

# Putzmeister

Post

Volume 10 Spring 2004 – A “Positive” Approach to Promotion by Putzmeister America

## PUTZMEISTER ON DISPLAY

*World of Concrete 2004, A Huge Success. Next Event, Bauma.*



### Good Bye Orlando

This year's World of Concrete in Florida was a highly successful event for Putzmeister America.

Again, Putzmeister America was a dominant force, evident by its grand display of equipment with booth locations both inside and outside. Besides introducing six new products and features, the company was involved with pumping at the Mega Demos, presenting a free seminar during the show, and holding their annual dealer awards reception while celebrating ten years in the company's Wisconsin location.

See the *President's Message* for details.

# 62Z



bauma  
2004

*Hello Munich*

Putzmeister AG will again make an impressive showing at Bauma being held in Germany, March 29th to April 4th. On special display will be the Putzmeister

62Z-Meter. The company's 62 was way ahead of its time when it was originally developed in 1986. However eighteen years later, it is "still" the largest concrete boom pump in the *world*. Keeping with the latest advances, today's revolutionary

62Z design incorporates a new pedestal, a new 5-section boom and much more to make it perform even better than before. Designed to be road legal in the US, it's a "must see" unit at Bauma.

# A Dominant Presence

Rewind – WOC 2004



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Five-Section 47Z-Meter  
Unveiled at Show



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**PRESIDENT'S AWARD**  
*Construmac S.A. - Mexico*



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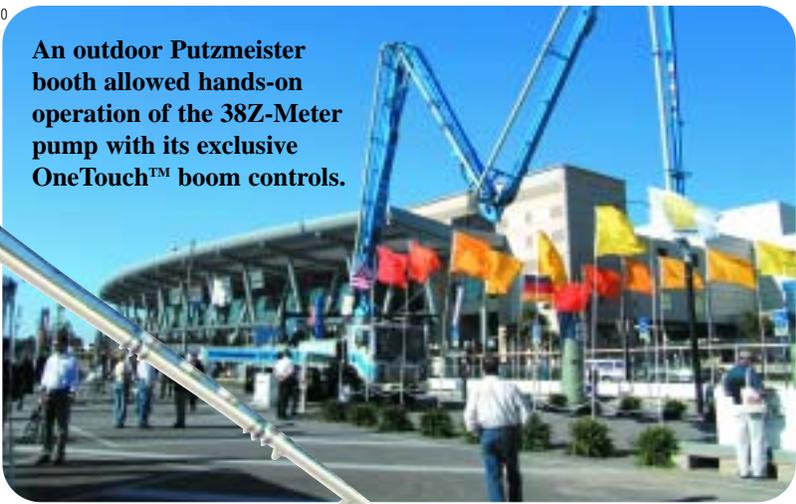
For exemplary sales and service, Construmac was presented the President's Award by Dave Adams, President and CEO (left). Enrique Desentis accepts.

**TOP DOMESTIC BOOM PUMP DEALER**  
*Pioneer Concrete Pumping - Smyrna, GA*



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Tom Teubel, VP-Sales and Marketing (left) recognizes Pioneer for their outstanding 2003 performance. Owner Pat Inglese is honored with this award.



An outdoor Putzmeister booth allowed hands-on operation of the 38Z-Meter pump with its exclusive OneTouch™ boom controls.



Putzmeister's expansive display of equipment was once again highly visible in the exhibit hall. In total, over 20 Putzmeister products were on display throughout the show, including six exciting new product and feature announcements:

- 47Z-Meter Concrete Boom Pump with the Smallest Outrigger Spread in its Class.
- 38Z-Meter "Frost Law" Version.
- Big Mouth S-Valve with 907A Hopper – Now Standard on all Core Boom Pump Models.
- Induction Hardened Pipe as Standard on all Core Domestic Models. Note: Standard Twin Wall on 46X, 47Z and 58 Meter.
- Large MXKD 38/42 Separate Placing Boom.
- Convenient Clamp-Down Mounting Base for Placing Boom Tower.



Putzmeister America offered a free seminar on *Equipment Diversification* during the show. Bill Carbeau, Sales and Product Manager for Telebelts® and Specialty Products jointly presented the one-hour program with Bill Dwyer, Eastern District Sales Manager.

**TOP INTERNATIONAL BOOM PUMP DEALER** *Construmac S.A. - Mexico*



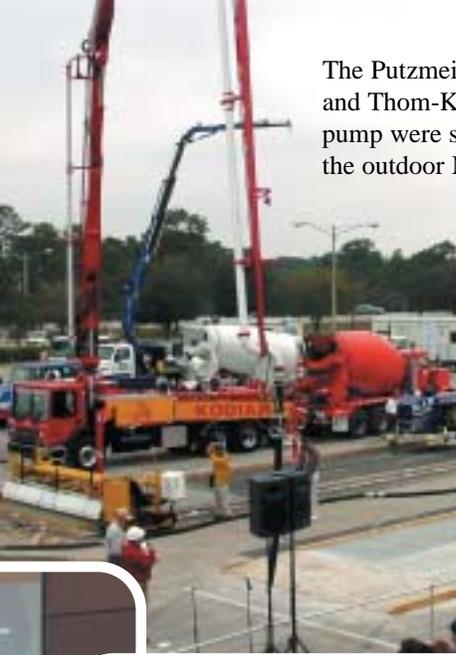
Tom Teubel (left) acknowledges Construmac as the top international dealer for the 4th consecutive year. Enrique Desentis, Sales Manager receives the award.

**TOP THOM-KATT® DEALER** *Bay Equipment Company - Fremont, CA*



Dave Rudin, National Sales Manager for Thom-Katts® and Mortar Machines (left) presents Jim Houston, Bay's Sales Manager with the TK award.

The Putzmeister 38Z-Meter and Thom-Katt® trailer pump were seen in action at the outdoor Mega Demos.



## SEE PUTZMEISTER AT WORLD OF CONCRETE 2005 LAS VEGAS . JANUARY 17-21

(Right) A tropical paradise theme was enjoyed by all at the annual dealer awards reception.

(Below) Talented and *wanna-be* Polynesian dancers made for a humorous conclusion to the evening's festivities.



Sam Atelevich  
Samco Equipment

Karl Schlecht  
Putzmeister  
Founder



### TOP MORTAR MACHINE DEALER *J&M Service, Inc. - Garden Grove, California*

An outstanding job was accomplished by J&M in 2003. Unfortunately, no one from the company was able to attend this year's annual dealer awards ceremony.

### LENGTH OF SERVICE

#### 15 YEAR SERVICE AWARD

*Walker Equipment Co., Inc. - S. Chicago Heights, IL  
Pioneer Concrete Pumping Service, Inc. - Smyrna, GA  
Corona Equipment Co., Inc. - Flushing, NY*

#### 10 YEAR SERVICE AWARD

*SS&L Sales, Service & Leasing, Inc. - Omaha, NE*

#### 5 YEAR SERVICE AWARD

*Western States Equipment Co. - Salt Lake City, UT  
Star Equipment Co. - Las Vegas, NV  
Moboca Montacargas y Bombeadoras C.A. - Caracas, Venezuela  
J&M Service, Inc. - Garden Grove, CA*

# President's Message

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Although the WOC 2004 total attendance was down 22% (which can be attributed to the Orlando location), the "quality" of attendees for

Putzmeister America was much better compared to last year. That's because the number of leads we generated this year was UP 12%, and the number of orders we wrote at the show was UP 400% (*yes, 400%*) versus 2003.

By all accounts, WOC 2004 was a huge success for Putzmeister America. Due to the hard work by our personnel, the large and small line equipment areas made an impressive showing. The indoor booth display dominated the "sky line" with the new 47Z-Meter stretched out across the length of the Putzmeister exhibit. In our outdoor exhibit, we demonstrated the technology-leading EBC OneTouch™ controls on a BSF 38Z.16H unit.

During the show, it was clear that Putzmeister was the leader, as proven by the several "copycat" manufacturers that attempted to lure customers with products that look like PM designs, but obviously fall short of the mark.

As always, we thank all Putzmeister dealers and customers for their loyalty, support, and business at the show.

Preparations are now being made for the Bauma Exhibition, where Putzmeister will have the longest reaching boom in the world on display.

*Sincerely,*

**PUTZMEISTER AMERICA**

President and CEO

## Even More Features Now Standard

### *Big Mouth S-Valve*

The "Big Mouth" S-Valve is now standard on all core Putzmeister boom pumps. This feature includes a superior fill rate with a huge 9" intake opening and large 19.4-cubic-foot hopper capacity for improved discharge of concrete. Designed for high-pressure applications, the Big Mouth S-Valve also has a more gradual 9-to-7-inch reduction that delivers a smoother transition.

### *RS 907A Hopper*

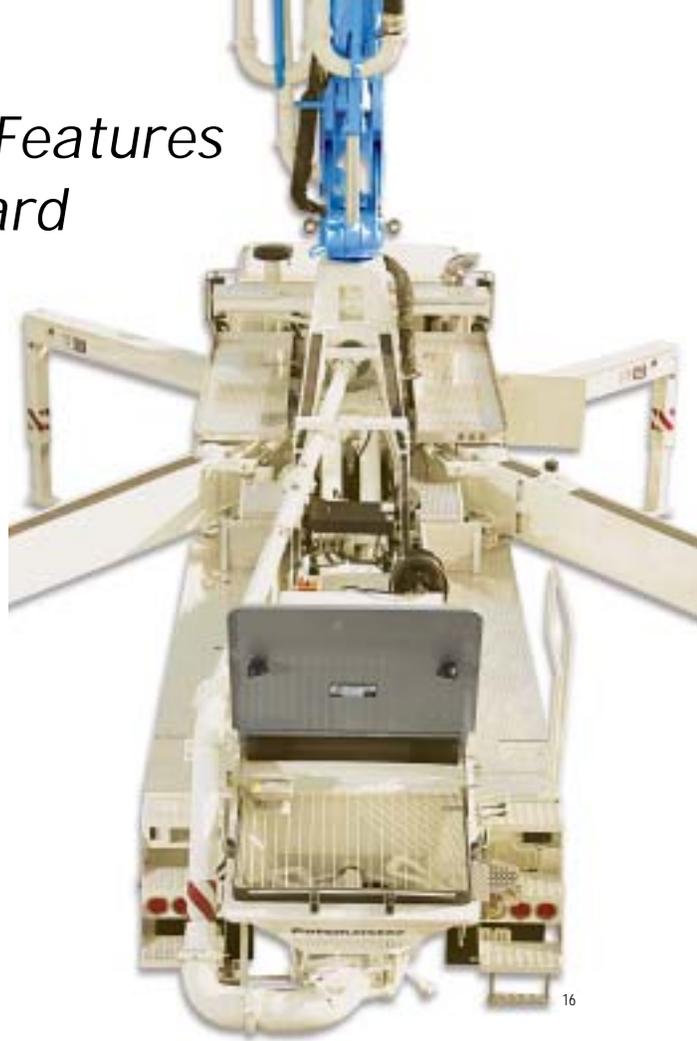
The dynamic shape of the hopper eliminates problem clean-out spots. Angled sides of the E-Z clean-out hopper result in a steady, continuous flow of concrete funneling downward and makes clean-out a breeze. It's also equipped with hard-faced remixer paddles, a standard vibrator and a low hopper height.

### *Improved Splash Guard*

A special hinged splash guard has been incorporated into the hopper, which easily lifts up to prevent back splatter during pumping. It then conveniently folds down and securely latches to cover the hopper during transit.

### *Induction Hardened Pipe*

Long-lasting induction hardened U3 pipe is now being offered as standard on all domestic core boom pump models except the 46X, 47Z and 58-Meter. These three larger models feature high-performance, twin wall pipe as standard.



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## A New Face at PMA

In January, Art Waerig joined Putzmeister America as a Northeast Sales Representative. He will assist Ky Colburn, the company's Regional Sales Manager (RSM) in that region.

Art's new role as a sales rep for the Northeast is designed to generate additional equipment sales. Working in close conjunction with Ky, Art will help contact potential prospects for Putzmeister's full line of equipment. Both Ky and Art will report directly to Bill Dwyer, Putzmeister's Eastern District Sales Manager.

Art has experience in both retail and dealer sales since 1991. With a Bachelor of Science in Manufacturing/Engineering from Spring Garden College of Philadelphia, Art currently resides in Doylestown, PA. He will remain based from this location.



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**Equipment for Sale**

Pre-owned and refurbished equipment inventory listings can be found on our web site at [www.putzmeister.com](http://www.putzmeister.com). Check this site regularly for continual updates.

**Putzmeister America Dealer Meeting**

**April 28-30, 2004**

Putzmeister America dealers should mark their calendars to attend the next strategic dealer meeting in Wisconsin. The focus will be on large line products and the dates are April 28-30th.



In observance of the Easter holiday, Putzmeister America will be closed on Friday, April 9th.

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



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



**Got a Good Job Application Story?**

Share your photos and info with us; and on a complimentary basis, we'll write and publish your job story. Call PMA today.

**More WOC Photos**

To see even more photos from this year's World of Concrete, visit our web site at [www.putzmeister.com](http://www.putzmeister.com)

Log on to [www.putzmeister.com](http://www.putzmeister.com) for a listing of service schools being offered this year.