



## *ASI Sales & Service Programs at a Glance*

**Swap Program:** This program allows our distributors to send in a competitor's seal when they are purchasing a new ASI seal and receive an additional 10% discount. Many of our distributors will then 'match' ASI's 10% to give their customer a total discount of 20%. The combined effort allows the customer to purchase a new ASI seal for about the cost of repairing the competitor's seal. Without a doubt, *Swap* is the best way to persuade end-users to 'switch' to ASI. When presented alongside the benefits of the ASI mechanical seal, this attractive offer makes the *Swap Program* hard to refuse.

**Express Repair Program:** The *Express* program was introduced in 2002 and has grown terrifically in popularity. Currently, ASI receives more *Express* repairs than standard repairs, and we are confident the program will continue to expand. *Express* can be used for all universal products and certain other frequently purchased seals (check with sales support). The program provides expedited seal deliveries at a fixed cost and the customer never has to buy another 'new' seal. Once this program is initiated, regardless of the condition of the seal, the cost for repair or replacement will always be the same; a factor that is attractive to the end-user for budgeting purposes. This cost advantage, coupled with deliveries that surpass those of standard repairs, makes this program a win-win situation.

**Swap/Express Repair Program:** Many distributors gain new customers through the combined use of the above-mentioned programs because they compliment one another quite well. When a *Swap* is arranged, the customer initially gets a discounted new seal. When that seal is placed into the *Express* program, the express discount becomes evergreen, so effectively the customer will never pay for a new seal again.

**Quantity Discount Program:** This program offers price breaks for multiple seal purchases, 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 distributors forget to consider this discount when bidding against another seal company. Please contact an ASI sales support member, and he/she will walk you through the different pricing scenarios so that all discount possibilities will be considered, and the best price can be offered to the customer.

**Compression Packing:** ASI is now offering several styles of compression packing to our distribution network, each style available in one, two, five and ten pound boxes, as well as twenty-five pound spools. Custom spool sizes are also available. By alligning with a major packing manufacturer, we can provide our distributors with superior quality packing at extremely competitive prices.

**ProTech Bearing Isolators™:** This new product helps rotating equipment to run more effectively and makes our mechanical seals last longer. The *ProTech Bearing Isolator* is a high-quality, attractively priced product that will compete in the bearing isolator market. This complementary product will support our distributors efforts to become the recognized 'Seal Specialist' for their end-user's sealing requirements.

**Advanced Seal Repair:** Another key element in making our distributors complete product/service providers was added in December 2005. ASI now offers *Advanced Seal Repair*, a repair service for non-ASI seals. When confronted with a customer who will not install an ASI seal until his present seal is scrapped, our distributors can offer to repair that 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 total product/service package.