

Putzmeister

Volume 13 Spring 2005 - A "Positive" Approach to Promotion by Putzmeister America

Post

VIVA, LAS VEGAS

Putzmeister Unveils Excitement at World of Concrete 2005



Once again this year, Putzmeister America had the chance to "wow" trade show attendees with many special unveilings.

Setting the pace, we introduced our **ultra-lightweight 40Z-Meter, as the longest reaching "Multi-Z" boom pump mounted on a three-axle truck.** This is significant because it helps contractors avoid the added expense of special road permits required in most states.

Our latest Telebelt TB 110 combines the **best features of our present lineup of conveyors into a new unit** designed for ease of use, and offered at a great price.

Other highlights at our large indoor and hands-on outdoor booths included our 47Z-Meter with OneTouch™ technology, our rear vision camera system – Hopper Cam, and the bold introduction of an unprecedented three-year warranty plan.

For details or to view more WOC show photographs, go to our web site at www.putzmeister.com.



Next Stop, ConExpo-Con/Agg

Held once every three years, the next ConExpo-Con/Agg Show is planned for March 15-19 in Las Vegas. From our outdoor booth #S-815, Putzmeister America will be exhibiting an impressive array of equipment, some of which will make their initial debut at the show. It's a worthwhile event you won't want to miss. Call Putzmeister for details.

President's Message



To the more than 73,000 attendees to the World of Concrete 2005, we hope you found the show to be informative and helpful for developing future

business opportunities. We would like to thank you for visiting our booth and for your loyal support of Putzmeister and its products.

With new products like the Telebelt® TB 110 and 40Z-Meter truck-mounted concrete boom pump, as well as our unparalleled Pro-Vantage warranty, we will continue to build on over 40 years of solid industry experience to offer you more – more innovation, more capabilities, more support.

Once again, Putzmeister America has expanded our product offerings with the newly established Water Technology Division. The product line offers a wide range of compact high-pressure water cleaning equipment and accessories - see details in this issue.

Again, we would like to say thank you for visiting our booth and allowing us the opportunity to share with you how Putzmeister is *More than Equipment*.

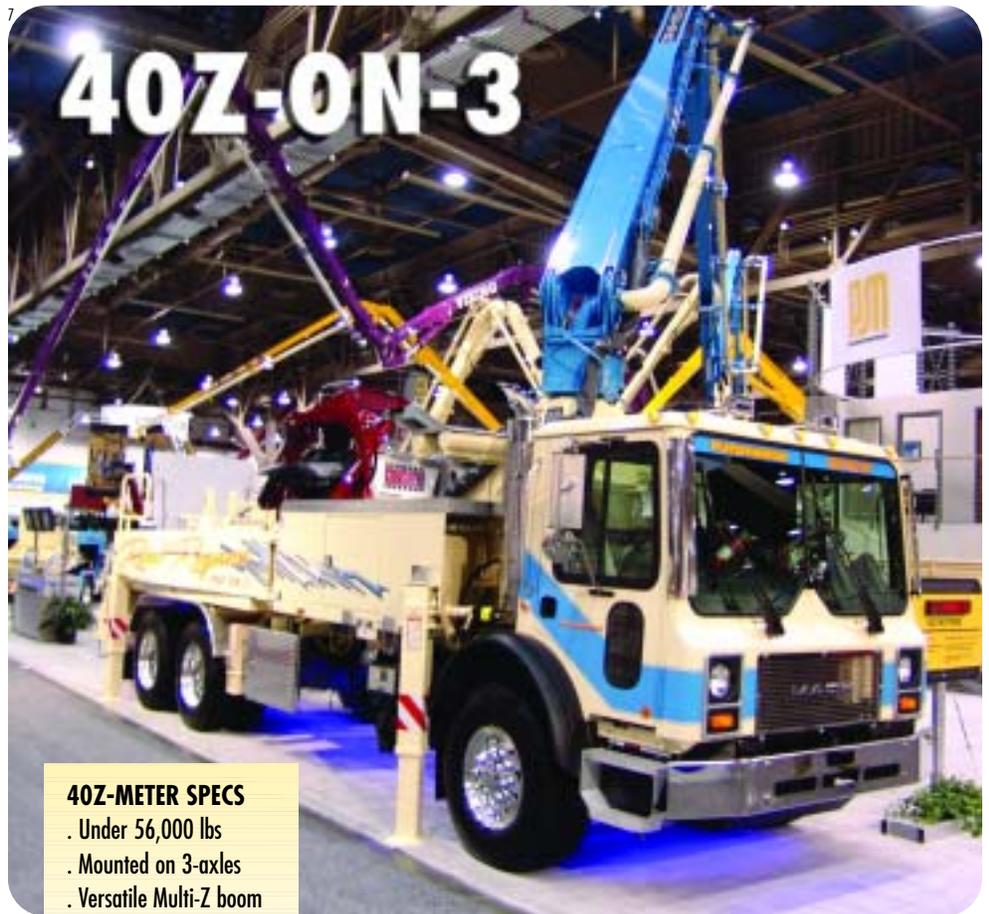
See you at ConExpo-Con/Agg 2005.

Sincerely,

PUTZMEISTER AMERICA

President and CEO

Putzmeister Highlight



40Z-METER SPECS

- . Under 56,000 lbs
- . Mounted on 3-axes
- . Versatile Multi-Z boom
- . Net reach of 107'7"
- . Up to 210 yd³/hr output
- . Compact outriggers
- . 4.4-inch twin wall pipe

It's been worth the weight

Weighing in under 56,000 lbs (24,400 kg) for mounting on a three-axle truck, our trend-setting BSF 40Z.16H model is the lightest boom pump in the 40-Meter reach class.

PRESIDENT'S AWARD Cole & Lambert, Inc. - Dumfries, VA



For outstanding performance, Cole & Lambert, Inc. was presented this year's prestigious President's Award by Dave Adams (middle). L to R: Co-owners Carter Cole and Chris Lambert proudly accept.

TOP DOMESTIC BOOM PUMP DEALER Concrete Pump Supply - Atlanta, GA



Bill Dwyer (left) recognizes Concrete Pump Supply, a division of Pioneer Concrete Pumping, for their leading 2004 boom pump sales performance within the domestic market. Owner Pat Inglesse accepts.

hts ... World of Concrete 2005



Always ready to give 110%

Besides all the great specs listed at the right, notable features of the new TB 110 include boom component commonality among Telebelt models for reduced parts costs, a "hydraulically-actuated" feed conveyor for easy positioning on job sites, and an integrated hopper for enhanced functionality.

TB 110 SPECS

- . 106-ft horizontal reach
- . Up to 360 yd³/hr output
- . Handles 0" to 12" slump
- . Places sand to rock
- . Compact outriggers
- . Sets up and operates under low 15'9" heights



3-year extended warranty – see details inside.



Like having eyes in the back of your head

Hopper Cam, our unique rear-vision camera system – provides a clear, long distance, and exceptionally wide field of vision behind the hopper of a boom pump. A small 2" x 3" camera mounts at the rear of the unit and transmits a color video image to a LCD monitor on the cab's dashboard. See more, call for details.

TOP INT'L BOOM PUMP DEALER

Construmac S.A. - Mexico



Construmac was awarded as the top *international* dealer for the fifth consecutive year. Shown L to R: Enrique Desentis, Director of Sales; Manuel Frias, Parts Mgr; Francisco Esparza, Guadalajara Sales Mgr; and Edgar Rocha, Tijuana Sales Mgr.

TOP THOM-KATT® DEALER

Concrete Pump Supply - Atlanta, GA



Dave Rudin (left) presents Pat Inglese of Concrete Pump Supply, a division of Pioneer Concrete Pumping, with the top Thom-Katt dealer award for highest sales achievements for the past year.

TOP MORTAR MACHINE DEALER

Macalite Equipment - Phoenix, AZ



Dave Rudin (middle) recognizes Macalite Equipment as the top Mortar Machine dealer for outstanding sales in 2004. Dave Birmingham Sr. and Dave Birmingham Jr. jointly accept the award.

Putzmeister America Sales Team

Selling the wide range of Putzmeister products are eight experienced regional sales personnel who report to Bill Dwyer. Meanwhile, Dave Rudin heads up sales and product management of small line machines, and Marc Aguilar is responsible for international sales.



Bill Dwyer
National Sales Manager
(847) 404-4592



Dave Rudin
Product Line Manager –
Thom-Katts® and Mortar Machines
(602) 315-0220



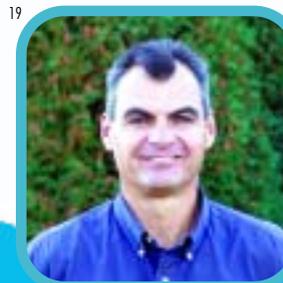
Marc Aguilar
International Sales Manager
(954) 401-7725

Putzmeister.. MORE

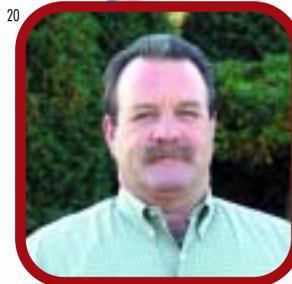
To provide the best sales support and customer coverage, Putzmeister America has realigned the territories of its regional sales managers (RSMs).

Please review your area below, and contact your RSM if you have any further questions or just want to find

out more about them. As always, we appreciate your business and loyalty to Putzmeister and its products. In 2005, we again look forward to further supporting your business needs ... from an established company that offers more than equipment.



Fred Miller
Northwest RSM
(206) 979-7887



Gary Schmidt
Southwest RSM
(818) 519-3866



Dan Martin
Southern
California Sales,
Thom-Katts® &
Mortar Machines
(626) 372-9008



Wayne Allen
South Central RSM
(817) 291-6544



THAN EQUIPMENT



Craig Olson
Manager, Sales Administration
(262) 884-6327



Julie Appenzeller
Sales Coordinator
(262) 884-6340



Carol Funk
Sales Secretary
(262) 884-6328



Randy Ziarek
Midwest RSM
(262) 939-5275



Art Waerig
Northeast RSM
(215) 262-2646



Ky Colburn
Mid-Atlantic RSM
(540) 809-9222



Greg Etue
Southeast RSM
(404) 433-5904

Telebelts® and Specialty Products

The Telebelts® are now in a separate business sector to better facilitate product development and improve long-term goals. Bill Carbeau is responsible for the overall sector along with his continued involvement with specialty products. Assisting him is Bob Liebermann.



Bill Carbeau
Telebelt® and Special Products Sector Manager
(239) 269-3261



Bob Liebermann
Special Products Sales Manager
(714) 357-7767



Doug Burnet
General Manager, Pro-Tech Center
Pre-Owned and Renewed Equipment Sales
(262) 884-6262

Dynamic Marketing Plans Take Shape

Putzmeister
PRO-VANTAGE
WARRANTY PLAN

Extended Warranty *Best in the Business*

We've launched an unprecedented warranty program in the concrete pumping industry. Pro-Vantage extends the warranty of a new BSF concrete boom pump or

Telebelt® conveyor for up to three years or 6,600 hours - at no additional cost to the customer.

The standard warranty of 12 months or 2,200 hours against defects in material or workmanship still applies for new Putzmeister boom pump or Telebelt conveyor purchases. However, Pro-Vantage features a major component warranty for

an additional 24 months or 4,400 hours. This results in warranty coverage on major components for a total of 36 months or 6,600 hours.

The coverage cannot be purchased separately and applies to all new BSF models from our core product line of boom pumps and to all new Telebelts. A copy of the warranty plan is available upon request.

New Video Released *In Convenient CD Format*

Highlighting our distinct advantages and wide range of products, we've produced a six-minute video titled "*More Than Equipment*".

Customers make a significant investment in our equipment, and we want them to understand why it's money well spent now and in the future.

Formatted into a CD, the video targets trade show attendees, visitors to the company's Wisconsin or California facilities, and Putzmeister service school participants.

The corporate video specifically enables viewers to follow the production process of a Putzmeister concrete boom pump. This includes boom section manufacturing using state-of-the-art robotics at the Grundau, Germany plant through intricate assembly, rigorous testing, professional painting and final detailing of a complete unit at the Sturtevant, Wisconsin facility.

Web Site Redesigned *Visit It Now, Visit It Often*



Our web site was completely redesigned to more effectively communicate company, product and market information. It's more contemporary look incorporates the latest web technology along with user-friendly ways to navigate it and easily download literature, press releases and photographs.

The reconstructed web site incorporates animation and more feature/benefit descriptions about our full equipment line. Plus, a new section showcases locator maps for both our Regional Sales Managers and dealers.

It's important to view the web site often, as updates will be made as they occur.

Specialist Added *Marketing Team Grows*

Kelly Hayes has joined as Marketing Specialist to assist with our aggressive marketing objectives for 2005 and beyond.



In her new role, Kelly will primarily handle updates to the company's web site, create and maintain marketing-related databases, and coordinate corporate mailings. She will also assist with photography and trade shows, disseminate marketing information, and support the company's field sales team.

A December 2004 UW-Whitewater graduate, Kelly achieved a BBA-Marketing degree with a Direct and Internet Marketing emphasis and Advertising minor. Since 1999, she has been employed part time in our marketing department while attending high school and college. In January, she assumed a full time position, reporting to Jonathan Omer, Marketing Manager.

New Division

New General Manager

In January, Putzmeister America formally announced the addition of their **Water Technology Division** to the North American, Canadian, Mexican and Central American markets.

The company's new division comprises the Dynajet™ product line covering a broad spectrum of market needs for high-pressure cleaning equipment and accessories. Dynajet™ equipment features various configurations - hot or cold water units, stationary or mobile type, driven either by combustion engines or electric motors. Plus, the versatile units offer an operating pressure range from 2,175 psi to 36,350 psi (150 to 2,500 bar) and flow rates up to 11 gpm (42 lpm).

U. Eric Zimmermann joined as General Manager of PMA - Water Technology. His main objective is to formally launch and establish the noted product line for PMA. Zimmermann's career began in the high-pressure cleaning equipment industry 23 years ago, and he has since been employed at various international companies.



BRIEF BACKGROUND: Four years ago, the Putzmeister organization in Germany sought diversification, introducing the Dynajet™ product line to the European markets. Since then, further research, and strategic planning have resulted in successfully launching this sector in North America today. Plans are to solicit the concrete industry, as well as target other applicable markets.



U. Eric Zimmermann
General Manager,
PMA - Water Technology
Office (262) 884-6296
Cell (281) 723-3145

WILD AND CRAZY...



Several adventurous Putzmeister personnel once again took the Polar Bear plunge into Lake Michigan on New Year's Day. The recent company tradition started last year when Dave Adams, President and CEO of Putzmeister America boldly said he would dive into the frigid waters if the company achieved its year-end objectives, which it successfully did.

Although no "plunge" promises were made for January 2005, a warm-blooded Putzmeister group still turned out – jumping into the freezing lake to help raise money for local charities instead. *Shown: Dave Adams after a cold dive in the water.*

Welcome Back, Shawn

Shawn Kirkpatrick rejoins Putzmeister as a field service technician, predominantly covering the Eastern United States. Shawn will be based from Pennsylvania and can be reached via his cell phone at (215) 385-0277.





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 _____

Great Year, Special Awards

Putzmeister America Salesman of the Year



For 2004, Bill Dwyer (left) presented **Wayne Allen** with Putzmeister America's Regional Sales Manager of the Year award. Employed by Putzmeister for the past 12 years, Wayne handles concrete pump and conveyor sales within the South Central region. A native of Texas, Wayne resides near Dallas while providing exceptional sales coverage to the surrounding six states. Good job, Wayne!

President's Customer Service Awards



Dan DeFrance (L) and **Trino Siordia** (R), based at Putzmeister West, were duly recognized with special PM Customer Service awards, which were presented by Dave Adams. The two have provided outstanding customer support on a daily basis, especially during transitional moves to various West Coast locations. Plus, Dan and Trino have been loyal, long time employees at 18 and 11 years respectively.

Length of Service Dealer Awards

15 YEAR SERVICE AWARD

- Advance Equipment Co. - Saint Paul, MN*
- Construmac, S. A. - Mexico*
- L&E Concrete Pumping, Inc. - Pittsburgh, PA*
- SAMCO Equipment, Ltd. - Calgary, Canada*

10 YEAR SERVICE AWARD

- Fleet Parts Supply - Las Vegas, NV*
- O'Brien Concrete Pumping - Phoenix, AZ*

5 YEAR SERVICE AWARD

- Alke de Nicaragua, S.A. - Nicaragua*

Thom-Katt® Special Achievement Award

At this year's World of Concrete, Putzmeister recognized J.J. Johnson of Concrete Pump Supply for his extremely successful efforts selling Thom-Katts in 2004. A special award was created; however J.J. was unable to accept it in person.

LAS VEGAS