

QUARTERLY NEWSLETTER

SEPTEMBER 2005

ASI SEAL SENSE



ASI's Non-Metallic Seal,
The Model 724: In Detail

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VOLUME 3, NUMBER 1

Advanced Sealing International

Recent Events

AALSO Convention

Advanced Sealing International (ASI) attended the eleventh annual AALSO (Aquatic Animal Life Support Operators) convention held in San

Diego California, April 24-28, 2005. Thomas Brown and Darrell Martin of ASI were present for the event, and had the opportunity to introduce our non-metallic seal (724) to aquariums and water parks from all over the country. ASI's National Sales Manager, Darrell Martin, conducted a short mechanical seal seminar for everyone in attendance. We then visited Sea World San Diego and The San Diego Zoo and took an



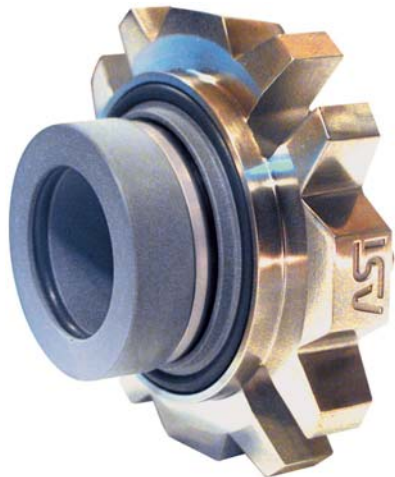
in depth, behind the scenes tour of each facility. During our stay in San Diego, we met with many end-users who have switched to our Model 724 non-metallic mechanical seal, which was designed and engineered for this particular industry. We also met with many new aquatic entertainment facilities that showed great interest in replacing their current outside component-style mechanical seals with our advanced cartridge-style seal.

Some of the end-users presently using the 724 include the Atlanta, Newport, and Dallas World Aquariums, as well as the Indianapolis Zoo, Aquarium of the Americas and Ripley's, Gatlinburg. ASI encourages all of our distributors to include water parks and aquariums in their marketing efforts to expand the market share with more ASI mechanical seals.



In Detail: The Model 724

As distributors familiar with the Model 724 know, this seal was designed primarily for use in what would be considered “stereotypical” nonmetallic seal applications; i.e., water parks and zoos. Under most conditions, the seal requirements for such use are minimal; the only “catch” application-wise is preventing any chemical contaminants from entering the process liquid. For this purpose, the 724’s clever 2-piece gland design works flawlessly. The metal portion of the gland provides a rigid, sturdy bolting surface, and the PPS material insert piece furnishes a chemically compatible sealing surface, without any trace chemical contamination. However for the Model 724, as far as applications go, sea water is just the beginning. The polyphenylene sulfide composite material (PPS), of which the insert piece and sleeve are constructed, has a wide chemical compatibility range. In fact, the 724 is presently providing more than eight months of service in a hydrochloric acid application which previously saw no more than two weeks seal life (using seals built with *Hastelloy B*). In addition, the 2-piece gland design can be adapted to bi-metal, or “exotic alloy” configurations at prices that are more competitive than those of most special alloy seals. *ASI* urges all of our distributors to keep the Model 724 in mind for both non-metallic and exotic alloy single seal services.



Year-To-Date Sales Leaders

ASI appreciates the continued support of all our distributors and congratulates the following year-to-date sales leaders for their successful sales efforts:

Fluid Concepts Inc., Baton Rouge, LA

Equipment Pro Inc., St. Louis, MO

AGI Industries, New Orleans, LA

Alpha Sealing Products, Basking Ridge, NJ

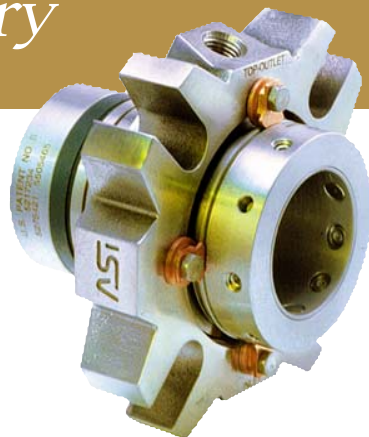
Valley Equipment, Jonesborough, TN

ASI Success Story

by Mark Smith

Georgia Pacific Taylorsville, MS

A quality product coupled with first class service gained business at a plant that had previously been controlled by one of our largest competitors.



At the Georgia Pacific Plant in Taylorsville, MS, the seal company “of choice” was Flowserve for many years. A few weeks after I began my association with **ASI**, Rayco Industrial Products came on board as our distributor in Mississippi. Nick Hillman of Rayco and I established a relationship with the Georgia Pacific plant, but our efforts to gain new mechanical seal business at this plant were not very fruitful. Although Rayco had been able to acquire some of the seal repair business for the plant’s Flowserve seals, we could not convince GP to give **ASI** an opportunity for new seal business.

For the next six months, we made sales calls on GP, hoping to take advantage of an opportunity. That opportunity finally presented itself while I was working with another **ASI** distributor in Georgia. I received a call from Nick late on a Wednesday afternoon and he informed me that GP had lost a seal and had no spare on the shelf. The seal, a Flowserve X-200, running intermittently in a 50% caustic application at 175 degrees F and 1750 rpms, was typically seeing a seal life of eight weeks (at best). The maintenance superintendent of the plant said that Flowserve could not get a replacement seal to the plant before Monday. Our challenge was to have a seal for GP by the next morning in order to keep the manufacturing process from having to shut down, and the time was already 4 PM in the afternoon. Calls were made to **ASI**, and a 595 seal was shipped to the plant that afternoon, despite the short notice. By 10:00 AM the next morning, the GP maintenance crew had the seal in their hands and was preparing to place it in service. Nick called me at noon to tell me that when he delivered the seal to the maintenance shop, the plant manager had been there. Impressed with **ASI**’s quick response, he asked the name of the company that provided a seal on such short notice; remarking that companies that provide that kind of service are the companies that GP needs as suppliers.

This story alone sounds like a success story, but it is only the begin-

ning. Because of the rush to get a seal in the hands of the plant, GP had failed to mention how they intended to set the seal up on the pump. We knew that they used barrier systems with their double seals and assumed this caustic application would be set up in that fashion. However, when Nick called me later that afternoon, he stated that GP had plugged the inlet and outlet ports of the seal and when they had placed it in service. I told Nick that I was afraid that we would not get much seal life due to the setup, and we both hoped that our first opportunity would not be our last at this plant. I went to GP the next week with Nick and we found that the seal was running fine. We talked to plant personnel about the need for running this seal with a barrier fluid, but they stated that they had always set up this application in this manner and didn’t see a need to change.

To our surprise, eight weeks soon passed and the 595 was still running fine, in spite of the unconventional seal setup. Finally, after ten months of service (with no barrier fluid), we did get the call telling us that the seal had failed. Our seal had provided the plant with 5 times the seal life of our competitor! Not only did this greatly reduce downtime for the plant, but it also saved the plant five seal repairs at approximately \$750.00 each. The success in this application led to the plant’s commitment to install **ASI** seals as their existing seals become unrepairable. Quick response by Nick Hillman of Rayco to a late afternoon call from a plant, coupled with **ASI**’s willingness to rush out a high quality mechanical seal in order to meet the needs of a customer, helped to attain what we had been working toward for six months. A quality product coupled with first class service enabled us to gain business at a plant that had been controlled by one of our largest competitors.

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

Upcoming Sales Announcements

ASI is presently developing several exciting sales opportunities for our distributors, which we will be announcing soon. Keep visiting our website, www.advancedsealing.com for details or look for information in upcoming mailings and newsletters.

In The Wake of Katrina

Presently, Southern Louisiana and our gulf coast neighbors are rebounding from a natural disaster of undetermined epic proportions. As the country watches and prays for the destruction toll to reach its climax, we feel it is necessary to make a few statements about this event. First, **ASI** would like to assure our friends and colleagues that all of our employees and their immediate families are well, and thank everyone for their genuine concern. We are also happy to report that the **ASI** corporate facilities suffered little damage besides the temporary loss of electricity. However, as we watch our fellow Louisianians and other Gulf Coast residents face utter devastation and tragedy, we understand how very fortunate we are to be in this favorable position. To the many victims of this horrific storm and its after-effects, all of the employees at **ASI** offer our heartfelt prayers and deepest sorrow. To the many friends and neighbors who have extended help to those in need, we would like to express our warmest gratitude and most sincere appreciation.

Fall Seal School: October 3rd and 4th



Reservations are presently being taken for ASI's fall seal school. Once again, it will be headquartered in the Best Western Richmond Suites Hotel located in Baton Rouge, LA . The seal school will cover a variety of sealing topics and consist of both classroom training and "hands-on" training at our corporate office. Participants will learn how to take apart and re-assemble ASI

mechanical seals, as well as practice installing seals on pumps and making critical installation measurements. Attendees will also be treated to a tour of our manufacturing facilities. 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. The 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. Reservation forms and additional information are available at our website (www.advancedsealing.com).

Personnel Spotlight:

Debbie Odom

Our personnel spotlight for this issue is Ms. Debbie Odom. Everyone calling *ASI* has, at one time or another, spoken with Debbie (as she is the voice of last resort in our automated phone answering system).

Debbie has been with *ASI* since 1989 and knows her way around our mechanical seal operation quite well. Her main functions within the accounting area are billing, receivables, and order processing, as well as operations and shipping coordination. Debbie has been known to help out with database management, executive assistant duties, and general operations for *ASI*. When the inside sales lines are all busy, Debbie will step in



to make sure orders get processed and routed to the assembly department as quickly as possible. Our long-time customers know that when all else fails, they can always talk with Debbie and she'll either take care of them or direct them to the person who can. As we've said before, we all wear many hats around here, and Debbie is no exception to the rule.

Debbie is married to Jerry Odom, her husband of 23 years, who also works at *ASI* (processing and repairing seals in our Encore and Encore Express Repair operations). Their daughter, Amy (21) is currently attending Southeastern Louisiana University and has a bright future in Sports Medicine/Physical Therapy. Together, they live in St. Amant, Louisiana, a small bayou town where they have been settled into their church and community for many years.

Next time you work your way through the *ASI* answering system and reach Debbie, stop and visit a minute. You will always find a friendly voice and a pleasant attitude as she assists you along your way. Debbie is an integral part of the service and quality at *ASI*; in fact, she has been a part of daily operations longer than anyone other than Judi Price. Introduce yourself to Debbie and get to know one of the people who has been an important part of the growth, strength and prosperity of *ASI*.