

ASI SEAL SENSE



ASI's Seal Service and Reliability Program: In Detail

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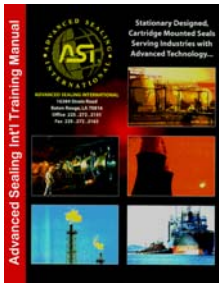
Distributor News: Recent Seal Enhancements

May Seal School: Final Preparations Underway

ASI's New Regional Manager

ASI welcomes the newest member of the ASI sales support team, William "Sandy" Lee. He will be coordinating our sales efforts in the eastern region of the country. Sandy is a husband and father of two boys and two girls (ages ranging from 2 - 13). He and his family live in Fort Mill, SC, where they spend most of their free time working or playing on their "mini-farm," along with their three horses and two dogs.

Sandy began his working career in mechanical and machinery design. From there, he moved into the pump business, where he stayed for nearly a decade. For the last seven years, he has worked in the process control industry. In December 2004, he established Carolina Process Solutions, where he hopes to combine his mechanical, process and controls experiences to offer ASI customers turn-key solutions to their processing needs. We welcome Sandy to the ASI team and look forward to working with him to strengthen our eastern region sales efforts.



Seal School: May 16 and 17

This year's seal school will be headquartered in the Best Western Richmond Suites Hotel located in Baton Rouge, LA at 5668 Hilton Ave. The seal school begins promptly at 8:00 am on Monday, March 16 and will continue in a classroom setting until noon. After a lunch break, we will travel over to our corporate office for some "hands-on" training. During this time, attendees will take apart and re-assemble ASI mechanical seals, as well as practice installing the seals on pumps and making critical measurements for successful installations. All attendees will also be treated to a tour of our manufacturing facilities at this time. We will continue in the classroom on Tuesday morning and stay there for the remainder of the day. Each participant will be provided with several useful marketing tools, including an ASI Seal School manual, a compact disc of our ASI PowerPoint presentations and the ASI Seal Tracking Program. During the seal school, we will thoroughly review our tracking program to make sure attendees are familiar and comfortable using this valuable tool. A certificate of completion will be awarded at the end of the day (for those who survive), suitable for framing. The ASI Seal School is offered to our distributors at the low cost of \$100 for the first attendee and \$50 for any other attendees from the same company. Please make your reservations soon as space and time are limited.

Seal Enhancements

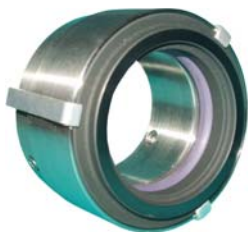
Gasket Materials Upgrade

In our continuing efforts to improve efficiencies and keep seal costs down, ASI has initiated a standardization of our seal gasket material. As always, ASI will not sacrifice quality to lower costs, so we have chosen a higher quality, more chemically resistant material (what we call “D9000”) to replace the old fiber material and become our new standard. In the past, there was a surcharge for this gasket material; however, it will now be supplied at no additional charge for all cartridge seals. ASI will also continue to make available (per customer request) all of the gasket materials that we have carried in the past. If you have any questions concerning compatibility, chemical specification sheets are available for all materials.



Seal Design Upgrade

ASI recently implemented another upgrade on our outside component seal, the Model 505. As the market for our component seals has lessened somewhat, ASI has found a few niche applications for this seal, most of which require an encased or “banded” carbon face. To maintain our seal prices with our reduced volumes, we have chosen to make the metal-banded carbon face our standard seal configuration for inch sizes. This design will provide better protection for the carbon face, and allow ASI to continue to supply the Model 505 at an economical price.



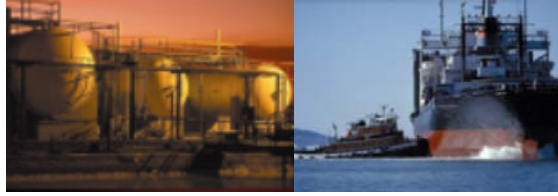
Increased Seal Versatility

Since the Model 730’s introduction last year, many of our distributors have requested seal flush and big bore configurations of this seal. To keep its price competitive with throw-away and component style seals, ASI will continue to supply the standard 730 “base model” as it was originally designed. We are, however, developing a multi-purpose barrel design (the 730-XL), which can be used for smaller cross-section pumps or in situations requiring a seal flush. The removable flange design of the 730 will also allow the same barrel to be used with a flange and adapter piece designed for larger bore pumps. Of course, the 730-XL is still in the developmental stages, but we are steadily making progress and will keep our distributors informed as we go.

In Detail:

ASI Seal Service And Reliability Program

In the economic turbulence surrounding today's commerce, the mechanical seal industry faces the challenge of redefining its function in the marketplace.



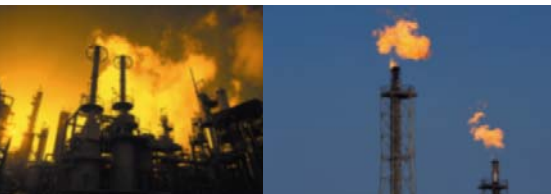
As the downsizing of manufacturing facilities and their subsequent budgets persists, many plants have migrated towards low bid, single-source seal contracts in an effort to reduce costs. While such contracts appear fiscally attractive, their basic low-profit anatomy inherently limits the quality of parts and service that can be furnished by the seal provider. Over time, the performance of these cheaper seal parts will begin to diminish, and without adequate service support, seal failures will occur more frequently. As this happens, downtime and labor hours inflate maintenance and operational costs (nullifying any initial cost savings), especially when a plant is forced to “wait out” the remainder of a contract while being plagued with constant seal failures. Sadly, this scenario has become all too common in the seal industry; ASI, however, offers a viable, more effective way to reduce maintenance costs through improved seal service and reliability.

The idea of service-oriented sales is not new to ASI; it is the cornerstone upon which the company was originally built. We have always viewed mechanical seals as application specific, engineered products and integral parts of many critical processes. Over time, our distributors have also learned that providing both the correct seal and the proper environmental controls for an application is the only true way to achieve optimal seal performance and, in turn, increase reliability. Once increased reliability is achieved, less inventory units are purchased, fewer maintenance hours are required and longer production runs are completed. Long-term maintenance and operational cost goals are reached, and the system is running at its peak performance level.

ASI has recently outlined our service strategies in a document called *The ASI Seal Service And Reliability Program*. An extremely useful sales tool, this form fully communicates ASI's commitment to customer service in a concise, organized manner. The service and program incentives are listed together, and each one briefly expanded, point-by-point. The document also serves as a formal service contract that solidifies a partnership between ASI, our distributors, and our end-users, based on the common goal of improved seal reliability and performance.

ASI Success Story:

St. Bernard Soap



Through months of negotiations, Fisher Process Industries recently obtained a three year contract with St. Bernard Soap Company, a division of Trillium Corporation.

Trillium Corporation is a pharmaceutical and beauty care manufacturing company with two plants in Canada, and St. Bernard Soap Company, in Cincinnati, Ohio. The facility in Cincinnati has over 200 pumps (Goulds, Dean Brothers, Ansi Pumps, Viking Gear Pumps, Waukesha Lobe Pumps, and various other metering pumps). Steve Beitman, of Fischer Process, began calling on the company two years ago when it was part of Proctor and Gamble, just before Trillium purchased the plants. Trillium's immediate goal was to streamline all facility costs and institute contracts for various equipment. Their long range goal was to discontinue the warehousing of inventory and, in effect, require suppliers to become owners of products included on the contracts.

After months of negotiations by Steve Beitman and Ken Fisher, a contract for pumps, mechanical seals, and related equipment was awarded to Fischer Process Industries in January 2005. Through this contract, Fischer was able to offer cost saving ideas like their new and innovative pump maintenance program, SST (Strategic Support Team), without forgoing quality products. ASI seals were the obvious choice to provide St. Bernard Soap with quality, service and reliability. ASI's ***Seal Service And Reliability Program*** and cost savings of 30-40% over the previously used Chesterton seals were strong selling points. The process of replacing the Chesterton seals with ASI in the plant is presently underway.

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

The ASI Seal Service And Reliability Program

is available in PDF format at our website, www.advancedsealing.com or contact us directly for other file formats (mail, fax or e-mail)

Recent Events

Houston Pump Symposium

In March, ASI attended the 22nd annual Texas A&M Pump Symposium held in Houston, Texas. We have participated in this symposium for several years and have always found it to be an enjoyable show. In past years, we have set up



many new distributors, made several valuable contacts, and have actually sold a few mechanical seals while working the show. This year, we had the opportunity to meet with distributors from all across the country. ASI will continue to use this venue as a way of marketing our mechanical seals and encourage our distributors to attend when possible. ASI was represented at the show by (left to right) Mark Smith, Regional Southeast Manager; Thomas Brown, President & CEO; and Darrell Martin, National Sales Manager.



ASI's Annual Company Crawfish Boil

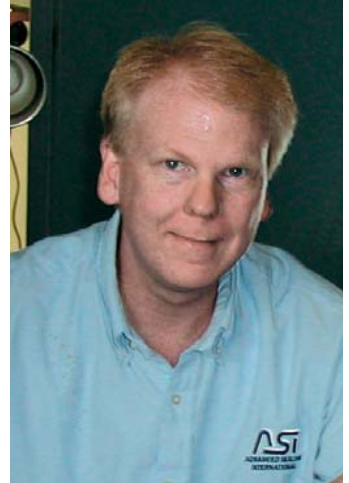
ASI would like to take this opportunity to thank all who joined us for the annual ASI company crawfish boil and helped to make it such an enjoyable day. We were blessed with absolutely beautiful weather, fun and lively conversation and...well...the food wasn't bad, either. To our distributors, we say, "mark it down-same time, next year," and to our employees, we say, "thanks again for all your hard work and dedication."

Personnel Spotlight:

Mitch Buzbee

For this quarter, our personnel spotlight features Mitch Buzbee, our machine shop superintendent and general man about the company, where repair and maintenance are concerned. Mitch is a highly skilled machinist/operator who can program, operate and troubleshoot all of the high-tech production machinery that we own around here (not to mention his abilities on a manual lathe or mill).

Mitch first came to work for us in August of 1990 and has called ASI his home ever since. It was here that Mitch first met Susan (one of John Hornsby's daughters), to whom he's been married now for 7 years.



Mitch is the proud father of a son, John (2) and two daughters, Shauna (15) and Faith (22). Mitch and Susan have recently settled into a new home here in south Baton Rouge, where they are active members in their church and community. Mitch's avid interest in computers, technology and all types of electronics keep him very much up to date with modern high-tech gadgetry. Infact, it's highly questionable who has more toys- Mitch or his son.

In 1996, Mitch earned the superintendent role in our shop and to this day still coordinates our production efforts (and operations have never been better). Mitch schedules the production work required of the shop, while constantly interfacing with the engineering, sales and assembly departments. He takes care of buying raw materials and our bar stock inventory, with special focus on maintaining cost control. He and his crew are constantly finding ways to manufacture our seal components more efficiently and with greater attention to quality.

Along with his daily manufacturing duties, Mitch is often called on to help with all sorts of projects around the campus. At any given time he may be working on computer hardware, lighting, phones, HVAC equipment, plumbing, or maybe the roof! Everyone at ASI wears many different hats, and Mitch definitely wears his share. He is a stand-up and go-to guy that we are lucky to have on board. Next time you are in town visiting ASI, take a tour of our machine shop and be sure to ask Mitch about the quality and integrity of our manufacturing processes. And, if you want to talk high-tech or share cell-phone horror stories, he's your guy.