



Shippensburg Pump Company, Inc.

BOILER FEED • CONDENSATE • DEAERATOR • VACUUM

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Re: Why a Shipco Deaerator Excels Over Our Competition?

There are three levels of deaerator sales: 1) the engineer, 2) the contractor and 3) the end user. Each level has its own interests and needs that must be understood before a sales representative can explain the advantages of a Shipco deaerator over our competitors.

Understanding the Engineering Level.

Engineers are typically interested in deaerated water quality, components for maximum life and reliability, and a trusted manufacturer who can offer versatility. Shipco offers the following:

1. It is the only deaerator manufacturer who fabricates both the deaerator and the pump.
2. Standard pneumatic modulating controls (since in today's world, few boiler rooms do not have access to air).
3. Custom sized receivers and placement of tapings/fittings. Customized CAD drawings are available at no extra charge.
4. Both atmospheric and pressurized deaerators rating an either .03 cc/l or .005 cc/l.
5. Specific loads, not simply a standard load or model number. Shipco can fit any size load.
6. Both internal and external spray-tray designs
7. The largest range of 2 ft NPSH pumps in the industry. In addition, pumps are not a throw away design like Grundfos.

While Shipco may be relatively new to the deaerator market, we bring over 50 years of fabrication and engineering experience in building pumps and deaerators since many of our employees worked at ITT Domestic.

Money is not necessarily the primary factor at the engineering level -- engineers will appreciate the technical advice and recommendations that knowledgeable sales representatives can offer.

Understanding the Contracting Level.

Packaged units can arrive at a job site in pieces and incomplete. Unless the contractor knows specifically how the unit will be delivered, he can be hurt (lost time) if the unit is not ready for installation. Some manufacturers do not:

- Rewire their high and low water alarms
- Provide bypasses around make-up valves
- Provide a full sized safety relief valve
- Provide an overflow drainer
- Provide temperature or pressure regulators
- Provide a disconnect switch or a control circuit disconnect switch

In addition, some manufacturers have extremely high stands because their pump selection is poor or the pump's required NPSH high. Your competitors use stands that typically range from 48" to 120" or more. Using a high stand causes a major expense to the contractor because the unit will need to be shipped in pieces. Shipco uses a standard height of 48", though our stand ranges from 30" up to 72", because we can over pumps with low NPSH requirements.

Finally, Shipco specializes in custom designed deaerators. We can build any design, any configuration and any style at a competitive price. This flexibility will help the contractor with installation costs and may even prevent the need to tear down walls, move equipment, etc... Be sure the contractor understands the potential, large hidden installation costs and how Shipco's ability to customize can save him time and money.

Understanding the End-User Level.

The end user is typically not as concerned with specific equipment and prices as he/she is with the people who will stand behind him/her and help maintain the unit. This focus on the people behind the product is where the sales representative and Shipco can make a difference.

Sales representatives will typically not even get a preliminary chance unless the initial contact with the end user reveals knowledge of the product. The end user is determining whether the sales representative will be able to help him if needed.

The customer should have faith in the ability of the sales representative to design the best system for his/her application and offer a level of customer support service that is better than other vendors.

Last and perhaps most important, the customer should have the feeling that he/she is getting the best deaerator for money, backed by a reputable competent manufacturer. Who is better positioned to design and build deaerators than manufacturer who also designs and builds pump? Shipco is the ONLY manufacturer that can state this claim! Other manufacturers have welding capabilities and use pumps manufactured by somebody else.

Finally, direct selling at any of the three levels requires a through knowledge of the competition. Did you know that Shipco is the only manufacturer who can put surge tanks on the floor? Knowledge of products pays off in sales. Study the product catalog, attend product seminars, and ask the factory for help. Increase in knowledge typically leads to noticeable increase in sales and increased profits for us all.

Did you know that Shipco:

- Makes all stainless steel condensate and boiler feed units for the food processing?
- Makes condensate units for industrial eye wash stations?
- Makes condensate units for drinking fountains in industrial plants?
- Makes the most complete line of condensate and boiler feed units in the industry?
- Uses industry standard motors? (Do you know why this is important?)
- Has suction isolation valves that actually work? (Do you understand how the Shipco valves are design differently?)

Sincerely,

Shipco® Marketing and Sales Department