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Chicago Industrial Pump Company

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Distributor: **1**
 Simplified Process
 Solutions -
 Simplifies Sales.

More Than a
 Sump pump.

Welcome to our newest Distributors:
Process Technical Sales (Greenville, SC)
Flo-Line Technology (Auburn, CA)

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The following is an excerpt of a recent conversation with Carl Soileau and Mike Michon, the owners of Simplified Process Solutions. Located in Prairieville, Louisiana. SPS has been in business for about 5 years and a **PITBULL**® distributor for 2 years. Carl and Mike have about 20 years of experience in the pumping industry.

Pitbull, The low maintenance alternative to high maintenance diaphragm and centrifugal pumps.

Do you specialize in particular industries? Primarily the Petrol-Chemical Industry in South, LA. & Southeast, TX. We also promote the **PITBULL** to others we can think of– paper mills, recycling facilities, blending plants, bio-diesel, etc. When we visit a potential **PITBULL** customer we are generally looking at a particular application. Once there, we then look for all places it could be used to solve problems at that facility.

What features of the PITBULL help to sell it? Non-Clogging. Almost no moving parts. No impeller or case to clog or hang up. Unparalleled customer service from the factory. Cavitation, deadhead and dry run do not apply to this pump.

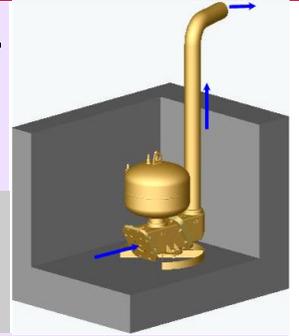
When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened."
 --Alexander Graham Bell

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“Cavitation, deadhead and dry run do not apply to this pump”

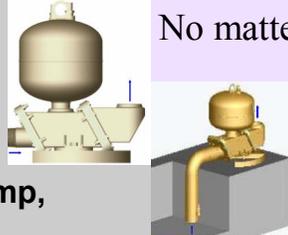
WHAT TYPE OF PITBULL PUMP DO YOU NEED?

**Submersible? Transfer? Filter press?
Steel? Stainless? Non-metallic?**



When you think of the Pitbull, you think of the toughest most reliable submersible pump on the market, but the Pitbull is that and a whole lot more.

It's also a **transfer-pump**



No matter which type of pump you need...

no matter what flow you need, from **low flow** of as little as **2 gpm ...**

A **self-priming pump,**

A **sludge pump,**

A **slurry pump,**

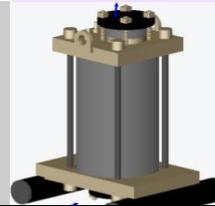
A **dewatering pump,**

A **filter press pump,**



...to **high flow** up to **2000 gpm,** you get the same unparalleled, rugged reliability of the One and only...

and it is available in not only **steel** and **316 Stainless Steel**, it is also available in **non-metallic versions such as vinyl-ester.**



PITBULL®.

CHOOSING A SEAT

Nitrile - good all-purpose elastomer. Medium chemical, oil and solvent resistance, good strength, use to 170°F.

Viton - excellent resistance to oxidizers and solvents. Medium strength, use to 250°F.

Teflon - best chemical resistance of all. Inert to acids, bases and solvents. Lower cycle life, non-elastomeric, use to 300°F.

Urethane - best resistance to abrasion. Except for hardened Urethane, this is the toughest of the elastomers, with mild chemical resistance, use to 150°F.

Hardened Urethane - best resistance to abrasion. Toughest of the elastomers, with mild chemical resistance, use to 150°F. Extra tough, higher durometer than our standard Urethane.

EPDM - good heat and acid/base resistance. Tougher than viton but poor solvent resistance, use to 300°F.

“Knowledge is of two kinds: we know a subject ourselves, or we know where we can find information upon it.” Samuel Johnson

Distributor Simplifies Sales—Continued from page 1

What sales tool works the best for you? Using the Demo pump to demonstrate how easy it is to operate and how forgiving it is. We initially try and schedule a demonstration along with the sales call, this way the customer can see the pump work and how easy it is to install. We have even left the demo pump with some customers for a week or more to use while awaiting delivery of the pump they have ordered. We have used them at all types of sump and transfer applications, in sizes ranging from 2” to dual 6” special application pumps. The demo pump “speaks for itself”; if we make the effort to show customers it will work, and they see it with their own eyes, they are more likely to see the advantages of the design. We try and get the Unit Manager, Operators and Maintenance guys to watch the pump, so all the decision makers are present and can see how the pump works for themselves. We are committed to do everything we can to properly present the unique features of the Pitbull to solve our customers problems and reduce their maintenance costs.

The demo pump “speaks for itself”; if we make the effort to show customers it will work, and they see it with their own eyes, they are more likely to buy one.

What other CIPC sales tools work well for you?

“A picture is worth a thousand words.” Show me something and I will retain it better than all the talking someone can do. That is why the video of the Pitbull pumping rubber chickens and rope is such a powerful sales tool. Once the customer sees how it works they intuitively know it is better than what they are currently using. It almost sells itself when shown.

We will also be borrowing the CIPC show pump that was used in the video, for live demonstrations at some of the local pump shows that are coming up.

So far we have been able to solve all of their pumping problems with a PITBULL design of one type or another.

The technical assistance from CIPC is one of the major tools we use with our customers. So far we have been able to solve all of their pumping problems with a PITBULL design of one type or another.

The brochures and flyers are used as an initial introduction to the technology, then we show them the demo video of the PITBULL that is on the CD or Internet. We use the CD all the time and have the Video on our website at www.simplifiedpro.com along with lots of other PITBULL Pump Information.

The CIPC website at www.pitbullpumps.com is also a good source of additional information, not just the video for application information, previous newsletters, specification sheets and manuals, We always encourage our customers to read the manual they receive with their pump. If they lose their copy another one is as close as the Internet.

Are there any other PITBULL pump success stories you would like to share? Our first sale was a referral from a local machine shop that we do a lot of business with. They had been repairing 3 Goulds 3171 sump pumps for a local battery recycling plant that processes 20,000 car batteries a day. There are a lot of small plastic pieces from the hammer-mill crushing the batteries as well as sulfuric acid of different concentrations in the sumps. The 3171 pumps were lasting from 1 day to 6 weeks before the volute was packing up with small plastic pieces and the pump would quit pumping. The customer was losing patience with the machine shop repair costs. The machine shop knew that there was nothing they could do but clean the volute out and send it back to the customer, to clog back up again. It was becoming a large problem for everyone. We had shown the PITBULL to the machine shop a few weeks earlier. The machine shop saw a solution to a problem for all concerned. They gave us the name of the maintenance manager and they now have 3 PITBULL Pumps to replace the three 3171 pumps. The PITBULLs have never clogged and have performed flawlessly.

At the other end of the spectrum, we replaced a diesel engine self-priming pump at an aluminum plant that required two 6” pumps to accommodate a 600 gpm sump application. These pumps have also been operating for about 8 months with no problems.

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INDUSTRIAL PUMP
COMPANY**

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Be sure to visit us on the
web and view the video
of the Pitbull in action
at:
www.pitbullpumps.com

The first step towards
knowledge is to know
that we are ignorant.

Richard Cecil:



**Home of the
Pitbull Pump
since 1990**



CIPC Primary Contacts

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