

## CELEBRATING 50 YEARS IN BUSINESS

### The Founder, His Philosophy

Making life easier for the laborer. It is this simple principle that inspired the beginnings of a small company by Karl Schlecht in 1958 that would grow into what is today an over one billion dollar global organization employing nearly 4,000 people, of which almost 500 work for Putzmeister America. Celebrating 50 years of excellence, the Putzmeister Group is known and respected worldwide for quality and durability as well as pioneering technological innovation in the concrete placing industry.

A half century ago, who could have imagined that a mechanical engineering student would set such high benchmarks and change the entire industry, starting with ideas contained in his engineering thesis at Stuttgart University.

From his first plastering machine in 1958 to the 70Z-meter, the world's largest boom pump in 2008, the dedicated founder of Putzmeister has stuck to a principle often underestimated today. For Karl Schlecht, contact with the customer did not end upon delivery of the machine.

By "caring" about customers and their placing challenges after the sale meant Schlecht and his employees would always be in a position to detect design improvements, and therefore continually optimize the performance and reliability of Putzmeister equipment at an early stage, as well as, on an ongoing basis.

This closeness to customers required a closely meshed sales and service network. Therefore, Putzmeister began establishing several of its own branches in Germany in the 1960s. In the 1970s, international subsidiaries were also added along with putting in place a well-trained dealer organization and strategic sales and service locations, of which approximately 300 exist today to support Putzmeister products on a global basis.



From the first plastering machine in 1958, to the world's largest boom pump today.



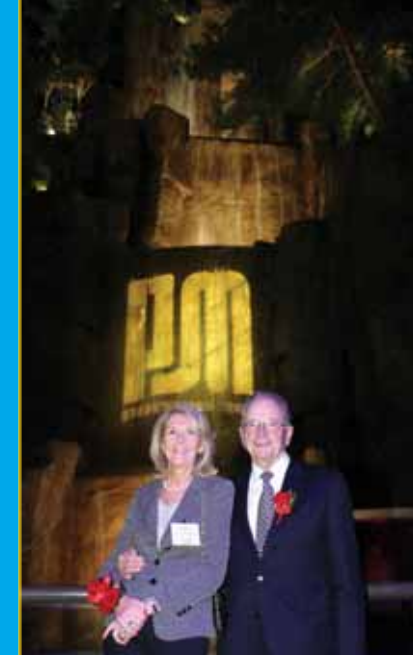
Over the past five decades, Putzmeister has developed innovative equipment, entered new markets and further advanced technology to unprecedented levels, resulting in dramatic growth and success. These milestones have been achieved, in great part, because of the philosophy to continually find more efficient material placing solutions that bring value to customers.

The most recent example of serving the customer was by competently providing high performance equipment to place concrete up to an amazing 1,988 feet (606m), setting the new world record in pumping at the Burj Dubai project.

Today, Putzmeister's passionate commitment to making labor easier through innovation is seen every day at the company's global headquarters in Aichtal, Germany, in its German manufacturing facility in Gründau and in its over 20 global subsidiaries.

Ultimately, the people, processes and drive to be the best as fully demonstrated at Putzmeister continue to set new benchmarks for performance, quality, reliability and customer satisfaction.

# PUTZMEISTER CONTINUES 50 YEARS of PRODUCT EXCELLENCE ... WORLDWIDE



In conjunction with the 2008 ConExpo-Con/Agg® show, Putzmeister America held a 50<sup>th</sup> anniversary reception with Karl and Brigitte Schlecht as the honored guests. Over 300 attended the event at the Tryst Nightclub in Las Vegas, NV to enjoy a memorable evening, which included Karl Schlecht recapping the past 50 years at Putzmeister and thanking everyone for their support.



## World's Largest Boom Pump

### 70Z, SIZE MATTERS

In May, Putzmeister held an international meeting in Aichtal, Germany to officially mark the organization's half century in business and unveil the largest truck-mounted concrete boom pump in the world – the BSS 70Z-Meter.

Attendees were "wowed" by the unit's sheer size along with its vertical reach over 227 feet (69.3m), horizontal reach at nearly 213 feet (64.9m) and its five-section Z-Fold boom.

With the largest working radius ever achieved, the boom pump has definitely raised the bar in the concrete construction industry, and several orders have already been placed.

The first 70Z-Meter is destined for Associated Concrete Pumping of Sacramento, California. Owner Mike Parigini accepts the unit's keys from Dave Adams, Putzmeister America president & CEO (photo above).

To comply with legal road weight restrictions in certain U.S. states, the 70Z is mounted on a 10-axle tractor trailer. This mounting approach also enabled Putzmeister to develop a large yet

maneuverable unit with a tight turning radius less than 59 feet (18m) for on and off road use. In addition, the new 70Z features Putzmeister's exclusive Ergonic® technology, which allows operators to set parameters that control the boom, the pump and many other operational functions. Plus, this latest model offers One-Sided Support (OSS), which reduces the front and rear outrigger spread to 30' 2" (9.2m).

With the 70Z, Putzmeister has taken concrete placing to the extreme.

#### KEY BSS 70Z.16H FEATURES

- Five-section Z-Fold boom
- 227' 4" (69.3m) vertical reach
- 212' 11" (64.9m) horizontal reach
- Maximum 210 yd<sup>3</sup>/hr (160m<sup>3</sup>/hr) output
- 30' 2" (9.2m) outrigger spread in front and rear with One-Sided Support (OSS)
- Tight 59' (18m) turning radius
- 70' 4" (21.45m) overall length
- 175,932 lbs (79,802kg) approximate weight

Specs based on Kenworth C500B with .16H pump cell. Dimensions vary based on truck models and specs.



## World's Highest Volume Telebelt®

### NEW HIGH VOLUME TB 600

Every three years the ConExpo-Con/Agg® show hits Las Vegas with a bang, and Putzmeister was again there to showcase our newest and most customer-focused products, services and technologies. One of this year's highlights was the introduction of our new Telebelt® TB 600 telescopic belt conveyor.

Engineered to meet high volume material placement demands, the TB 600 features a maximum rated output of an outstanding 600 cubic yards per hour (458m<sup>3</sup>/hr).

Designed with civil contractors in mind, the TB 600 is perfect for those seeking a 50 percent production increase.

With a wide 24" (610mm) main conveyor and feeder belt, the TB 600 offers versatility in material type and volume. The machine will place all flowable materials, such as pervious concrete, roller-compacted concrete (RCC), soil, cement, flowable fill and aggregates up to 6" (152mm). Both belts have 360° continuous rotation, and the feed conveyor also offers fully hydraulic variable speed capabilities.

The model's benefits can be fully realized on volume-intensive job sites like landfill linings where the sheer quantity of material to be placed exceeds the capabilities of other methods. The TB 600 can expedite the process and reduce the time needed for job completion up to 30 percent. Plus, like all Telebelts, this model saves both time and labor by handling multiple tasks from a single job site location.

After its show debut, the TB 600 was delivered to its new owner, ASI Dam & Water Resource Constructors of Ironton, Missouri.

#### KEY TB 600 FEATURES

- Maximum 600 yd<sup>3</sup>/hr (458m<sup>3</sup>/hr) output
- 102' (31.08m) horizontal reach
- Low 15' 4" (4.70m) unfolding height
- 24" (610mm) belt width
- 360° continuous rotation – both belts
- Four-section telescopic boom
- Modular Boom Control (MBC) system for the main conveyor functions
- Proportional radio and cable remote controls

Download a spec sheet from [www.putzmeister.com](http://www.putzmeister.com).



## Another World Record Set

### THE BURJ DUBAI

Putzmeister shattered its own world record yet again in early April 2008 when a Putzmeister BSA 14000 SHP-D pump reached a concrete conveying height of an extraordinary 1,988 feet (606m) on the Burj Dubai tower. In reaching this impressive point, concrete placement is now complete.

Competently handling the major feat were two specially made Putzmeister BSA 14000 SHP-D trailer-mounted concrete pumps and one BSA 14000 HP-D trailer-mounted pump, which pumped over 5.8 million cubic feet (165,000m<sup>3</sup>) of high-strength concrete during the 32 months of operation. In addition to the record-setting BSA pumps, a variety of Putzmeister equipment also supported the significant project, including a carefully engineered delivery line system; four non-ballasted stationary placing booms; and various Putzmeister truck-mounted boom pumps.

The total number of floors for the Burj Dubai will not be revealed until the entire project is complete in August 2009, but it is already the world's tallest building at its present stage. Estimates, however, project the tower's final height to reach over 2,625 feet (800m).

## A PUTZMEISTER JOURNEY THROUGH TIME

Destined to help revolutionize the concrete and material placement industry, Karl Schlecht's humble beginnings in Filderstadt would be the basis for his future success. Schlecht's experience in his father's plastering business provided the incentive for him to develop a way to ease the physically demanding work of a plasterer. As a young entrepreneur (born in 1932), Schlecht developed his first plastering prototype in 1958 at a company he named KS-Maschinenbau.

By 1959, Schlecht had refined his design; and in 1961, he had outgrown the village smithy where his machines were made. At this point, he moved to a small factory he called Putzmeister-Werk, with the name "Putzmeister" chosen to represent "plaster master."

**Growth through Innovation**  
During the 1960s and 1970s, Putzmeister opened branches and additional manufacturing facilities in Germany and throughout the world to accommodate its technology-based growth.

The company revolutionized the plastering technique in 1965 with the manufacture of Gypsomat, the first automatic and continuously working plaster machine in the world for gypsum plaster. Then, in 1966, Putzmeister introduced its first series of Mixokret floorscreed pumps. Production of Putzmeister concrete pumps with 2-meter stroke commenced in 1968. These innovations were complemented by world record-setting concrete pumping heights and distances, including 1,115 feet (340m) high over a total distance of 1,969 feet (600m) in the St. Gotthard Tunnel (Switzerland) in 1978. Over the years, these world records would be exceeded again and again by Putzmeister units.

In the 1980s, Putzmeister continued to launch new products including the 1983 design of the "Shotcrete Buffalo," the largest wet shotcrete pump in the world. It was followed in 1986 by the development of the largest concrete pump in the world with a 62-meter boom. This decade also saw the company pursue opportunity in North America.

After initially exploring penetration of the North American market in the 1970s through a relationship with crane giant, American Pecco of New York, the Putzmeister organization entered the region full force in 1982 with the acquisition of Thomsen, Inc. Thomsen had roots in the mortar machine business that closely mirrored Putzmeister in Germany. Synergies between the companies expanded, and the two brands merged under the Putzmeister name. Located in Gardena, California, the company continued

production of Thomsen's popular Thom-Katt® trailer pumps, mortar machines and Tommy Gun® plastering machines as well as Putzmeister truck-mounted concrete boom pumps and other related products. In addition, the growing organization was given sales and distribution responsibilities for the German division's industrial pumps and tunneling machines in North America.

**Business is Booming**  
In 1993, customer demand and increasing market opportunities led Putzmeister to establish a larger facility for its North American headquarters. The southeastern Wisconsin village of Sturtevant was selected for its Midwest location, close proximity to suppliers and exceptional work ethic similar to the parent company. In the next 12 years Putzmeister America would undergo seven plant expansions to accommodate rapid growth.

**Seeking New Markets**  
Recognizing that its expertise in the placement of concrete could have strategic benefits in the placement of other materials, Putzmeister acquired a truck-mounted telescopic belt conveyor line from Rotec Industries in 1997. Originally called the Super Swingers, this brand was renamed Telebelt®.

Driven by a pioneering spirit and an unending desire to exceed customer expectations for high performance products that would complete jobs more efficiently, Putzmeister introduced the world's largest concrete boom pump, the 63Z-meter at the 2005 ConExpo-Con/Agg® show. Three years later, the 70Z-meter would take over as the world's largest, featuring new OSS and Ergonic® technological advances.

Further expanding into related markets, Putzmeister became involved with high and ultrahigh pressure water jetting hydrodemolition equipment, and a North American Water Technology division was formed in 2005.

In 2007, Putzmeister acquired Allentown Equipment, a leading manufacturer of wet- and dry-process shotcrete equipment. The company was renamed Allentown Shotcrete Technology, Inc., and has begun the process of integrating its product line with Putzmeister's to serve the refractory, underground, civil and mortar industries.

Today, major milestones are still being achieved, as noted in this edition. However, for a 72-page history about Putzmeister or to view special videos and presentations about the company's past 50 years, visit the Putzmeister Concrete Pumps GmbH web site at [www.putzmeister.de](http://www.putzmeister.de).



# PRESIDENT'S *Message*

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**The TRUTH:**  
At Putzmeister, it's not only what we advertise, it's what we strive to live by in everything we do. I am reminded of this, once again, in light of the recent attention-grabbing headlines circulating in our industry about the fuel consumption by competitive boom pumps.

At a time when the average pumper is struggling to land every job they can just to pay the bills, it's comforting to hear that you can pump more concrete while burning less fuel. But is there truth to this claim?

Some want you to believe they have all of the answers; that you should believe in miracles only they can provide. The reality is, we all live in a world filled with the rapidly escalating costs of doing business. Truth be told, survival is the result of hard work, smart use of available tools and perseverance.

This, too, is Putzmeister's mission and calling. We work very hard every day to serve and provide for both our customers and the pumping industry as a whole. From complete concrete placement solutions to behind-the-scenes industry support, we do what we can to help make customer success a reality.

We have always engineered our equipment to perform powerfully and fuel efficiently. Our models are evaluated against competitive brands, and we compare notes with customers who perform their own independent tests. However, wild claims, chest thumping and deceptive tactics are not our style.

Remaining true to our convictions, we are proud to introduce on our web site, an objective series of articles specifically related to the escalating cost of diesel fuel. These employee-authored articles are intended to help the industry deal with one of the most important business issues we face today.

It is our sincere wish that every concrete pump operator and owner will take the opportunity to use this tool to improve their company's operations and bottom line. With true and objective information in hand, the difference between what is real and what is media hype will be clear.

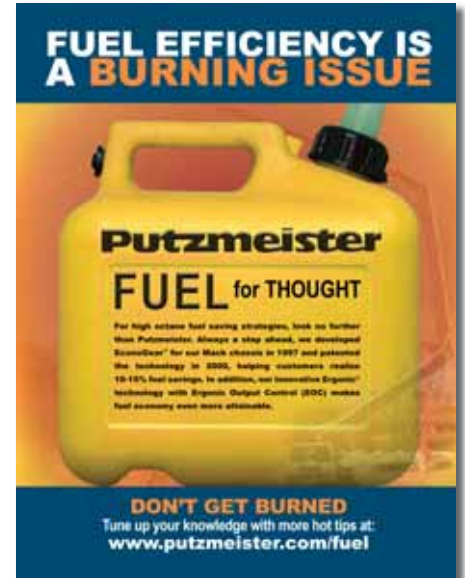
*Dave Adams*  
President and CEO

# PUTZMEISTER in the NEWS

## FIND FUEL EFFICIENCY INFORMATION ON OUR WEB SITE

Don't get burned at the pump. The issue of fuel efficiency has been on our radar long before U.S. diesel prices started skyrocketing. Developed in 1997 and introduced on our boom pump models mounted to Mack chassis in 2000, our exclusive Econo-Gear™ design helps achieve greater fuel efficiency by performing the setup, pumping and cleanup operations in a gear that allows for the use of a lower engine speed, yet still provides plenty of power. Plus, we offer many other fuel-efficient features on our boom pumps, including closed-loop Free Flow Hydraulics (FFH) and our Ergonic® Pumping System (EPS) with Ergonic Output Control (EOC).

Find out more details and fuel saving tips on our web site. Visit the site today; and be sure to visit it often, as a highlighted article will be added every other week throughout the summer. Discover the real facts about fuel consumption to improve your equipment's operational effectiveness.



[www.putzmeister.com/fuel](http://www.putzmeister.com/fuel)

## PUTZMEISTER PEOPLE ON THE MOVE



After six memorable years at Putzmeister America, **Stefan Fritz**, Vice President of Operations, is returning to Putzmeister in Germany this summer. His job responsibilities are being divided between two individuals – **Jim Bury**, promoted to Director of Engineering, and **Doug Bulgrin**, promoted to Director of Operations. Other Putzmeister promotions also include **Ian Moore** to Vice President – Customer Support Group; **Kathi Haugh** to Director – Human Resources; and **Tom Redding** to Regional Sales Manager, covering the Northwest region while based from Colorado. In addition, **Bill Allen** of Allentown was appointed International Business Development Manager, responsible for advancing the global refractory business and further expanding the mortar sector for Allentown, in addition to his current role as Marketing Manager.



## CONEXPO-CON/AGG® 2008 SHOW HIGHLIGHTS



Putzmeister equipment towers over the show.



Getting a closer look atop a mighty 63Z.



Putzmeister displays a wide range of products in both outdoor and indoor booths at the international show.



## Putzmeister

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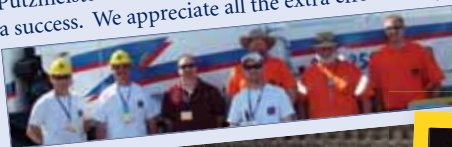
ConExpo-Con/Agg® 2008 Show Highlights

Bulletin Board

[www.putzmeister.com](http://www.putzmeister.com)

### THANKS

Special thanks to our setup crew and everyone at Putzmeister for making ConExpo-Con/Agg® 2008 a success. We appreciate all the extra efforts. 40



### EMPLOYEE EVENTS

Hats off to all runners in the Lighthouse Run, and good luck to participants in the 2008 Corporate Cup Challenge, July 20 through August 17. Both events support the YMCA.

### PUTZMEISTER GOLF OUTING

Mark your calendars for our 13<sup>th</sup> annual golf outing on August 16. This event is the kick-off to our fund-raising efforts in supporting the local United Way Racine County Chapter. If interested in participating, contact Kevin Gonzales at PMA.



### [www.pmawatertech.com](http://www.pmawatertech.com)

Visit Water Technology's web site on a regular basis for the latest news and product info.

### 2008 TRADE SHOWS

#### CEO Leadership Forum

July 10 - 13 • Victoria, British Columbia

#### CFA Summer Meeting

July 31 - August 2 • Albuquerque, NM

#### ASCC Annual Conference

September 11 - 14 • San Antonio, TX

#### NPCA Annual Convention

September 18 - 22 • Ottawa, Canada

#### MINExpo

September 22 - 24 • Las Vegas, NV

#### TCA Annual Convention

October 1 - 3 • Phoenix, AZ

*We will be closed Independence Day - Friday, July 4<sup>th</sup> and Labor Day - Monday, September 1<sup>st</sup>. For emergencies, call our service hotline at (800) 890-0269.*

### Look for the Staples Name

Putzmeister's promotional products provider, American Identity, was recently acquired by Staples. This resulted in the new company, Staples Promotional Products. Although the name may have changed, the products still remain of the highest quality. Visit our eStore at [www.putzmeister.ai-estore.com](http://www.putzmeister.ai-estore.com) to view a variety of Putzmeister promotional items that are readily available for sale.



### 2008 SERVICE SCHOOLS

#### Boom Pump Maintenance & Service

October 20 - 23 • November 17 - 20

#### Boom Pump Operations

October 14 - 17 • November 11 - 14

#### Telebelt® Service School

December 9 - 11

To register, visit [www.putzmeister.com](http://www.putzmeister.com) or call (800) 890-0269.