

Putzmeister

Volume 11 Summer 2004 – A “Positive” Approach to Promotion by Putzmeister America

Post

PM SPOTLIGHT

Can You Identify this Facility?

That's right, it's **Putzmeister PUMAK Gründau**. Although this facility is one of the most important, it's probably the least highlighted of the 15+ global Putzmeister locations. Situated in Gründau/ Rothenbergen (near Frankfurt), the 108,000 sq. ft. manufacturing plant is dedicated to the high quality production of Putzmeister booms. Each new boom design – whether it's even a meter longer than a prior version – still goes through all the critical design and test stages before it is released for production, as there's no such thing as simply “stretching” a boom. Recently, PUMAK achieved a major milestone by surpassing all of its previous records for boom production – and all solely for use by Putzmeister, as these high performance booms are NOT sold to any other manufacturers.



We Meticulously Design.



Using 3D CAD, FEA and Exclusive “Kinematics” Software

Specially developed for exclusive use by Putzmeister, our computer software is the most technologically advanced for designing booms to their optimum level. With our high caliber capabilities, we can locate critical stress points, calculate exact optimum weights, perform interference checks, and analyze optimum hinge forces. All this before ever going to the prototype stage.

We Thoroughly Test.



Testing Equivalent to 10 Years of Pumping for Each New Boom Design

The detailed testing and documentation of each new boom design is done under strict laboratory conditions to verify design and manufacturing accuracy. Before a new boom design is ever released to production, it has undergone a series of tests. This includes the gruelling endurance cycle load test, which correlates to approximately ten years of pumping in the field.

We Precisely Manufacture.



Producing Booms via Robotics in a Dedicated Manufacturing Facility

Putzmeister booms are built to precise manufacturing tolerances for maximum strength. Utilizing a consistently controlled robotic process, uniform quality is guaranteed - leaving no room for human error. Plus, the ISO quality certified production facility manufactures booms only for Putzmeister, as they are NOT sold to any other manufacturers.

PM 3134 US

Putzmeister Unveilings

Latest Putzmeister Technology Shown at Bauma

At Bauma 2004, Putzmeister AG had an exceptionally impressive display, showcasing over 60 products. Fifteen (yes, 15!) of them were new products or design concepts unveiled at the show. From a 27,000 sq. ft. booth,

Putzmeister showed its dominant new technology at Bauma – an exhibition that attracted over 410,000 attendees to Munich. Visitors had the opportunity to see several new products and innovations within 122 acres of indoor

and outdoor space – triple the size of ConExpo and almost eight times the size of the World of Concrete. Held every three years, the next Bauma exhibition is scheduled for April 23-29, 2007 in Munich.



Putzmeister America Plays Host

Putzmeister America hosted approximately 70 North American dealers and customers while in Germany. Besides touring the show, attendees had a special group dinner with Putzmeister's American/German management in addition to sightseeing excursions around Munich.

First Class Putzmeister Hospitality

The upper deck within Putzmeister's booth was a hospitality area, which during show hours was a busy place for entertaining customers with meals and beverages.

Background aerial photo #4 of Bauma taken by P. G. Loske and Messe Muenchen.



Shown is Gary Schmidt, West Coast Regional Manager



New Hands-On Training Unit

On special display was a hands-on M10 training unit for teaching about the company's innovative EBC / OneTouch™ boom controls and special OSS outrigger functions. The M10 is on its way to America later this year.



Mounted on a Crawler Track

Yes, Putzmeister showcased a high-pressure BSA trailer pump mounted on a rubber crawler track.



New Putzmeister Deck Placer Line Comes to North America

This summer, Putzmeister America will introduce a new product line of deck placers to the North American market. Originally developed in Germany and being brought to the USA, the deck placer range will feature two models.

The lightweight and compact RV 10 and RV 12 deck placer models feature a boom radius of 32-ft and 40-ft (10m and 12m) respectively. Manually operated, the two-section placers can maneuver into tight areas with a 360-degree articulating boom. Therefore, large areas up to 4,100 sq. ft. (380m²) can be covered from just one setup location. This avoids the extra labor and hassle of dragging delivery lines across the floor.

Call Putzmeister America for more details or check our web site for the posting of the literature.

The Main Attraction ... The World's Largest 62Z-Meter Pump

Putzmeister debuted the "fully redesigned" Putzmeister 62Z.20H concrete boom pump – offering both the largest vertical reach and highest pump output in the world today.

Putzmeister originally developed the 62-Meter in 1986, and it still remains the world's largest boom pump today. However the "second generation" of the company's 62-meter now offers several more advanced features for improved performance. These include a 5-section boom with unique Multi-Z configuration, a large 9- to 7-inch "Big Mouth" S-Valve, and a highly compact outrigger footprint. When the USA version is introduced to North America, it will feature a versatile seven-axle chassis for convenient highway travel. Watch for it!



West Coast Facility Relocated

Operational this June

We moved our Putzmeister West Coast service operation from La Mirada to Santa Fe Springs, California. The relocation to a more dedicated customer support facility is designed to better serve customer needs west of the Rockies.

To reflect the move, the name was altered to **Putzmeister West Customer Support Center**.

The new, expansive 15,500 sq. ft. building offers added room for a larger parts inventory to independently support all product lines. The ability to pack, ship, sell parts over the counter, and supply

dealer stocking order requests can now be more effectively accommodated.

The site also features convenient overhead crane capacity for more efficient service and maintenance of customers' equipment. Additionally, a fenced-in concrete yard with approximately 12,000 sq. ft. of outdoor space allows for equipment servicing along with the ability to stock mortar machines and trailer pumps for quicker delivery to West Coast, Mexico and Central America customers.

Ian Moore of Putzmeister's Technical Support Department organized the relocation. Ian said, *"The emphasis of the new facility is to be an over the counter and stand-alone operation, offering our West Coast customers the ability to purchase Putzmeister parts or get support from trained professionals when needed."*

Although various company personnel are being relocated to the new site, the existing toll-free service hotline and the e-mail address remain the same. The fax has changed as follows.

Putzmeister West Customer Support Center

13000 Arctic Circle
Santa Fe Springs, CA 90670
USA

Service hot line*
(800) 890-0269

24-hour fax line
(562) 229-1713

E-mail address:
pmr@putzam.com

*Toll-free number applies to USA, Canada and Mexico.

Mike Furlott, Director of Technical Support, is ultimately responsible for the facility. Mike can be reached at the main Putzmeister America facility in Sturtevant, Wisconsin.

Visitors are more than welcome to tour the new Putzmeister West Center. In addition, an open house is being planned for later this year.



New Putzmeister West facility – with plans to repaint the building and add company signage.



President's Message

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"Technology" – the word is sometimes misused as a way to say change is bad, but technology is a good thing. Let me put it in perspective.

The increased reliability and efficiency of today's equipment is due to companies pursuing ways to get jobs done more effectively. That's technology!

Every time you turn on a computer and take advantage of getting information or communicating over the internet at record speed. That's technology!

When you have the opportunity to go to Bauma and view over 15 new products or design concepts developed by Putzmeister AG for enhancing job productivity. That's technology!

Having access 24-hours, 365 days a year to our Putzmeister service techs from the East to the West Coast – whether it's via phone, fax, pager, e-mail or even on-site. That's technology!

Developing optimal boom designs via advanced computer software that results in high performance products with greater resale. That's technology!

Using high tech robotics to produce consistently high quality Putzmeister booms. That's technology!

Yes, technology is a good thing for advancing the industry. Leading companies know that, and so do you.

Have a great and busy summer.

Sincerely,

PUTZMEISTER AMERICA

President and CEO

German Ambassador Visits PMA

On March 27th, Putzmeister America hosted the German ambassador to the US, Mr. Wolfgang Ischinger (left). The ambassador visited the company's Wisconsin facilities as part of a trip sponsored by the Midwest-Wisconsin Chapter of the German-American Chamber of Commerce. The ongoing goal is to facilitate trade relations between the US and Germany.

The ambassador was given a company tour by Matthias Heinz, VP of Finance and CFO for Putzmeister America. Putzmeister – with its Aichtal, Germany headquarters – was of particular interest to the ambassador who was born in a neighboring city.

During the tour, the ambassador was especially impressed with Putzmeister's



Ambassador to US, Wolfgang Ischinger Matthias Heinz

state-of-the-art, four-story paint facility along with the large work force found there on a Saturday to meet increased product demand. Mr. Ischinger had several objectives during his two-day visit; however, his main one was to ensure American people understand that Germany has been and continues to be the biggest ally of the USA in the fight against terrorism.

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Our Next Trade Show Stop

This year's World of Concrete - Mexico will be held June 16th, 17th and 18th in Mexico City. At the 2004 trade show, Putzmeister America will jointly exhibit with the authorized dealer in the area, Construmac S.A. of Naucalpan, Mexico.

On display will be Putzmeister's highly versatile 36Z-Meter concrete boom pump and the company's popular TK 70 Thom-Katt® trailer pump.

Stop by our indoor booth #818, attend one of the many seminars offered during the show, and/or experience some genuine Mexican hospitality.

Register on-line by June 11th via World of Concrete's web site and it's free! Go to www.worldofconcrete.com.

Ready, Set, Vamos... We hope to see you in Mexico!



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 Monday, Dec 6 to Wednesday, Dec 8

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

TELEBELT®
Tricks of the Trade

Are you getting copies of the helpful "Tricks of the Trade" bulletins? The next issue will be sent out soon. Call the Putzmeister America Marketing Department to add your name to our mailing list today.



WORLD OF CONCRETE

WOC 2005 will be held in Las Vegas from January 17th through the 21st. Mark your calendars!

Equipment for Sale

Pre-owned and refurbished equipment inventory listings can be found on our web site at www.putzmeister.com. Check this site regularly for continual updates.

MONDAY, MONDAY!

For the upcoming summer holidays, Putzmeister America will be closed

Monday, July 5th and
 Monday, September 6th

For parts and service emergencies, call our 24-hour support hotline at 800-890-0269.

Log on to www.putzmeister.com to download literature and get other info fast.