

President's Message



Let's talk about growth. Is bigger always better? Usually, we associate growth with the concept of getting bigger, but there are many ways to grow.

Personal growth - always learning something new, trying to better one's knowledge or expertise. Life can be rather dull and somewhat unfulfilling if there's no challenges or new experiences.

Business growth - always offering something more to customers, not just more products ... but more services, more incentives, more ways to function as strong business partners.

Product growth - new products, more features, special options. We are always striving to create better ways to accomplish a task whether for common everyday applications or for unique job requirements.

Community growth - always giving something back to the community where we live and work, in the spirit of helping others to grow and prosper.

When you put growth in the above perspective, you'll discover that -

Bigger is not necessarily better, But growth is necessary (and better).

See you at World of Concrete 2005.

Sincerely,

PUTZMEISTER AMERICA

President and CEO

Hurry! Tax Cut Savings End December 31st Take Advantage of Bonus Depreciation on New PM Equipment

If you have the least inkling that you'll need or want a new concrete boom pump, trailer pump or conveyor next year, the time to act is now.

If you take delivery of a new piece of capital equipment by year end, you'll be able to take advantage of the government's \$350 Billion Jobs and Growth Tax Cut Package. This package provides an additional first year depreciation deduction equal to **50% of the adjusted basis of qualified property.**



Our direct mailer details how to achieve big savings by purchasing equipment this year.

For example, our direct mailer outlines a sample calculation of a \$400,000 unit purchase and a five year depreciation life, whereby you could take \$240,000 as the first year of depreciation. Now, that's huge.

Call your Regional Sales Manager or Putzmeister direct for a flier, or better yet a sales order - and take advantage of this great bonus depreciation break before it ends.

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

Please Route to:
Owner/President Sales Manager
Service Manager Operators
Others

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Putzmeister Post

Volume 12 Fall 2004 - A "Positive" Approach to Promotion by Putzmeister America

THE LATEST, GREATEST Product Overachievers Meet Construction Demands



Powerful 630 hp Engine Incorporated into World's Largest Trailer Pump

The world's largest trailer pump, the Putzmeister BSA 14000, just got even more powerful with a larger 630 hp engine - the most horsepower offered on a concrete trailer pump today.

The more robust 630 hp diesel-powered Cat engine can now be incorporated into Putzmeister's standard BSA 14000 (SPL 56) model based on customers' needs. It offers almost 30 percent more

horsepower than our standard engine for even longer, continuous operation at distances over 1700-ft (518m) vertically.

To accommodate the bigger engine, the unit's appearance changed slightly; however, all other high performance features remain the same. This includes a maximum pump pressure of 3190-psi (220 bar) and peak output of 134 cubic yards an hour (102m³/hr).



Freestanding Placing Boom and Tower Reaches Record-Setting 140-ft Height

For the unique construction of the OHSU biomedical facility in Oregon, a 36-Meter placing boom was used with a freestanding tower that was first elevated up to 80-ft from a ballasted mounting base. For the next 60-ft, the

tower was tied off to the structure with custom tie-offs and the base eventually weighted with 85,000-lbs to help the PM tower reach its final 140-ft height - the tallest height ever accomplished in the Western Hemisphere.

Putzmeister Personnel Changes

Brunet and Bernau Head Up Refurb, Martin Sells Thom-Katts®



Doug Brunet (left) has been promoted to General Manager of our Refurbishment Center. In his newly expanded role, Doug is responsible for managing the overall operation of pre-owned and refurbished equipment inventory in addition to handling customer sales. Assisting is **Chris Bernau** (right), who now assumes the new position of Refurb Supervisor to oversee the daily production details.

The Putzmeister Refurb Center is a separate business sector encompassing pre-owned and refurbished equipment as well as rentals and customer equipment repairs. In addition to Brunet and Bernau, the department has two dedicated staff personnel and twelve mechanics.

View www.putzmeister.com for a listing of our available equipment inventory.



In mid-July, **Dan Martin** joined PMA to sell Thom-Katt® trailer pumps and mortar machines throughout Southern California. Having previously worked in a family concrete pumping business, Dan brings 13 years of hands-on experience and expertise with small line pumps to his new sales role.

Dan will handle both demos and putting the full range of Thom-Katt trailer pumps and P30s in-service within his area. He will work closely with the sales efforts of Gary Schmidt, West Coast Regional Sales Manager and report to Dave Rudin, Product Line Manager - Thom-Katts® and Mortar Machines.

A native of Southern California, Dan will be based from the newly relocated Putzmeister West Customer Support Center in Santa Fe Springs.

Present and past Putzmeister personnel pose for a photo at the May wedding of Jonathan Omer, PMA Marketing Manager. L to R: Bill Carbeau, Craig Olson, Sheila Eden, Tom Easter, Jonathan Omer and Marnie Uihlein Omer, Amy Spinelli-Gourlay and Scot Gourlay, Dave and Arlene Adams, and Terry Smith.

Wedding bells were also in the air for Nancy Schuster, Executive Assistant to the President. She tied the knot the end of May and took the new surname of Turnock.

Welcome Back Fred
In early September, Fred Miller rejoined Putzmeister America as Northwest Regional Sales Manager.

Visitors are more than welcome to tour the new Putzmeister West Customer Support Center. Plus, an open house is being planned for later this year. Watch for more details.

2005 Putzmeister WOC LAS VEGAS
It's only about 100 days until show time.

PUTZMEISTER TRADE SHOW SCHEDULE

ASCC 2004
September 9-11
St. Louis, MO

INCON 2004
September 30-October 2
Orlando, FL

NSPI 2004
December 1-3
Las Vegas, NV

WOC 2005
January 18-21
Las Vegas, NV

CONEXPO-CON/AGG 2005
March 15-19
Las Vegas, NV



"If you're not serving the customer directly, you'd better be serving the person who does."



As the Director of Customer Support, I'm excited to have this inside section for communicating some of the positive changes in the parts, service and training areas.

A part of this added attention is because we're unveiling a new identity for our after-market services, heralded by a special logo which reveals that we have much more to offer than just equipment.

We offer an important service – customer support – where our ultimate goal is to build and maintain strong business relationships with you, our customers.

Daily, our service and parts team are on the front lines, working to help you keep even the best of equipment performing at peak levels. Our belief is that if you're not serving the customer directly, you'd better be serving the person who does.

Besides teamwork, we're leveraging technology to make us even more efficient, and we appreciate your patience as we fine-tune existing programs and implement new ones.

We're also changing some processes by steering in a slightly different direction and using a more disciplined approach. We're confident you'll appreciate these changes long-term.

I personally am a big proponent of building a strong team of people and organizing solid work processes. Then, the rest will just naturally fall in place.

Mike Furlott
Director of Customer Support

Putzmeister ... More than Just Equipment



West Coast on the Move

The June opening of our relocated Putzmeister West Customer Support Center has been a huge success. With the facility's enhanced amenities and added space, we can more effectively service equipment plus pack, ship, sell parts over the counter, and supply dealer stocking parts orders with ease.

"Customers west of the Rockies are already praising the parts and service support offered by our larger West Coast facility and its competent staff."

Ian Moore is the new Customer Support Manager for the larger facility, which features a bigger parts inventory to support all product lines, overhead crane capacity for servicing customers' equipment, and added personnel to serve the ever-growing West Coast machine population.

Ian, who has overall responsibility for the relocated West Coast facility, joined Putzmeister America as a Technical Support Engineer two years ago. He is originally from Australia where he earned a Bachelor's degree in Mechanical Engineering; and over the years, he has worked for various Putzmeister companies in Germany, Malaysia and Singapore. Ian reports to Mike Furlott in Wisconsin.

An open house of the facility is planned for later this year.



PERC Opens

A new Putzmeister Electronic Repair Center (PERC) opened at the Wisconsin facility this July. The center is capable of testing and repairing all cable and radio remote control systems from various brand name suppliers. Since we know exactly how the radio and our particular equipment function best together, customers

"We brought radio remote repairs in-house because we have the expertise and the commitment to efficiently repair a radio in three business days or less."

**excludes shipping time*

can come to us for faster assistance and customer follow-up instead of going to radio remote suppliers with any technical problems.

Additionally, the fully-equipped center will provide in-house and field service support for electrical problems beyond the radio remote as well as handle research and development, which includes building and testing prototype equipment.

Jointly heading up PERC are **Carl Michelson** and **Sarah Woodbury**. Carl has a combined twelve years of manufacturing, service and electrical experience working at PMA and is a certified technician through HBC in Germany. Recently joining PMA is Sarah Woodbury, an electronic technician with an associate's degree and over 15 years experience.



Hello, Call Center

Dial 800-890-0269 during business hours, select from two voice prompts, and you're assured of a "live" person from our call center to professionally handle your parts and service needs. Besides trained personnel, our call center features a huge color-coded plasma screen on the

"We take quantitative steps to measure our phone responsiveness. Our goal is to answer 90% of parts and service calls in less than 30 seconds."

wall that enables all staff to see the status of in-bound calls and their wait times. Plus, this computerized system tracks call patterns and compiles the data for further analyzing our responsiveness.

Dial the same toll-free phone number after hours, on weekends or holidays and you'll get a similar response from our answering service. They immediately alert and follow up with our service techs "on call" ... for support 24/7, 365 days a year.

Although we're continuing to tweak our call center hotline, to date we've found this approach the most systematic way to both proficiently handle and meticulously monitor our response level to your technical support needs.



New Faces to Serve You

Just recently, we've added four highly capable and dedicated personnel to our parts and service team.

L to R: New hires in the service area include **Don Gerou** with 15 years of service experience at Jacobsen, and **Travis Nonn** with a

"We strive to add customer-oriented personnel on the 'front line' whose main focus is putting the customer's needs first and foremost."

strong background in hydraulics and a brief time with Sky Trak. New parts personnel include **Bruce Ellenson**, previously involved with parts support at Sky Trak, and **Jorge Reza** from our own paint and finish department.



Training Advances

Training is vital to our continued success; and therefore a lot of improvements are underway. The existing service training classroom has been relocated to a more dedicated area at the Wisconsin site. It features all the latest audio-visual equipment. Plus, more advanced and modular training tools are

"A new dedicated training classroom, updated 24-Volt hands-on flatpack, and special M10 module show our continued commitment to training."

being developed, including an updated 24-Volt hands-on training flatpack and the highly unique M10 training module unveiled at Bauma this year. The M10 is designed to teach operational techniques about our innovative EBC boom controls and outrigger functions.

The training enhancements are anticipated to be final this fall.

2004 SERVICE SCHOOL SCHEDULE

Large Line Maintenance & Service

Monday, Oct 11 to Thursday, Oct 14
Monday, Dec 13 to Thursday, Dec 16

Large Line Operations

Monday, Nov 15 to Wednesday, Nov 17
Monday, Dec 6 to Wednesday, Dec 8

Telebelt®

Monday, Oct 18 to Thursday, Oct 21

Sign up today! Classes fill up fast. Conveniently register on-line at www.putzmeister.com or call 800-890-0269.