

# Putzmeister

Post

Volume 1 Fall 2001 – A “Positive” Approach to Promotion by Putzmeister America

## “DRIVING TECHNOLOGY”

at World of Concrete 2002 and Beyond



**Visit Us at WOC 2002**  
**Putzmeister Booth #5249**  
**New Orleans ♦ January 9-12**

Similar to the past three years, Putzmeister America will maintain its dominant position as the *largest exhibitor at the upcoming World of Concrete show.*

Over 16,000 sq ft of booth space at the New Orleans Convention Center will allow us to debut several innovative products and features developed during the last *ten months* since the last concrete show. Some of these new offerings are covered in greater detail inside this edition of the Putz Post. For even more information, contact your regional sales manager or the company direct.

Of course, besides showcasing over 15 pieces of the most advanced equipment on the market, Putzmeister's booth is the place to also discover the festive spirit of New Orleans.

**Plus, See Us at ConExpo-Con/Agg**  
**Outside Silver Lot Booth #S-929**  
**Las Vegas ♦ March 19-23**

If you can't make the trip to New Orleans, Las Vegas is your next best bet for seeing Putzmeister in action. In 2002, we'll also be highlighting our products at the world's largest trade show in the Western Hemisphere – the famous ConExpo-Con/Agg, held once every three years.

See us at our impressive outdoor booth in Silver Lot 3, Booth #S-929.

### **Trade Show Registration**

If you want to find out more about either trade show's registration, just contact Putzmeister America as follows:

Telephone (262) 886-3200  
Facsimile (262) 884-6338  
[www.putzmeister.com](http://www.putzmeister.com)

### **Upcoming Events**

**NSPI - National Spa and Pool Institute**  
November 28-30 Phoenix

**Miacon Construction Show**  
Nov 29 - Dec 1 Miami

**WOC - World of Concrete**  
January 9-12 New Orleans

**Masonry Show**  
February 8-9 Phoenix

**ConExpo-Con/Agg**  
March 19-23 Las Vegas

*If you want to find out more details, call the Putzmeister America marketing department.*

**TECHNOLOGY DRIVEN  
CUSTOMER FOCUSED™**



# New Spotlight...

## 36X-180 Added to Enterprise™ Boom Pump Series

This September, we added the new 36X-180 to our Enterprise™ Series of concrete boom pumps.

Now comprised of the 32X and 36X Meter, the "affordably priced" Enterprise Series is positioned for small-to-medium-sized contractors who want the quality and reliability of Putzmeister equipment but don't need all the bells and whistles our core product line offers.

*"This latest and larger 36X model is in response to the popularity of the smaller sized 32X Enterprise introduced last year. Produced in the same factory to the same exacting standards, this budget-minded unit allows concrete contractors and ready-mix companies to enter the concrete pumping business with a minimum investment,"* says Tom Teubel, VP-Sales and Marketing. *"It also helps well-established pumping companies who face increased bidding competition. The 36X is just the next logical step for those who need more reach."*

The four-section 36X-180 has a vertical reach of 117-ft (36m) and a horizontal reach of 105-ft (32m). With up to 1015-psi (70 bar) pressures, the unit is capable of pumping up to 180 cubic yards an hour (138m³/hr) - rod side.

The unique 36X features free-flow hydraulics, field proven S-Valve and adjustable volume control.

# Even More Exclusive

## Leading the Way in Tech



### Gauge Port Central Announced

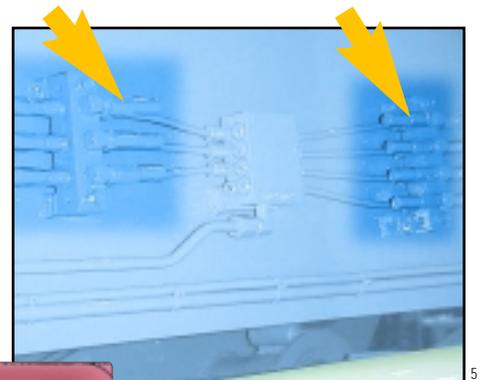
Convenience is key when it comes to quick and easy trouble-shooting of boom pumps, and Putzmeister has done it again with its "centralized" location of all the gauge ports. Gauge Port Central (GPC) allows for convenient testing of line pressures and performing other vital system checks. One ground level location to access all ports makes maintenance a simple task.

This January, GPC becomes standard on all core boom pump models featured with a 24 Volt system.



### New Way to Strap a Boom

We've devised a new, safer way to strap a boom on a concrete pump. The new routing of the boom strap now goes underneath instead of over the boom, using a D-ring to help clamp it. This new standard was incorporated on our core boom pump models this September. Owners can modify existing units by ordering parts via the Parts Department.



### Auto Lube with Pop-Up Indicators

With our newly refined auto lube system, pop-up indicators continually sense the pressure of each individual grease line and "visually" alerts you of a plug caused by foreign objects. This allows cleaning the line before ruining any components that were not being properly lubricated. Auto lube is standard with all 52Z, 55 and 58 meter models, while the new pop-up indicators are optional with all models. Not applicable to the Enterprise Series.

## New Enterprise™ 36X-180



The 36X-180 is mounted on a 300 hp Mack MR 690S chassis with fully hydraulic outriggers.

# es from Putzmeister

Technology and Innovation



## New Telebelt® Feeder Hopper

Our Telebelt hopper has been redesigned as an integral part of the feed conveyor. Two hopper panels fold into the feed conveyor, and two panels lift in/out – connected via wedge pin design. This avoids manually lugging the entire hopper and makes setup and tear down a breeze. Standard on all TB 80, 105 and 130 models this January.



## Special Conveyor Handles Fiber

Our specially designed AL 3015F portable conveyor is ideal for conveying steel fiber, coloring agents and other materials that owners don't want dispensed through their batch plants or manhandled into mixer trucks. Crescent top patterned belt moves the material quickly and cost-effectively. Call Putzmeister Cloquet at 800-456-7687 or (218) 879-9029 for details.



## "Remote" Diesel Power Pack for Placing Booms

For even lighter crane picks of your placing boom tower system, request our new optional diesel power pack as a "separate" piece from the pedestal.

Of course, we will still offer the diesel power pack "connected" to the pedestal based on customer preference.



## Big Blue® is Back, Better than Ever

Our fireproofing Big Blue pump and mixer is back, and it's better than ever. Its total redesign means more efficient pumping on both short and long distance jobs alike. Plus, a completely new paddle mixer better handles a wider variety of materials offered by today's producers. For more detailed information, literature or pricing, call 800-447-9260 or (310) 354-8000.



## New "Adjustable" Wall Bracket

We've redesigned our wall bracket to accommodate our largest 38-Meter placing boom. Plus, we've improved it for even greater efficiency during high-rise construction. The new design provides a convenient platform to place up to an 80-ft (24m) free-standing Putzmeister tower, anywhere off the side of a concrete shear wall.

The bracket's most novel new feature is its "adjustable" bottom connection. It allows the contractor to adjust the bracket within a 12 inch (305mm) span to easily line up with the concrete embeds, which help fasten the bracket to the shear wall. The concrete embeds are retrievable and reusable to eliminate purchasing new ones for each lift – another built-in Putzmeister feature.

Another exclusive is that the new wall bracket is **not** anchored to the forming system, so booms can pump the concrete without any vibration to the forms. This is in sharp contrast to typical separate placing boom towers, which are secured to the form-work and allow the forms to move with the surge of pumping concrete. Now, contractors will be able to maintain precisely aligned forms, control tolerances and reduce wear and tear on forms.

The new wall bracket fits within standard sized elevator shafts. It can be easily lifted by crane or raised with the forming system when it is elevated. It works with any self-climbing form system on the market today. Plus, the same bracket can be used with all five Putzmeister placing boom models, no matter what the boom weighs.

## Web Site Provides "Automatic" Updates to Subscriber's E-mail

The Putzmeister America web site was completely reformatted to make it more user friendly and to offer bulletins that are "automatically" sent to your e-mail whenever the site is updated. Log on to [www.putzmeister.com](http://www.putzmeister.com), provide your e-mail address in the designated section and "automatically" receive releases, new product announcements and other pertinent job story information whenever it is posted to our web site.

[www.putzmeister.com](http://www.putzmeister.com)

# New Faces at Putzmeister America



## **New VP-Finance Named**

Effective in January, **Matthias Heinz** will assume the role as Vice President - Finance.

Matthias will oversee the Finance, Human Resources and Information Services departments and replaces Ali Ettl who retires in April 2002. Matthias, fluent in both English and German, was the Assistant Controller at Putzmeister America from 1995-1999 prior to returning to Germany, his native home. Upon his return, he resumed working in various finance roles at Putzmeister companies in Germany.

Matthias was a 1993 graduate of Berufsakademie in Stuttgart with a BA in Finance and Marketing. Matthias, his wife Natalie and two children will return to Wisconsin, when he officially begins his new position in January.

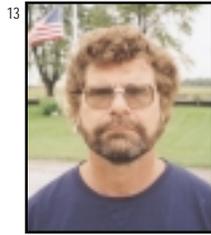


## **Midwest RSM Appointed**

**Randy Ziarek** was appointed Midwest Regional Sales Manager for PMA in September.

In his new sales role, Randy is responsible for the full line of products for the company's Midwest region. This territory covers Wisconsin, Minnesota, North and South Dakota, Nebraska, Iowa, Illinois, northwestern Indiana and Manitoba, Canada. His position reports directly to Chris Petrillo, Putzmeister's Sales Manager for the Eastern Region.

Randy is very familiar with the concrete industry, as he was previously with ConForms managing sales on the West Coast. A 1993 graduate of Concordia University with a BA in Criminal Justice Administration/Business Management, Randy is a resident of Wisconsin and will be based from his Cedarburg home.



## **Service Technician Joins PMA**

In September, **David Hirt** joined Putzmeister as Field Service Technician.

For over 25 years, David has been involved in the construction industry from the technical support side. During this extensive time, he has represented service departments for contractors, dealers and manufacturers within the concrete sector. Therefore, he is highly experienced on servicing concrete pumps and well versed on dealing with customers from all viewpoints.

Although David will travel wherever a technical support concern arises for the full range of Putzmeister products, he will predominantly concentrate on service-related boom pump calls for East Coast customers. David remains based from his Charlotte, North Carolina home, where he has raised four children.

# Familiar Faces, New Roles



## **Dave Rudin Now Manages Both Mortar Machines and Thom-Katts**

In mid-September, **Dave Rudin** assumed the

added responsibility of sales and product management for Putzmeister mortar machines. This is in addition to his existing role managing Thom-Katts.

For the past four years, Dave has successfully handled Thom-Katt sales and product development throughout North America. Now accountable for mortar machines, his role expands to include P30, Tommy Gun, Big Blue, S5 and SP 11 pumps.

With over 25 years industry experience, Dave is very familiar with mortar machines, its dealer network and customer base, having held similar positions in the past.

Lucy Amador remains at Putzmeister West to further assist Dave in the sales efforts.



## **Maki Transfers to Wisconsin; Johnson Accepts New Role**

This September, **Aaron Maki**, General Manager

for Putzmeister's portable conveyors in Cloquet, Minnesota transferred to the main Putzmeister facility in Wisconsin. On his move up the corporate ladder, he now works in the engineering department as the Telebelt Technical Product Manager under the supervision of Martin Mayer, VP-Manufacturing and Engineering.

As a result of the above move, **Randy Johnson**, Sales Administrator of towable and portable conveyors, took over Aaron's responsibilities. Titled as General Manager, Randy now handles both the sales administration plus oversees production for the Cloquet facility.

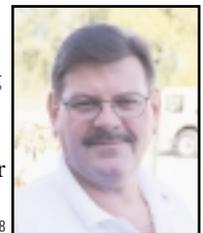


## **Dennis Kueffler and Mike Graef Team Up in Parts Department**

In May, **Dennis Kueffler** joined the Technical

Support Department as Parts Customer Service Manager. In this position, Dennis interfaces with customers on parts issues and has full responsibility for all order receipt, entry, processing and shipments. This includes supervisory responsibility for all personnel performing these tasks.

**Mike Graef** now focuses on the daily administrative issues required for spare part sales such as requisitions, kits, instruction sheets, inventory levels and stock transfers. He also addresses marketing and communication aspects such as spare parts price lists and other special promotions.



# President's Message

On a day they now call 911, tragedy struck that changed America forever. We, at Putzmeister America received many messages of concern from our Putzmeister sister companies around the world. Their feelings reflected that "America is not alone and we will all stand together."



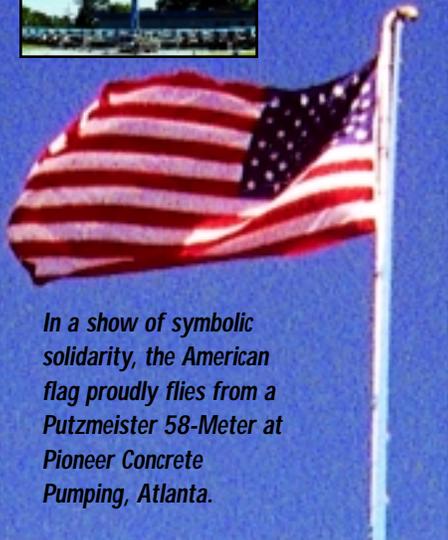
A message board was posted on our German headquarters web site, allowing those in our industry to share their thoughts of solidarity. Log on to [www.putzmeister.de](http://www.putzmeister.de) to view the strong support of our colleagues worldwide.

Closer to home, our employees were contributing to the Red Cross with Putzmeister matching the donation. And our friends in the pumping industry were also seeking ways to express their spiritual and symbolic support from giving blood to flying the flag.

The overall message, "United We Stand."

*Dave Adams*

President and CEO



In a show of symbolic solidarity, the American flag proudly flies from a Putzmeister 58-Meter at Pioneer Concrete Pumping, Atlanta.

# BULLETIN BOARD

## World Standard

Our "optional" Putzmeister Retrofit Program is now available to convert your fleet to World Standard Controls. This follows the CPMA guideline where North American manufacturers are making World Standard the primary control system for boom pumps effective January 2002. Contact our technical support department for details at 800-884-7210.

## Welcome...

The door at Putzmeister is always open to visitors. If your travels bring you to Wisconsin, please stop by for a tour, a gift packet and our ole' fashioned hospitality.

## PRE-OWNED EQUIPMENT

Check our web site for our used equipment inventory. It's updated weekly.

## WANTED Job Stories

Got a good Putzmeister job story, but aren't a writer. Just take some application shots and call the marketing department with the info. We'll do the rest - write, edit and distribute it. It's a great way for all of us to get publicity...

## TELEBELT® Tricks of the Trade

Telebelt owners, watch your mail for great time and labor-saving ideas of how to get your conveying jobs done even more effectively. Tricks of the Trade is coming back.



## Trade Show Registration

World of Concrete 2002  
December 7th for free admittance. Be sure to use ACPA registration form so the association gets credit.

ConExpo-Con/Agg 2002  
February 15th - advance registration ends.

## MEGA DEMO

On January 9th, check out the Mega Demo at the WOC. From 2-3 pm, you'll see a Putzmeister boom pump in action during a tilt up demonstration called "Tilt-Up in the New Millennium."

## SERVICE SCHOOL REMINDER

The Putzmeister boom pump service school dates for the remainder of 2001 and the beginning of 2002 are as follows:

**December 3-7**  
**January 21-25, 2002**

Schools are free to new boom pump customers (and new Telebelt owners too). Plus, now you can register online at [www.putzmeister.com](http://www.putzmeister.com) or call Karen Pauer at (262) 886-3200 to sign up. Hurry, space is limited.

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# ✓ Certified, Pre-Owned



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## Pump of the Putz Post:

Fully reconditioned '89 Putzmeister TVS 36.4.14 on '89 Mack – Loaded with radio remote, MBC controls, X-outriggers, and more. Call Andy Duesing, Used Equipment Manager at (262) 886-3200.



## Refurbished Equipment for Sale

The Putzmeister Refurb Center handles anything from a simple paint job to a major repair, along with the complete overhaul of used Putzmeister equipment. Every fully reconditioned and certified Putzmeister pump and Telebelt includes new wear parts; a structural and truck evaluation and repairs; prep and paint; and a 119-point D.O.T. used truck inspection.

Plus, it's backed by a special limited 6-MONTH WARRANTY – *the best in the business.*

Visit [www.putzmeister.com](http://www.putzmeister.com) for a complete listing of both reconditioned and "as is" units.