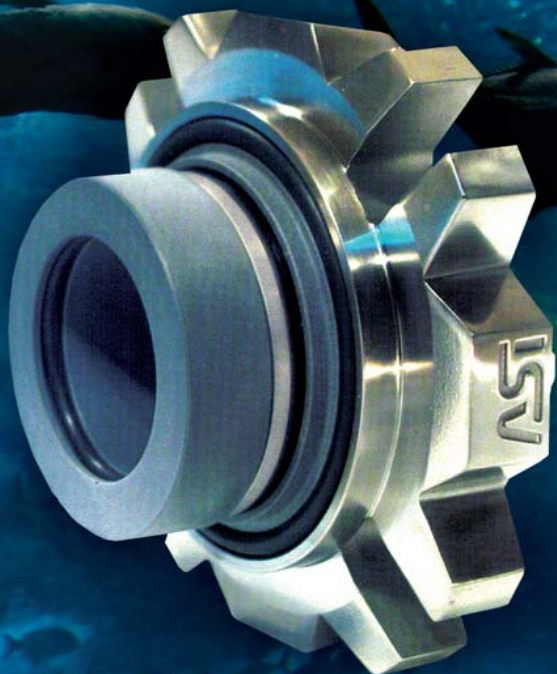


QUARTERLY NEWSLETTER

JULY 2007

ASI SEAL SENSE



The Model 724:
ASI's Non-Metallic Seal: In Detail
also in this issue...

Spotlight Article: AALSO Convention
ASI Success Story: Indianapolis Zoo
Recent Events: ASI Seal School
Annual Crawfish Boil

Advanced Sealing International

VOLUME 3, NUMBER 1

ASI Recent Events

AALSO Trade Show Atlanta, GA



The Atlanta Aquarium hosted the Aquatic Animal Life Support Operators' annual gathering and trade show from May 7- 10, 2007. ASI is a proud supplier of seals to the Atlanta Aquarium. When the AALSO group toured the aquarium and saw ASI seals prominently in use throughout the facility, all ASI associates were duly satisfied. Darrell Martin (National Sales Manager) and Mark Smith (Regional Sales Manager) of ASI attended the event as our 'official' ASI representatives. Thomas Brown (Managing Director) dropped in to visit the proceedings and enjoy the fellowship and fun that always goes along with an AALSO gathering. ASI put our new trade show booth on display for the first time at this show. The new booth is a vast improvement over the old booth, with new graphics and a fancy new 'banner stand' designed specifically with the Aquarium industry in mind. We were very successful in developing new leads from meetings at the show. As a result of our efforts, ASI will be now be supplying our Model 724 nonmetallic seal to the Shed Aquarium in Chicago and The National Aquarium in Baltimore. ASI has been an Associate Member of AALSO for 5 years and our name, product recognition and credibility continue to grow with each new Aquarium that comes on board using

the 724 and other ASI mechanical seals. Having proven our merit with the most recognized Aquatic Animal Entertainment venues in America, the future certainly looks bright for ASI's aquatic specialty seal (the 724) and for all those wonderful Aquatic Creatures and friends we serve.



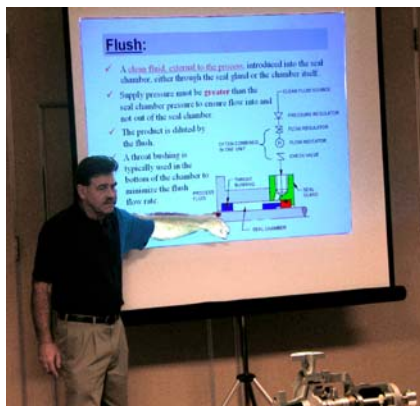
Next year, the National Aquarium in Baltimore, MD will host the AALSO gathering and ASI will be there to proudly show our wares, make new friends and share good times with old friends in the Aquarium industry.

ASI Recent Events

ASI Spring Seal School

During Spring 2007, April 23rd & 24th, ASI hosted another in the ongoing series of our ASI Seal Schools. This School was well attended by distributors from around the country, specifically, the Gulf South, East Coast & Mid-West. We gathered at the Holiday Inn Executive Suites in Baton Rouge, LA, to meet and work in a classroom setting for the first half-day and the entire second

day of training. Each school covers many aspects of mechanical seals, as well as a summary of ASI products, materials of construction, environmental controls, operating conditions, marketing, failure analysis, and the competition. The second half of day one is spent in a 'hands-on' setting at the plant, with participants learning to assemble and disassemble ASI products and install cartridge and component seals on pumps. This part of the seal school is usually very well received and offers great practical knowledge to the attendees. The ASI Seal School is an ongoing effort to train distributors and improve their knowledge about mechanical seals in general—and ASI mechanical seals in particular. We believe that anyone can expand his or her sales through superior product knowledge. Our school is designed to give everyone the information, knowledge and confidence necessary to sell ASI mechanical seals. Check with either Darrell Martin (Nat'l Sales Mgr.), one of our Regional Managers, or the main office to see when the next seal school is scheduled.



ASI Model 724

ASI's Nonmetallic Seal: In Detail

True to the ASI tradition of high quality and simplistic design, the Model 724 employs many of the time-tested stationary design features of the original Model 585, along with newer design features and materials of construction.

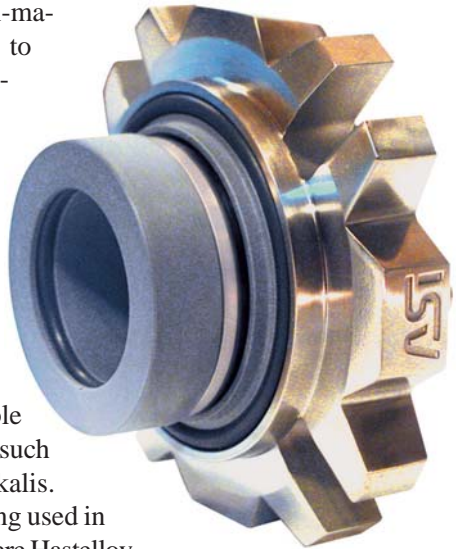
The 724's 'hybrid' technology comes from the fusion of metallic and nonmetallic materials. The stainless steel chassis is the backbone of the seal, while the Polyphenylene Sulfide frame provides the function of the seal.

Polyphenylene Sulfide (PPS) is a crystalline, high-performance engineering thermoplastic characterized by outstanding high-temperature stability, inherent flame resistance, and broad chemical resistance. PPS has excellent resistance to a broad variety of chemicals, even at high temperatures. In fact, the resin has no known solvent below 400° F, and is inert to steam, strong bases, fuels and acids. The very low coefficient of thermal expansion, combined with stress-relieving manufacturing, make PPS ideally suited for precision-machined components with the ability to maintain structural integrity at temperatures up to 225° F.

The use of the PPS material allows for more cost-effective solutions to applications that would normally require much more expensive exotic alloys such as Hastelloy "B", Titanium or Zirconium. The Model 724 was specifically designed for the Aquarium industry, but has a much broader range of sealable applications in the chemical industry, such as aggressive oxidizers, acids and alkalis.

The Model 724 is currently being used in a hot hydrochloric acid application where Hastelloy "B" seals were dissolving and failing within 30 hours of operation. The first 724 ran for 11 months, or 267 times longer than the Hastelloy "B" seal at 4 times less cost.

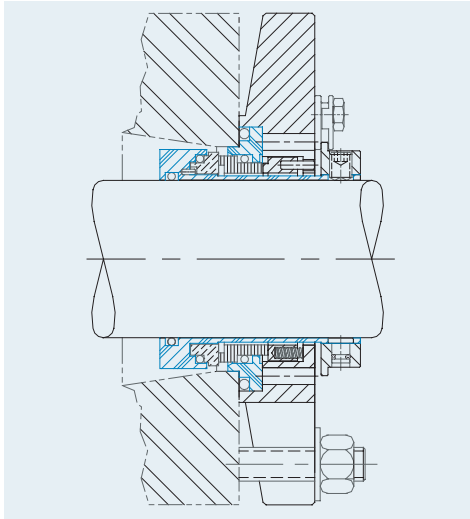
So, for tough and expensive applications where other seals have failed due to material incompatibilities, the 724 could provide a cost-effective alternative to traditional sealing methods. Our new 'hybrid' seal is destroying the barriers of nonsealable applications.



ASI Model 724

Design Features

In addition to its unique “split-housing” design, the Model 724 is comprised of many advanced features which assure continuous, reliable service and optimal seal repairability.



- **Metallic Seal Chassis**
Removed from the product, the rigid metal gland plate and locking collar eliminate any flexing of seal parts (which causes face misalignment and limits seal repairability).
- **Non-Metallic Seal Trim**
Fabricated from a high performance PPS composite material, the wetted seal components provide greater chemical resistance in a wide range of applications without any trace chemical contamination.
- **Monolithic Seal Faces**
One piece construction allows seal faces to compensate for temperature fluctuations without the intermittent leakage caused by face distortion.
- **Repairable Seal Body**
All of the Model 724's seal components are specifically designed to provide maximum repairability.
- **Optimum Seal Face Alignment**
The stationary design of the Model 724 in conjunction with the seal's self-adjusting cushioned rotary face guarantees perfectly aligned seal faces.

ASI Success Story

Indianapolis Zoo

ASI's association with the Indianapolis Zoo, one of the United States' premier zoos, began in early 2005. The Zoo's diverse collection is a plethora of animal life, consisting of everything from small reptiles to zebras. Other mentionable zoo exhibits include lions, tigers, elephants, shark exhibits, and the world's only underwater dolphin-viewing dome.

When the affiliation began in 2005, ASI, through sales manager Mike Dell, introduced its mechanical seal line to the Indianapolis Zoo, focusing on the Model 724. The Model 724's excellent service history in the aquatic industry, owing to its unique nonmetallic design, made it a natural selection for the Zoo. The Indianapolis Zoo purchased a seal for testing and put it in their most aggressive application. Prior to the introduction of the Model 724, competitors' cartridge seals that had been put in this application managed a run life of only 6-8 months. ASI's initial seal, after two years of trouble-free service, is still running flawlessly. Since this initial application success, the Indianapolis Zoo has purchased approximately 25 Model 724 seals. The Zoo has a plan in place to install ASI seals in all of their pumps, which are about 80 in number.

In late 2005, the Zoo announced construction of their new *Oceans* exhibit, presented by Old National Bank. *Oceans* is a complete renovation of the old *World of Waters* building and houses a large collection of sea creatures inside an interactive environment. *Oceans* also contains one of the largest shark touch pools in the country. When this project was implemented, ASI was the seal of choice for the new facility. ASI was asked to work directly with pump manufacturers and suppliers. With leadership from the staff at the Indianapolis Zoo, vendors were brought together, and ASI seals were officially specified as the mechanical seal for all the pumps purchased for the project.

ASI and the Indianapolis Zoo have developed a working relationship that has given the Zoo many benefits, including greatly increased seal life and reduced downtime and maintenance costs. Across the country, many opportunities exist for introduction of the 724 seal in the aquatic industry. The 724, with its impeccable reputation, can be introduced to the many aquariums and sea exhibits that may need a reliable alternative to their current sealing methods. The uniqueness and reliability of the 724 are sure to help a potential distributor enjoy the same success as in the case of the Indianapolis Zoo.



ASI's Annual Crawfish Boil

2007 ASI Crawfish Boil

On April 28th everyone at ASI enjoyed what has become an annual event here in Baton Rouge LA, the ASI Crawfish Boil. We all gathered on a beautiful Saturday afternoon to share music, fun and food in the 'back yard.' Fun activities were available for all to enjoy, including games, lively conversation, cold adult beverages and a space walk for the kids to burn off some of their endless energy. The main event was 450 lbs. of hot spicy boiled crawfish served at about 2:00 pm, with plenty to go 'round. The 'dads' were big and easy to peel this year and along with the corn, onions, potatoes and French bread...well, everyone got to eat until they couldn't eat any more. After the spicy 'dads,' ice cream was served to cool down the taste buds.



The drawing for the door prizes was a favorite happening, as always. This year, John Baquet (Engineering/Tech Support) got the shopping card for Academy Sports; Paula Wells (Engineering) won the gift card to Target; Brenda Merideth (Assembly Tech.) won a gift certificate to Wal-Mart; and Mitch

Buzbee (Manufacturing Supt.) won the ASI Logo Jacket and hat. Mitch Jr. — four (4) years old — claimed that prize and I'm not sure if Dad has been able to get it back yet. When it was all over, we divvied up the remaining crawfish and everyone made their way home. We all had a great day, filled with fun and food and enough good times to make everyone look forward to next year's ASI Crawfish Boil.

