

Travaini Insider

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SEPTEMBER = SELL & SAVE!!!

What are we talking about? Travaini is offering all Distributors **FREE** shipping on all TRO, TRW, & FR systems for the month of September. That's right **FREE!!** We hope this helps you to sell more units, place your order in September and Travaini will include **standard** shipping (shipping to be within the contiguous 48 states) at **no charge** to you. Here at Travaini we realize times are still a little tough out there, so we hope this will help you land that order you've been working on!!

A note from the General Manager

Competition: Know Your Competitors

DVT- this is basically the old Travaini personnel. The vacuum pumps they use range from Robuschi to Centra to South African designs. They claim they sell systems, not pumps. We do not agree with that philosophy in that the HEART of the system IS the Vacuum Pump. Pump performance, spare pumps, spare parts, and knowing that these are going to be available in the long run is essential to the user. DVT competes with us mainly with the oil sealed packages, with rubber hoses in lieu of hard pipe. They claim their separator has better air/oil separation due to velocity reductions, but that is only a claim. It appears these differences allow cost to be taken out of the package. As far as marketing, they have no factory employed field sales, only representatives who work with their distributors. They mostly try and sell direct in conflict with the distributor, where they only pay their rep a small commission and appear competitive. They do not have the field sales and service provided by Travaini and our Distributors.

SIHI is manufactured in Canada and has 3 Regional Sales managers along with a representative network. They have a good product, very similar to Travaini. They have been offering the oil-sealed package, but because of their marketing channels, have not been very active, competitive or successful. Their strength has been in the chemical processing and other

typical liquid ring markets. More recently, they have had a change of ownership and management, bought out by the

Sterling group, which owns Peerless, Hayward Tyler, and Labour pumps, so it appears they are currently going through changes.

NASH is the world leader in LRVP's, but because they are in the more large pump traditional markets such as pulp and paper, power utility, filter and chemical, their market channels consisted mostly of direct sales and a handful of old line rep firms. With a severe decrease in those markets, Nash has made many changes, and more are sure to come. With estimated sales 4 years ago of 175M, they are now below 100M. They have gone offshore with manufacturing, to Brazil and Korea, and struck up a deal with Centra to market those small pumps. Expect many more changes going on here.

SIEMENS is number two to Nash, and basically the same can be said about them. They have tried to compete in the small standard markets with us, but because of their structure and are strong rumors they will sell off soon. They are getting channels, they struggle to do so. And, there most of their LRVP's manufactured in China now, for cost cutting reasons.

PREVAC is located in New England, and they are a subsidiary of a large compressor distributor, Air Energy. They used to be a distributor for Travaini, but decided they could import LRVP's and build and market these systems through friendly distributors. They are competitive, but knowledge and backup is scarce.

There are many other Liquid Ring competitors, such as Vooner, Kinney (and Atlantic Fluidics), Graham, Corona, Squire Cogswell, Somarakis, Speck, Hicks Hargreaves, and probably many others both domestic and foreign. There are also systems integrators serving specialty markets using some of the above and others. Some are Squire Cogswell, Aerovac, ESME, Hill Rom, Beacon, etc.

We like to compete with our Dynaseal systems wherever Rotary Screw Vacuum pumps are sold. The main manufacturers are Quincy, Sullair, and Kaeser. Up to 50 hp, we can be price competitive and extremely operationally competitive. We are less noisy, do not run the oil through the bearings, and run cooler, among other advantages. If you have any questions about any of these competitors or any others, please don't hesitate to contact us.

While we have a lot of veterans of some of the above-mentioned companies, we certainly have a vast knowledge and library on them. We're here to help you sell the Travaini advantages against them

Success!!

A major Refrigerator Manufacturer was using Busch pumps in their thermoforming process. A Travaini representative met with the management and they toured the area of the main operation. We noticed that the Busch pumps were placed very close to the operators due to location of the units this caused the operators to be very uncomfortable in their work areas. The Busch pumps ran very hot, they were noisy, and produced a lot of oil smoke exhaust into the room. These three factors provided a undesirable work area for the operators, management asked what could we do to improve the work environment for their employees. Travaini presented the concept of replacing the Busch units with a Water Sealed Liquid Ring Central System. When the new Travaini system was installed the manufactures' were very pleased with the performance. The Travaini system ran quieter, operated cooler, and there was no oil smoke carry over. They were so pleased with this that they have contacted us to quote another system, and will probably be replacing most of their units with the Water Sealed Central system!!

Quote of the Day:

To be a star you must, shine your own light, follow your own path and don't worry about the darkness for that is when the stars shine the brightest.

-Unknown



Remember to keep your anti-virus protection up to date!! The Internet is a great place to pick up the new version of the red worm virus and various other viruses. It seems the worm viruses attach to your e-mails and goes out and attaches to the receivers unit so when they e-mail it just keeps spreading from machine to machine. I learned how important it is to have updated protection last newsletter. I got the updated Norton 2001 anti-virus and can't believe the viruses that are attached to different e-mails. With the new protection it now scans outgoing as well as incoming, and to date has quarantined 15 viruses in my system so far. I know there are a lot of people who do not have any or outdated virus control, so just a word of advice, update your systems for the latest viruses and protect your computer as well as your friends computers.

NOTE: I will be resending Junes Newsletter along with this as many of you said you never received it.

Applications

Travaini Pumps USA has three Project Engineers to assist you in sizing and quoting your applications. Each Project Engineer is teamed with one of our Regional Mangers. Here are the team match ups:

Scott Garrett- Project Engineer for: Tony Mesa, Northeast Regional Manager and Ken Cates, Mid America Regional Manger.

David O'Neil-Project Engineer for: Dan Brannigan, West Regional Manger. Scot Desiderio, Midwest Regional Manager for the upper Midwest Region.

Doug Stock-Project Engineer for: Wilbur Schnelle, Southeast Regional Manager. Scot Desiderio Midwest Regional Manager for the lower Midwest Region.

These gentlemen can assist you with your application needs and questions. By knowing your inside contact and your regional manager, this can help everyone to work together to serve you & your customers needs in a timely fashion. If you have any questions or concerns contact your Regional Manager for further assistance.

Remember we need to hear from you please share any success stories, suggestions, anything you want. Also please keep us updated if you change your e-mail address, phone or fax, address or your area code. This way we can keep you informed on new and exciting products, literature, and any changes that may be upcoming. You can contact the factory at 1-800-535-4243 or fax customer service at 757-988-3975. Please feel free to contact me at my phone 219-785-4447 or you can fax at 219-785-7277 or e-mail bknichols@csinet.net.

