

Putzmeister

Post

Volume 2 Spring 2002 – A “Positive” Approach to Promotion by Putzmeister America



DRIVING TECHNOLOGY at ConExpo-Con/Agg® 2002 and Beyond

**Visit Us at ConExpo-Con/Agg
Las Vegas ♦ March 19-23
Outside Silver Lot 3 Booth #S-929**

Las Vegas will again be the host city to ConExpo-Con/Agg 2002 – the world’s largest trade show in the Western Hemisphere, held once every three years.

Make plans to attend this exciting event, and see Putzmeister in action. Tailored to contractors, concrete suppliers and pumpers, the Putzmeister booth is a “must see” while at the show.

Within over 5700 sq. ft. of outdoor exhibit space, some rare sights at the PM booth include North America’s longest reaching and highest output boom pump – the Putzmeister 58-Meter. It will be proudly displayed along with the industry’s largest truck-mounted telescopic conveyor ... the Telebelt TB 130. Plus, the impressive 34/38 Meter placing boom with tower will make its mark in the construction skyline ... an eye-catcher to see.

An array of other Putzmeister equipment will also be shown along with booth specialists to answer your questions.

Make plans to stop by our booth, and gamble on experiencing sunny Las Vegas weather in March.

For information on trade show registration, contact Putzmeister at (262) 886-3200 or fax (262) 884-6338. Or visit our web site at www.putzmeister.com for more details about the show.



The Putzmeister 58-Meter, the largest concrete boom pump in North America, will be proudly displayed during ConExpo.



Innovation

Bringing in the "Big Dogs" at World

Putzmeister and all that Jazz at the World of Concrete

Again, the highlight of the 2002 World of Concrete show was the Putzmeister America booth. As the largest exhibitor with over 16,000 sq. ft. at the New Orleans Convention Center, Putzmeister displayed 20+ products.

These included the 58-Meter, the longest reaching boom pump in the North American market, with Old Glory proudly displayed from it. In addition, the largest conveyor in the industry and our biggest placing boom with tower system were shown. Thom-Katt trailer pumps celebrated their 20th anniversary, while our mortar machines made a grand showing.

Plus, the Putzmeister 32Z-Meter pumped a tilt-up job in the Mega Demo area.



Putzmeister Dealers Honored for

During WOC, Putzmeister America held its annual dealer awards meeting to recognize outstanding achievements and length of service in 2001. The dealer night included cocktails and dinner followed by a slide presentation, outlining Putzmeister America's success as market share leaders in both boom and trailer pumps for 2001. It concluded with the award announcements.

Welcome New Dealers

- Cole & Lambert, Inc. – Virginia
 - Mid-Atlantic Concrete Pumps Sales & Service – Delaware
- Telebelts® only**
- Pumphaus.com, LLP – Texas
 - Westminster Hydraulics, Inc. – Maryland

(Left) Dave Adams, President and CEO of Putzmeister America, presents the prestigious 2001 President's Award to Alex Jr. and Alex Sr. (right) of Alexander Wagner Company, Inc. in Paterson, New Jersey.

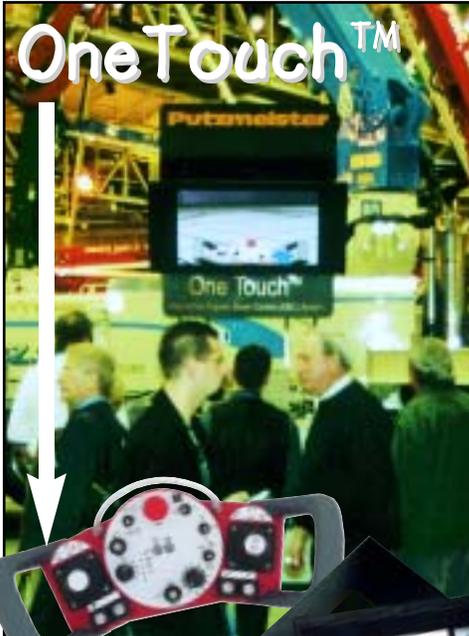


(Right) Owners Pat and Dorothy Inglesse – Pioneer Concrete Pumping of Atlanta, Georgia receive Putzmeister's top domestic boom pump dealer award from Tom Teubel, Putzmeister VP-Sales and Marketing (left).



not Imitation

of Concrete and for ConExpo-Con/Agg® 2002



Telebelt® Conveyors Stretch It All the Way Out

With a 130-ft horizontal reach, the Putzmeister Telebelt TB 130 is the longest reaching telescopic conveyor on the market today. It also provides high outputs up to 360 cubic yards an hour, places concrete slump from 0" to 12" and handles a wide variety of materials such as stone, gravel, dirt, rock and more. Don't miss it at ConExpo-Con/Agg.

Watch the Sky for the Mighty 34/38 Meter Separate Placing Boom

Look for Putzmeister's largest separate placing boom model on two 6-meter TG 10 towers at ConExpo. This detachable unit offers unmatched versatility for use on a truck-mounted pump or as a separate placing boom. No counterweighting, quick and easy pin-connection, and a wide variety of mounting configurations make it the preferred choice among contractors.

View our latest video production about the features and benefits of OneTouch™ – the company's revolutionary auto-controlled boom system for concrete boom pumps. Request a copy from our web site at www.putzmeister.com, call our marketing department or ask for it at ConExpo.

Outstanding Achievements – 2001

(Left) Tom Teubel of Putzmeister recognizes Construmac, S.A. in Mexico as the company's top international boom pump dealer for 2001; Enrique Desentis, Sales Manager of Construmac accepts award (right).



(Center) Dave Rudin, National Sales Manager for Thom-Katts and Mortar Machines, presents top 2001 Mortar Machine dealer award to Jack (left) and Jim (right) Henegar – Thomas Machinery of Miami, Florida.



Unable to attend, owners Pat and Geri Pecoraro of Bay Equipment in the San Francisco bay area received the top Thom-Katt trailer pump dealer award for their fine sales efforts in 2001.

Length of Service Awards

30 Years

Halco, Inc. – Kansas City, Kansas

15 Years

D&M Equipment Company – Fall River, Massachusetts

10 Years

Pumphaus.com, LLP – Dallas, Texas



Thom-Katts® Celebrate 20th Anniversary

It's been 20 years since the first Thom-Katt trailer pump shipped from Putzmeister in 1982. Today, a 20-year anniversary is associated with platinum, and this is also symbolic of the product's leadership role over the past two decades.

"I delivered the very first Thom-Katt produced twenty years ago," said Dave Rudin, Putzmeister's National Sales Manager for Thom-Katts and Mortar Machines. "Since that time, the pumps have gotten more reliable because of the company's ongoing commitment to advancing technology."

In conjunction with the anniversary, Putzmeister took their big boom pump expertise and further applied it to Thom-Katts. As a result, these American-engineered Katts have evolved as a new breed with more rugged material and hydraulic cylinders and a specially designed hopper. The hopper's new dynamic shape eliminates difficult clean-out areas so a steady continuous flow can better funnel down the angled hopper sides. Plus, it makes clean up easier.

Other recent improvements include proximity switches in the hydraulic cylinders instead of the water box. This eliminates the possibility of "short stroking" and offers parts commonality with the boom pumps.

The same high performance features customers have come to expect are still included as standard ... smooth twin-shifting cylinders, rugged S-valve, and more.

Crowning the Real King-Katt™

In celebration of the 20th anniversary of Thom-Katts, Dave Rudin, National Sales Manager for Thom-Katts and Mortar Machines, was crowned the "King-Katt" during the WOC Putzmeister dealer meeting.



Ongoing Excellence



New Modular Box Uses 24-Volt System

Putzmeister has developed a new modular pump control box. It houses all major control

components in one centralized location on boom pumps with 24-Volt systems.

The modular box features dedicated circuit function indicators, which are color-coded making it simple to read and understand. The box also provides a convenient way to view more information quickly from one ground level spot, and make it easier to trouble-shoot units at a glance.

By using an integrated motherboard instead of terminal strips and connectors, a more simplified, durable and efficient operation results. Plus, this allows the time-saving benefit of replacing just one circuit card versus an entire assembly if necessary. Note: a manual backup is still included.



ISO 9001 Quality Certification "Renewed"

Putzmeister America was again "renewed" as compliant with the International Quality

Standard ISO 9001, officially established in 1994. The lengthy renewal process takes place every three years in addition to regular six-month quality audits. These procedures have been diligently followed since Putzmeister America achieved its certification in July 1998.

The lofty ISO 9001 standard for manufacturing companies like Putzmeister covers *all* business aspects including design. As a result, the entire Putzmeister organization demonstrated a very strong commitment to quality and continuous improvement of its management system by successfully maintaining an existing high level of Quality System Registration. This was necessary to be renewed for another three-year term.

People in the Spotlight



Ware Systems Moves to Wisconsin; Dennis Ackermann Hired

In December, Ware Systems, a subsidiary of

Putzmeister America, relocated from their California offices to the main Wisconsin-based Putzmeister facility. Concurrently, **Dennis Ackermann** was hired to oversee the newly based operation, which develops and markets software, training and confidential management consulting services.

Dennis joins Putzmeister as a Program Analyst with over 15 years experience in programming and database management, as well as, a solid background in software education and customer relations. He will further enhance customer comfort with existing products.

Contact Dennis via the existing Ware Systems toll free number, 800-776-5162, or special web site at www.pumpware.com. Mailed correspondence should be sent to the Putzmeister Wisconsin location.



Gary Schmidt Honored for Outstanding Sales Achievements

For 2001, Putzmeister America awarded **Gary**

Schmidt as the company's Regional Sales Manager (RSM) of the Year. Gary is responsible for sales support within Putzmeister's Southwest region, which now includes Colorado due to a recent territory realignment.

The annual RSM award encompasses several professional and personal qualities vital to effectively serving the customer, and it is not based solely on highest sales volume. Tom Teubel, VP-Sales and Marketing said, "Gary excels in his follow-up, strong work ethic, and overall dedication to promptly handling his customer's needs. We're fortunate to have him on our team."

Gary was also recognized as the winner of the Putzmeister America Western Region Award for the second half of 2001.

President's Message



(Left) Dave Adams accepts Top 100 Product Award from Rod Sutton, Editor-in-Chief for Construction Equipment.

It was a proud moment when on behalf of Putzmeister America, I accepted an award from *Construction Equipment*, naming our 58-Meter boom pump one of the Top 100 Products for 2001. Featuring the longest reach and highest output in North America, this unit excelled over 2,500 entries.

According to *Construction Equipment*, the Top 100 Award program began in 1991 to call special attention to the most significant new products announced each year. The award emphasizes innovation by the manufacturers who are investing in research and development.

I'm honored to say that Putzmeister has won a Top 100 Award for four consecutive years, beginning in 1998 with the 55-Meter truck-mounted boom pump. The Katt-Kreter™ trailer pump followed in 1999, the Telebelt® TB 80 truck-mounted conveyor in 2000, and now the 58-Meter.

Receiving this award further reinforces our commitment of being *technology driven, customer focused™*. And just like the photo above indicates, "It doesn't get any bigger (or better) than this."

President and CEO

**TECHNOLOGY DRIVEN
CUSTOMER FOCUSED™**



BULLETIN BOARD

Call Wisconsin to Place Mortar Machine Orders

Please contact Tammy Kane in the Wisconsin-based sales department with new orders for Putzmeister mortar machines. She also handles all of the details in scheduling these units into production slots.

Tammy can either be reached at (262) 886-3200 or toll-free at (800) 884-7210.

Upcoming Events

AWCI - American Walls & Ceilings
March 15-16 San Antonio, TX

ConExpo-Con/Agg
March 19-23 Las Vegas, NV

CFA - Concrete Foundations Assoc.
August 1-3 Mt. Hood, OR

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

Download New Literature from Web Site

Lots of new literature has been developed and existing spec sheets updated to reflect new advances in technology. You can easily download from our web site or call the Putzmeister marketing department for a complete literature form listing.
www.putzmeister.com

Visit us at Outdoor Booth S-929 ConExpo-Con/Agg

Advance registration ended February 15; however you can still register on-site at the show. Call us for more info.

2002 SCHOOLS...

Dates for the 2002 Putzmeister service schools/seminars follow:

Putzmeister Boom Pump Service Schools:

(Spanish) March 18 to 22
October 21 to 25
November 11 to 15
December 2 to 6

Boom Pump/Telebelt® Boom Inspection Schools:

April 29 to May 3

Telebelt® Service Schools:

April 8 to 10
October 7 to 9

Thom-Katt® Trailer Pump Service Schools:

April 11 to 12
October 10 to 11

Service schools are free with new equipment purchases. Register online at www.putzmeister.com or call Karen Pauer at (262) 886-3200 to sign up. Hurry, space is limited.

EQUIPMENT FOR SALE

Visit our web site at www.putzmeister.com for an updated weekly inventory of used equipment available.

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Refurbs ... Beyond a Facelift



19
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Refurbs – Certified with a 6-Month Warranty

When it comes to refurbishing used equipment, we don't cut corners. We give it our "all" to bring pre-owned equipment back to life for years of additional operation. We're so confident of our quality workmanship and attention to detail that we even back it by a limited 6-Month Warranty – the best in the business.

So, if a new unit isn't in the cards, call us about this featured refurb unit (see left) or for a complete listing of other units available. Or visit our web site for weekly updates.

"As is" used boom pumps, conveyors, and trailer pumps also available. Call Andy Duesing, Used Equipment Manager, for details at (800) 884-7210 or (262) 886-3200.

FOR SALE ... Featured Refurb Pump

Fully reconditioned '94 Putzmeister BSF 36.15H on '94 Mack – Loaded with HBC radio remote, MBC controls, X-outriggers, more.

Visit www.putzmeister.com for a complete listing of both reconditioned and "as is" units.