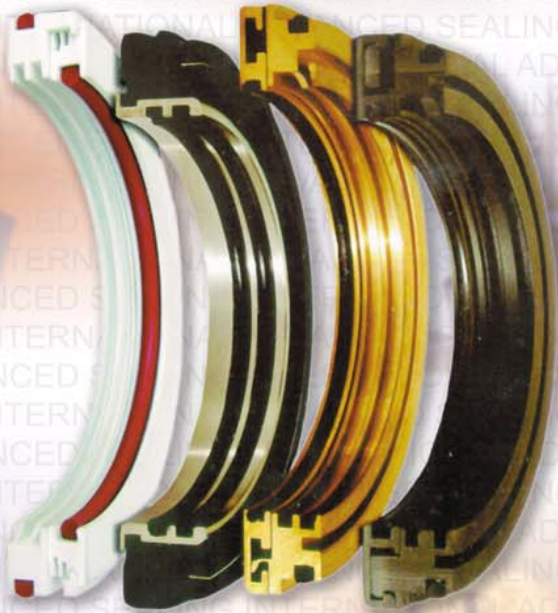


QUARTERLY NEWSLETTER

DECEMBER 2005

# ASI SEAL SENSE



## New Product Line Spotlight: ProTech™ Bearing Isolators

also in this issue...

**ASI News:** Year End “Wrap-Up”

**Distributor Spotlight:** AGI Industries

**ASI Success Story:** 724 Market Expansion

**Spring Seal School:** Registration Information

**Sales Programs for 2006:** In Detail

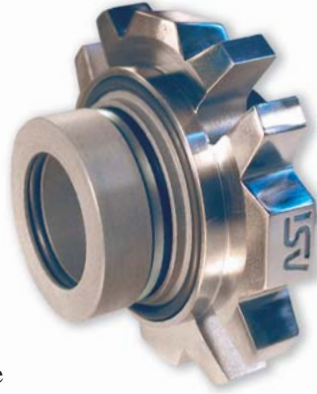
**VOLUME 4, NUMBER 1**

Advanced Sealing International

# ASI Success Story

## Model 724 Application Expansion

Recently at a mid-western aluminum processing plant, ASI was introduced to a maintenance manager with a serious problem. The single component seals installed in all of the plant's acid seal applications (RO's and XRO's) required a seal flush and his facility was unhappy with the cost and environmental headaches associated with this seal setup. The plant desired a sealing solution that reduced or eliminated flush water as well as extended the life of their seals. Jamie Scheuler, Steve Melchers and Don Lynch of Fischer Process were called out to make a survey and develop a plan.



The plant, utilizing Fybroc and Dean pumps, was pumping 35% phosphoric and 20% sulfuric acids in over 100 pumps throughout the facility. The acid applications were critical to the process, and the flush water was kept running even when the pumps were shut down. Maintenance, which had never been exposed to cartridge seals, had always used Flowserve/Dura component seals in these pumps. After reviewing the applications, we determined that the lower concentrations of acids allowed the use of the 724 with hard faces, acid-grade o-rings and no flush requirements. By eliminating the need for flush water, ASI and Fischer Process were able to save the facility a small fortune in seal water.

As in this case, the simplicity of design, function and installation often makes the 724 an ideal candidate for tricky applications. Maintenance technicians love the fast, easy installation and reliability of our seal and purchasing agents love the price. After holding an on-site training seminar, Fischer and ASI had successfully convinced the entire plant to utilize the advantages of ASI's stationary designed, cartridge-mounted seals. And, in doing so, we have added yet another entry on a quickly growing list of success stories for the Model 724.

*Do you have an "ASI Success Story"? We'd love to hear it!*

*Please contact us at:*

phone: (225) 272-2155

fax: (225) 272-2163

e-mail: [info@advancedsealing.com](mailto:info@advancedsealing.com)

# New Product Line Spotlight:

## ProTech™ Bearing Isolators

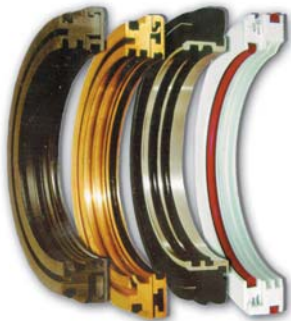
### *ASI – Parker Partnership for ProTech Bearing Isolators*

We are pleased to announce that as of October 1, 2005, ASI entered into a marketing agreement with Parker-Hannifin Corp. to provide ProTech bearing isolators to our distributor network. We have already distributed e-mails with information about the products and will soon be mailing updated brochures to assist you when talking about this great new product offering with your customers.

As our distributors who already sell this line know, ProTech bearing isolators are indeed a superior product and provide ***the ultimate in bearing protection***. The patented, unitized labyrinth design delivers maximum protection for all sorts of applications. With twelve (12) standard designs and three (3) custom designs, ProTech isolators are ready to handle every situation with confidence and continued success. In addition, the application support provided by both ASI and Parker will insure that the proper isolator for the equipment and application is always supplied.

Contact ASI for information on prices and you will be pleasantly surprised. Our long standing relationship with Parker has allowed ASI to develop a pricing structure second to none for this fine quality product. Our pricing will make you very competitive when offering this new product with your services on the open market.

In a continuing effort to provide our distributors with quality products and services, ASI brings another innovation online. Use this new product as a means to get back in front of existing customers and/or make headway getting to see new or difficult prospects. ProTech bearing isolators are yet another tool for making ASI distributors the “all-around seal guy” that the customer wants and needs for professional, reliable service and products. We look forward to hearing from each of you with an order for Parker’s ProTech bearing isolators.



*For further information, contact an ASI sales representative at (225) 272-2155 or visit the Parker website at [www.parker.com](http://www.parker.com). The link for the ProTech informational brochure is: <http://www.parker.com/packing/cat/english/5275.pdf>.*

# ASI Sales Programs for 2006

## In Detail

In an effort to make ASI distributors the best, most competitive single source providers for mechanical seals, ASI has put together a comprehensive group of programs and services to accompany our extensive, high-quality engineered product line.



By now, everyone should be familiar with ASI's *Swap Program*, the program that allows our distributors to send in a competitor's seal when purchasing a new ASI seal and receive an additional 10% discount. Many of our distributors will then "match" ASI's 10% to give their customers a total discount of 20%. The combined effort effectively allows the customer to purchase a new ASI seal for little more than the cost of repairing the competitor's seal. Without a doubt, *Swap* is the best way to persuade end-users to "switch" to ASI, and the program is very effective in eliminating competitor's seals from a plant. When presented alongside the benefits of the ASI mechanical seal, this attractive offer makes the *Swap Program* hard to refuse.

Another well-used program is our *Express Repair Program*, which for all of our universal products, provides expedited seal deliveries at a fixed cost basically for the life of the equipment (the repaired seal is never scrapped). That is, as long as the seal bought is one of our universal products, or fits within our special seal category for Express repair, then the fixed price for that repair is all a customer will ever pay for a replacement seal, no matter what condition the seal is in. When the *Swap Program* is combined with our *Express Repair Program*, the customer purchases the new ASI "swap" seal at a discounted price and never pays the cost of a new seal again. When evaluated in a long-term budget, the repair costs will provide the end-user with significant savings (by never having to pay the full price of a new seal). Additionally, these savings are coupled with delivery times that are quicker than those of standard repairs. Of course, the *Express Repair Program* guarantees better than standard deliveries at a fixed price even if they are not used in conjunction with a swap.

Another purchasing program, our *Quantity Discount Program*, should never be overlooked. Through this program, price breaks for multiple seal purchases are available in a variety of combinations for units, styles and numbers. In many situations, the discounts can be the difference between reaching a "target" price or not, and unfortunately, many of our distributors forget

to consider this discount when bidding against another seal company. Contact us and we'll walk you through the different pricing scenarios, as this program can provide significant savings for our distributors and their customers when utilized properly. In fact, ASI urges our distributors to consider all of the pricing and delivery advantages of purchasing in quantity.

ASI now has two new items to assist our distributors in becoming the 'sealing specialists' that more and more end-users want them to be. As noted in our spotlight, ASI now offers **ProTech Bearing Isolators<sup>TM</sup>**, a product to make customers' rotating equipment run better and our seals last longer. The **ProTech Bearing Isolator** is a high-quality, attractively priced product to compete in the bearing isolator market. This complementary product line gives our distributors another weapon in the battle to become the "go-to guy" for complete service and products in regards to their end-user's sealing requirements.

Finally, ASI has added another key element in making their distributors a complete product/service provider. As of December 1, 2005, ASI has made available **Advanced Seal Repair**, a repair service for non-ASI seals. Now, when confronted with a customer who will not install an ASI seal until his present seal is scrapped, our distributors can offer to repair the seal for them. This capability gives our distributors a "first response" position with the end-user so that when the competitor's seal is no longer repairable, an ASI seal can immediately be put in its place. For our distributors, this price and delivery-sensitive repair service should help complete their product offerings.

Call us to learn more, and "*get with the program(s).*" ASI is working hard to make our distributors better, more effective and respected seal salesmen. ASI is committed to find ways to make our distributors' jobs easier, but of course, it is our distributors' efforts that make these programs successful.

### **ASI Sales and Service Programs**

are available in PDF format at our website, [www.advancedsealing.com](http://www.advancedsealing.com) or contact us directly for other file formats (mail, fax or e-mail)



# ASI Year-End News

## Continued Support Development

ASI is pleased to now offer our distributors a repair service for non-ASI seals, **Advanced Seal Repair**. This service provides quality repairs at attractive prices and speedy delivery times. For more information, contact ASI at (225) 272-2155 ext 312.

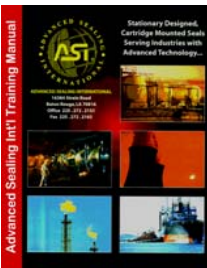
## Continued Seal Development

ASI is also excited to announce that the Model 730-XL will soon be ready for production. Look for a detailed breakdown of all the benefits and features of this seal in our next newsletter.



## Spring Seal School

At present, ASI's spring seal school is tentatively scheduled for March 6 and 7. Further details, as well as sign-up sheets, will be posted on our website as they become available.



## Reflections on 2005

As we come to the close of another year, all of us at Advanced Sealing International (ASI) want to pass on our best wishes and thanks to the customers, distributors, suppliers and professionals that make us successful. With the steadfast support of each of you, we continue to shine among mechanical seal companies in a very competitive world market. 2005 has been a solid year for gains and new developments here at ASI. Our customer base has grown as well as our product and service offerings. Together, we continue to exceed our customers' expectations for quality, service and delivery of the best cartridge-style, stationary designed mechanical seal on the market today. So again... thank you, have a wonderful holiday season, **Merry Christmas** and **Happy New Year** from everyone at ASI.

## More Plans for 2006

ASI is continuing to explore new sales ideas and marketing programs to provide even more support for our distributors in 2006. Look for information in upcoming mailings, newsletters and at our website.

# *Distributor Spotlight:*

## *AGI Industries*

Because of the extraordinary circumstances faced recently in the aftermath of Hurricanes Katrina and Rita, ASI would like to 'spotlight' one of our distributors, AGI Industries. During the five years that AGI has been a distributor, they have shown consistent growth in their market with respect to the ASI product line. The commitment of David George, (Owner/President) and Pat Sabolyk, (V. Pres.) cannot be overstated. These guys, along with the superlative effort of Kevin LaBauve, Jimmy Lee Aldy and Keith Waguespack made a lasting impression on ASI during the recent clean-up and restoration of numerous end-users throughout the Gulf South.

The challenges that AGI had to face in the aftermath of the storms were almost incomprehensible. After Katrina, the AGI office in Marrero, just outside of New Orleans, was effectively devastated. Their buildings and equipment were inundated with floodwaters and damages. Operations were swiftly moved to the Lake Charles, LA offices, which were, as yet, untouched. Unbelievably, AGI made all their services available the day after the storm passed! They immediately began responding to customer requests for assistance and, in doing so, helped many regain focus and production swiftly. Incredibly, a month later, Rita hit. This storm smashed the Lake Charles office and caused operations to be temporarily halted again. AGI was forced to move the business back to the Marrero office, which was not completely back online, as quickly as possible. This proved to be a gargantuan undertaking that, once again, they successfully accomplished.

During this time (7 days after Katrina hit), one of our largest customers called a meeting to announce that the goal for their facility, which had been under 8-10 ft. of water and heavily damaged, was to bring production back online in thirty days! At this meeting, the message to service providers and material suppliers was, 'get with us and help or get out of the way.' AGI and ASI were up to the task. AGI proceeded to repair and/or replace all of the pumps and operating systems needed within the specified time frame, and win the admiration and appreciation of a major customer. AGI accomplished this feat while simultaneously responding to numerous other storm-damaged customers throughout the area.

From ASI's perspective, 'well done' does not adequately convey our respect for the way AGI handled this situation, making both our companies look so good. The professionalism, focus and effort exhibited by AGI in responding to this catastrophe were remarkable. ASI offers our most sincere appreciation for both their efforts in the Gulf South restoration and the superb way that AGI represents ASI.