for the past six years, Ky handles concrete pump and conveyor sales within the Northeast region. His area includes thirteen states along with Quebec and the Atlantic Provinces of Canada. Congratulations Ky!

President's Message



Again, it's been a busy and productive year. Thanks to the loyalty of our dealers and customers, we consider 2003 another success.

Besides several new products and options being introduced this year, we focused on serving our customers better. We implemented some new support programs this summer and hired a new director to lead the service department this fall. Positive reports are coming in, and we'll have a progress report to share with you soon. As always, we value your input.

Ahead of us are two major trade shows. The World of Concrete is outlined in this issue. Plus, Bauma will be held this spring – March 29th to April 4th in Munich, Germany. Putzmeister AG is again making a grand showing. Call our marketing department for more details.

As we end the year, our thanks for your continued support and promotion of Putzmeister products. People make a huge difference in this business, and we're grateful for the new and ongoing relationships we build upon each year.

Have a safe holiday season, and we look forward to seeing you in 2004.

Sincerely,

PUTZMEISTER AMERICA

Dave Adams
President and CEO



To observe the holidays, we are closed as follows:

Dec. 24th, 25th, 26th and 31st
Jan. 1st and 2nd

For parts and service emergencies, call our support hotline at 800-890-0269.

Happy Holidays



World of Concrete Info

Visit us at WOC 2004
Orlando, Florida
February 17-20

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

Booth #1935 Inside
Booth #D-70 Outside

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.

Show Schedule

Tuesday, Feb. 17

Show 9:30 am to 5:00 pm

Mega Demo Placing Jamboree
1:00 to 2:00 pm

Free Putzmeister Seminar
2:00 to 3:00 pm

Orange County Convention
Center - Room 309

Wednesday, Feb. 18

Show 9:30 am to 5:00 pm

Thursday, Feb. 19

Show 9:30 to 5:00 pm

Friday, Feb. 20

Show 9:30 am to 1:00 pm

Free Seminar

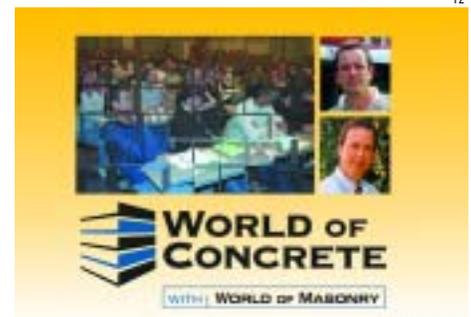
Mark your calendar to attend the **FREE** seminar "*Equipment Diversification - Minimizing the Effects of a Down Market*".

The seminar is being held in conjunction with the Orlando WOC show, and the program is being developed by Putzmeister America. It will be presented by Bill Carbeau, Sales and Product Manager – Telebelts® and Specialty Equipment and Bill Dwyer, Eastern Sales District Manager.

The seminar is planned for Tuesday, February 17th from 2 to 3 pm at the Orange County Convention Center in Room 309. 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 Putzmeister at (800) 884-7210 or (262) 886-3200.





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Another Satisfied "Refurb" Customer Speaks Out

Having bought both new and used Putzmeister units, Steve Rising of Concrete Material Placement near Wichita, Kansas said, *"Putzmeister's attention to detail in refurbishing pumps makes it almost like getting a new unit. I have two refurb's and the workmanship is definitely outstanding. The units arrived ready to work and looked great too. The full refurb process of a boom pump is an economical way to go when a new unit isn't in the cards."*



Each refurbished unit goes through a rigorous inspection, repair and paint process for years of added life. Plus, it's backed by a six-month warranty - the best in the business.

Our web site features weekly updates about available refurb units along with "as is" used boom pumps, conveyors, and trailer pumps. Call us 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.