

Travaini Insider

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A note from the General Manager

These certainly are challenging times we live in, both in our personal and business lives. I had the opportunity to spend a few days with one of our distributors at their booth at the Chem. show in New York City. The show was sparsely attended, but the displays were there in full and their spirit of free enterprise was inspiring to all. It showed that American pride, innovation, and commitment to excellence was and will not be diminished due to the cowardly acts of a few demented souls. New York is still vibrant and alive, and seemingly will always be; being there only strengthened my pride in this country, individuals, and businesses.

Travaini employees immediately stepped up to the plate and initiated a money drive with \$1,000.00 donation being the goal. Within two weeks, we had reached that goal! We are now determining where we think this money will best be used, as there is many worthwhile charities that will make good use of it.

While these events caused a slowdown of buying activity, we took that opportunity to increase our stock levels on our Dynaseals, Models TRO 300V, 400S, and 500S.

We would also like to do our part in helping the economy rebound from the September 11 events. We want to extend an additional **5% discount** for orders placed from now until December 31, 2001 to our distributor force for these "sub-assemblies" in stock (above 3 units only). All units must be shipped by the end of the year to qualify for the discount, if Travaini fails to make shipment we will still apply the 5% discount. You must mention that you want the stock assemblies and the additional 5%, as it will only require a few days to complete the system with your options and then prepare for shipment.



In Remembrance

Finally, I would like to inform everyone that a friend and business " partner ", Mr. Tony Newton, passed away on the 19th of October. Tony was the president of Nitech, Inc., a manufacturer and designer of ejectors and vacuum systems,

and a long and strong supporter of Travaini pumps. Tony will be missed, both personally and professionally.

SUCCESS!!

We would like to share with you another SUCCESS story!! A customer that manufactures VCR videotapes had 3 Kinney Model KLRC-125 KFA watersealed liquid ring vacuum pump s.

The Distributor presented the Travaini Dynaseal as a replacement to reduce the following costs; chilled water consumption, the expense of chilling water, water treatment expense and reduce major maintenance headaches. The sealing water was supplied by the closed loop chiller system, which required chemical treatment on a regular basis. Even with the chemicals the customer would still need to remove each pump every (6) six months for cleaning and rebuilding due to calcium build up.

By purchasing a Travaini Dynaseal System the customer benefited from following savings:

- 1.) Reduction in chilled water consumption.
- 2.) Savings on operating electrical expenses of chiller and circulation of sealing water pump costs.
- 3.) Water Chemical costs
- 4.) Pump repair parts costs
- 5.) Maintenance labor & rebuild costs
- 6.) Maintenance time.

They purchased one Travaini Dynaseal model # TRO300H, 25hp unit to replace the (2) two Kinney pumps. The operation required two Kinney pumps, with another as a back up.

The customer is very happy with the cost savings and reduction of maintenance with the Travaini Dynaseal. They wished this type of vacuum pump system design had been on the market years ago. The customer is currently working with their budget to purchase another Travaini Dynaseal unit.

This success story shows how you the Distributor can seek out customers having problems with their liquid ring vacuum pumps and presenting a solution to reduce operating and maintenance costs. In today's market the distributors that can solve and service their customer's problems will benefit in the future with loyal and repetitive customers as indicated in this story.

Quote of the Day:

How far you go in life depends on your being tender with the young, compassionate with the aged, sympathetic with the striving, and tolerant of the weak and strong. Because someday in your life you will have been all of these. -
George Washington Carver

Attention Distributors!!

Classic Woodworking Shows are coming to your area. The following is the schedule for the different Woodworking Expos:

Florida Expo
November 30- December 1, 2001
Orlando, FL

Carolinas Expo
February 14-15 2002
Greensboro, NC

New England Expo
April 12-13 2002
Hartford, CT

Northwest Expo
May 17-18 2002
Seattle, WA

Mid America Expo
November 21-22 2002
Columbus, OH

Remember these Expos supply hundreds of opportunities to visit new and existing customers or set up your own booth. Travaini has cut away models available for display. Just a reminder don't forget your co-op dollars you earned from prior year sales from Travaini to help pay towards a booth!

If you would like to contact The Trade Shows, Inc, for more info the number is: 828-459-9894 or e-mail them at www.tsishows.com. You can also contact your Regional Manager for more information.

Newsletter Recipients

When you receive this newsletter, we hope that you share it with your co-workers, and salesmen in the field as well. I currently just send it to one key contact, however, we can e-mail to several different addresses if you need. It's important that the sales personnel receive a copy as we run specials from time to time that may benefit their sales.

If this newsletter needs to be sent to more than one e-mail address or to someone else please let me know so that I can make additions and corrections. If you would prefer to have this sent to you via mail or fax, let us know that as well so that we can accommodate your needs.

Where do they come from?

Our Salesman are often asked for information on different competitive lines and where they originate. This is particularly relevant in the small Rotary Vane lines where so many of the basics are being made overseas. Although its hard to keep up with all the lines being marketed these are some of the imported model we run into. Sometimes it helps the end user when purchasing these units to know where the pump originates:

Here is a list of Rotary Vane units:

Rotary Vane Mfg	US Marketing	Country of Origin
PVL-Rotant	Travaini	Italy
Busch	Direct-Agents	US & Germany
Rietschle	Direct-Agents	US & Germany
Becker	Direct-Agents	Germany
Sojevac	Direct-Agents	Germany
Pfiefer (10 hp +)	Squire Cogswell	Korea
Lyman (1-10hp)	Squire Cogswell	US

Next issue we will feature Liquid Ring vacuum pumps.



Remember

We are always looking for your personal success stories, any comments or suggestions. Have an idea for an article or want to see something else let us know! You can call me direct at 219-785-4447, fax 219-785-7277 or e-mail me at bknichols@csinet.net