

QUARTERLY NEWSLETTER

DEC 2008

ASI SEAL SENSE

Advanced Sealing International



Expanding the ASI Footprint
Through Service and Knowledge
also in this issue...

ASI Success Story: Premier Products

Changes for 2009: Expanded Repair Services

Personnel Spotlight: Terry Robinson

VOLUME 4, NUMBER 2

Recent Events

ASI Seal Seminar- Atlantis Resort

Atlantis Resort Paradise Island, Bahamas

In July of this year, ASI was asked to conduct a series of mechanical seal training seminars at The Atlantis Resort located on Paradise Island, Bahamas. We were a little hesitant at first to travel to such a beautiful place for days on end to conduct these

seminars; but, eager to expand our footprint at this facility, we decided to follow through and make the best of it. Our National Sales Manager, Darrell Martin, graciously volunteered to conduct these grueling seminars. He packed his sun screen, bathing suits and Hawaiian shirts and made plane reservations as quickly as possible. It was rumored he also planned to work on his tan while lying around this beautiful resort between classes.



Accompanied by personnel from Seal Distributors (our distributor handling the Atlantis account), Darrell conducted three mechanical seal seminars during his stay. Each seminar emphasized proper seal selection, environmental controls, pump trouble-shooting and preparations for correctly installing the ASI 724 non-metallic cartridge seal. Careful distinctions were also made to show the advantages of using our 724 mechanical seal over the seals that had been previously used. Technicians left with a better knowledge on the importance of choosing the correct seal as well as preparing each application/situation to create a positive running environment for the 724. Feedback from the participants indicated that this knowledge will provide great help in improving the daily operations at the facility.

Over the last three years, Seal Distributors and ASI have installed numerous 724 non-metallic seals at Atlantis and have had no seal failures to date. The Atlantis Resort is very pleased with the decision to upgrade their facility to the Model 724 seal. Darrell is hoping that they will need more seminars in the near future so he can continue his “training” efforts.

Remember that ASI offers on-site training for all of our end-users as part of our commitment to service. Contact ASI for more information on seal training if you are interested. Also, if you have not had a chance to visit the Atlantis Resort, give it serious consideration when you think about your next vacation. The resort is truly a world class facility and the variety of things to see and do will amaze you from start to finish. The ‘walk through’ aquarium at the entrance sets the tone for adventures to come...

Changes for 2009

Expanded Repair Services

Starting January 1, 2009, a change will be implemented regarding the processing of our reconditioned mechanical seals. As requested by many of our *Encore Express* enthusiasts, we are making the Encore Express our standard program for all universal seals that are sent to us for repair. From this point on, there will be no need to mark your paperwork requesting Express processing; qualifying repairs will automatically be processed this way, ensuring that you get the best delivery with a fixed price. All universal 585, 590, 595, 730, SD-3, 505 and 500 seals with 316ss metallurgy, as well as our 724 seals (aquarium service) qualify for the Encore Express repair program. Any seal that has been previously approved for Express will also automatically be put in the program. All other seals will be processed under the old repair program, and a price quote will be sent to you once the seal has been evaluated.



With all repairs, a notification will be sent out within 48 hours of seal receipt confirming this receipt and the repair program being utilized for your seals. The Encore Express confirmation will be just like our current confirmation, and will have your price and delivery schedule noted. The confirmation for the old program will let you know that we received a seal and that the quote for repair will be sent to you in a timely manner. Check these confirmations closely to make sure your seals are being rebuilt and shipped the way you need them (any material changes requested after the seal has been built can create an added cost to your order).

We are confident that streamlining these two programs will be a positive benefit to all our customers. If you need more information about the differences in these programs or which seals qualify, please contact sales support.

Also, remember to make plans to review inventory to support your best customers. **Prices will go up in January 2009, so strategic purchases now can be critically important early in the New Year.** Work with each customer to determine their future needs and develop a strategy to provide the other products and services ASI brings to the table. Keep in mind that we offer seal repair, bearing isolators, braided packing, seal training seminars, engineering and consulting work; all available to meet the needs of a growing base of customers. ASI's abilities and product offerings are continually growing and expanding strategically to improve our value and make ASI the 'go to' guys for everyone's sealing needs.

Weathering the Storm: Gustav's Aftermath



On Sept. 1, 2008, Baton Rouge was struck with its most punishing hurricane in recent recollection, Hurricane Gustav. Typically, because of its distance from the coast, Baton Rouge is considered a safe haven for coastal evacuees and emergency workers when a hurricane approaches the Louisiana coast. With Gustav, Baton Rouge was to be solely used as a stationing area by emergency workers. However, to everyone's surprise, when the winds finally began to subside on Sept. 1, our city had been battered extensively and was almost completely without power. Countless residences and businesses lay in ruins, crushed by fallen trees. Many people suffered

devastating losses, including those in our immediate ASI family.

Our utility companies began their estimated three week period to restore power to more than 300,000 homes in the immediate parish. A city-wide curfew was in effect for nearly two weeks. Gas and perishable items were scarce and traffic was horrific (due to impassable roadways and absent traffic lights). People stood in line for hours at the various distribution centers for blue tarps, ice and MREs (meals ready to eat). Needless to say, the days following the hurricane were a bit surreal!

ASI was without power from Monday (Labor Day), Sept. 1 until late in the evening of Thursday, Sept. 4 (as plans were being finalized to "power up" the company with a small generator and organize a skeleton crew to address some of our customers' immediate sealing needs). Fortunately, power to our company was restored that evening and almost all of our people were able to come back to work on Friday, Sept. 5. Distributor "rushes" were addressed with a full manufacturing staff, all of whom were thankful to get back to work. ASI is proud to have "stood tall" during this disaster, getting seals out on schedule and resuming normal deliveries within a week.

Although we feel our response in the situation was prompt and reliable, we have decided to take our capabilities to a new level. ASI is currently in the

ASI Success Story

Premier Products- Lake Charles, LA

process of running a gas line directly to the company to power a gas generator capable of running our offices and assembly department. This move will insure that even in the aftermath of a situation similar to Gustav, we could gather a crew and respond to the more pressing sealing needs of our distributors. Of course, we would always address the safety of our people first, but as the environment becomes safe enough for travel, we would be “back in business.” The generator would power our phones so that communication would remain open, as well as provide a safe and effective assembly area capable of supporting the same quality assurance for mechanical seals that we offer on any other “normal” business day. We are pleased to be advancing our capabilities to meet nature’s future challenges and to serve our distributors even better than before.

ASI Success Story: Premier Products

Hurricane Ike caused tremendous damage and devastation along the Louisiana and Texas gulf coast areas. Many plants and industries were flooded, which caused extensive equipment damage.

One of our customers had been contracted to repair several storm-damaged pumps and asked if Premier Products, an ASI distributor, could help get a particular plant back up and running as soon as possible. At the time of the storm, only a few of the mechanical seals in the plant were ASI seals. The vast majority were the seals of a competitor.

Gary Smith, of Premier Products, contacted Judi Price and explained the situation to her. Because of past experience with ASI, Gary had already told his customer that he could help. He felt that ASI would do far more than any other mechanical seal company in facilitating what was necessary to deliver the products and get this plant on line again.

A list of mechanical seals and bearing isolators was given to Judi, who promised that ASI would deliver the seals as quickly as possible. A purchase order was issued on Monday Sept. 22, 2008, and, as it turned out, (17) ASI mechanical seals and (28) ProTech bearing isolators were delivered Tuesday Sept. 23, 2008, the very next day!

Because we were instrumental in getting this plant up and running, Premier Products and ASI not only have a satisfied customer, but now, another source of new business for the ASI seal repair program. Gary has since expressed his thanks to Judi and the entire staff at ASI on their outstanding help and service in getting the job done. However, we at ASI would like to thank Premier Products for the excellent opportunity as well as the continued confidence in our company and our products.

Personnel Spotlight

Terry Robinson



With this issue we revisit a feature we have enjoyed in the past, the ASI Personnel Spotlight featuring one of our key employees. We would like to introduce our new Quality Control (Q.C.) Manager, Terry Robinson.

Terry comes to us with a machinist and Q.C. background. He began his career machining mechanical seal parts and then evolved into development and implementation of quality control programs and procedures for the next eleven years. Early on, being a machinist exposed him to the requirements of strict tolerances in manufactured products. Later work in his career with specialty industrial products expanded his knowledge of quality control issues across the board (and specifically in the mechanical seal industry).

This background is what makes him such a valuable asset to the ASI Quality Control team. As our Q.C. Manager, Terry is responsible for reviewing, updating and improving our quality control procedures for all manufactured and purchased parts. His continuing efforts have already proven to be extremely valuable to our manufacturing and assembly operations. Having Terry focus solely on quality control issues throughout ASI allows his steady hand and innovative ideas to continually improve the quality of our mechanical seals.

Terry is a lifetime resident of Baton Rouge. He was born and raised in the Central area of East Baton Rouge parish, and still resides there with his wife, Chantel and young son, Cade. The family enjoys living in Central, a more rural area of Baton Rouge, where they plan to eventually find that special country place and build their dream home. Our plan is to keep Terry onboard with us for the long haul so our lives can improve together. Next time you stop by the ASI office, say hello to our new Quality Control Manager, Terry Robinson. You'll likely find him checking parts and reviewing procedures to ensure everything is 'top quality' here at Advanced Sealing International.

End of the Year Message

Thomas Brown, Managing Director

Well, here we are as 2008 is coming to an end- and what a year it's been! ASI found itself working through 2008 in record fashion and then crashing right into a pair of Hurricanes! We fought back, dug out and were able to respond to our customers, learning valuable lessons for the future. Meanwhile, business continued apace until the presidential election began to wind down and the housing market decided to melt down, taking the wind out of everyone's sails. Fortunately, our business has been strong enough to "weather" all of these storms and ASI has been able to continue manufacturing, selling and servicing our state of the art mechanical seals.



At this time, we would like to take time and pause to reflect on our many customers, distributors and friends. ASI is grateful to all of our wonderful customers who stand by us year after year. Our distributors continue to support ASI with expanding sales and growing markets. Our bankers, accountants, lawyers and insurance specialists continue to provide excellent service along the way. And, our many loyal, talented employees continue to strengthen our company with their hard work, focus and dedication. This has been a wonderful year filled with many challenges and successes along the way.

All of us with ASI wish you a year of success, growth and happiness. Along the way we send our best regards for a Merry Christmas and a Happy New Year. The coming year will be filled with uncertainty, but also promise and hope. ASI will be here providing the quality products and services you have come to expect. We look forward to hearing from each of you with sealing needs and interesting applications. Best wishes from everyone in Baton Rouge at ASI.

2009 ASI Seal School

In an effort to expand your knowledge with a better understanding of mechanical seals, their functions, materials of construction and various types and styles, ASI is pleased to announce our spring mechanical seal school. The school will be held Thursday and Friday, March 19th and 20th, 2009 at the Downtown Baton Rouge Hilton, Capitol House Hotel. Each school also involves a half day program at the ASI facilities where installation, assembly and 'hands on' critical functions are reviewed. Contact ASI for more information about this outstanding opportunity to expand your knowledge about mechanical seals and other ASI sealing products. You can also find information on our web site or talk with any of our ASI representatives. We look forward to seeing you at this seal school; you'll be glad you came.