

Putzmeister

Post

Winter/Spring 00 – A "Positive" Approach to Promotion by Putzmeister America

Putzmeister Pumped at World of Concrete 2000

Largest new product introduction in history, exciting dealer awards presentation and customer appreciation party, and Putzmeister's first press conference.

The Orange County Convention Center hosted this century's first World of Concrete show on February 21, 2000, and Putzmeister, once again, set records in booth traffic, innovative displays, and new product introductions. With over 22,000 square feet of space, booth #1901 was the center of activity. But the excitement did not end at 5:00 when the convention center doors closed. Putzmeister dealers and customers were treated to hospitality events in the evening.

New Product Introductions

The most powerful boom pump on three axles, Putzmeister's **38X-Meter** (below), rumbled into Orlando for its debut. It can place 260 cubic yards (200m³) of concrete an hour with a .20H pump cell, one of four different pumps available on this unit. Additional features include a 124-foot (38m) vertical reach, 111-foot (34m) horizontal reach and a small 20-foot 8-inch (6.3m) front outrigger spread for easy set up in tight areas.

This WOC marked the introduc-

38X-Meter



TB 80

tion of the first new line of boom pumps from Putzmeister America – **The Enterprise Series**. Available in two models, 22X-70 and 32X-150, this product line is designed for contractors seeking the same performance and quality of Putzmeister equipment in an affordable, alternative price range.

Redesigned from the ground up, the **Telebelt® TB 80** (above) reaches 80 feet (24.4m) horizontally. It is capable of conveying 360 cubic yards (275m³) of material such as concrete, stone, sand, dirt and much more.

The **46X-Meter** boom pump offers a four-section roll-and-fold boom with a 149-foot (46m) vertical reach and a 138-foot (42m) horizontal reach. Plus, it can deliver up to 260 cubic yards (200m³) of concrete.

Nicknamed the "King-Katt," the **Thom-Katt® TK 100HP** (above right) is the largest trailer pump model in the Thom-Katt product line. Featuring a maximum 95 cubic yard (73m³) per hour output and pressures up to 1,170 psi (81 bar), this unit has enough power to pump long 1,200-

foot (366m) horizontal distances and 400-foot (122m) vertical heights.

Two new units were added to the BSA Series of large, high-pressure trailer pumps – the **BSA 1407-D** and **2109-D** models. These pumps are designed to handle the toughest concrete mixes, including zero-inch slump concrete and 2.5-inch (63mm) aggregates.

Specifically designed for use on freestanding separate placing booms, Putzmeister's new **wall bracket systems** improve concrete placement

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TK 100HP



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Putzmeister's on the Job

Telebelt® Used in Environmental Restoration

The Lake Erie Basin has been home to heavy industry for more than 100 years, and the Ottawa River in Toledo, OH has suffered from the effects of industrial waste deposited in the waterway.

While companies have minimized pollution discharges to the river, contaminants still remain in the riverbed sediment, posing a hazard to fish and humans. For more than a decade, fishing, swimming and other recreational activities have been prohibited in certain portions of the river.

After studying the situation, the city of Toledo, in September 1999 tested a relatively new method of encapsulating contaminated sediments by covering and sealing the river bottom with AquaBlok™. This is an inert, bio-friendly compound made up of clay, stone and biodegradable polymers.

Once placed in the water, AquaBlok settles to the bottom of the riverbed, absorbs water, physically expands and bonds together to create a barrier and an erosion-resistant cover over the contaminated sedi-

ments. Hull & Associates, project engineers and the city's lead consultant on the project, brought Geo. Gradel Company into the project during the planning stages about two years ago because one of the company's divisions specializes in marine contracting.

Fred Sander, Gradel's vice president, said it was during the planning sessions that the application method was decided upon. "We tested the material to see how much it swelled in water," he said, "and we were amazed. This was our first time using AquaBlok, and I'm sure it won't be the last."

Geo. Gradel Company supplied the barges, a tugboat and the equipment needed to move the material to a Putzmeister Telebelt®, a truck-mounted telescoping conveyor used to place almost 360 tons (326,586kg) of AquaBlok in the river.

Another partner in the project, Hite Concrete Pumping Services, operated the TB 105 to place approximately 2 inches (5cm) of AquaBlok – which would expand to a



The operator uses radio remote controls to move the belt from side to side to assure even placement of AquaBlok.

5- to 6-inch (13cm to 15cm) layer.

About 25 truckloads of AquaBlok were delivered to the site and placed in a large, shovel-based rockbox for subsequent delivery to the Telebelt hopper. The Telebelt was operated both from shore as well as from a barge in the river. Because several sediment cap designs are being tested, an additional 113 tons (102,512kg) of stone were also applied with the Telebelt (over the top of the AquaBlok) in a similar fashion.

The test site is a 2.5-acre (1 hectare) area of the river about 6 miles (10km) from the river's mouth on Lake Erie which was known to have some of the highest concentration of PCBs and heavy metals in the Lake Erie Basin.

"It took several days to do the job," said Dick Hite, president of the concrete pumping services company. "We could have done it faster, but it was necessary for the engineers to measure and monitor the amount and combination of material before it



TB 105 operating from the shores of the Ottawa River.

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Telebelt Used in Environmental Restoration

went into the water to obtain the exact coverage they needed. We averaged about 80 tons a day.

"Before we started, we did a test pour on land," he said. "We had to play with the controls a bit to regulate the flow to get the thickness coverage required," Hite said. "When the engineers were satisfied, we went to work."

"We found that with a Telebelt and an experienced operator the uniformity of the application was quite impressive," said John Hull, president of Hull & Associates, Inc.

This is the second time AquaBlok was used. The first was in 1994 at a Superfund toxic site in Alaska. At that time, the Army Corps of Engineers spread the material from a helicopter.

As the city's consultants, Hull & Associates, Inc. provided a demonstration of material delivery from a

helicopter as well as from the TB 105. Hite said, "I don't want to say the TB 105 competed with a helicopter for the job, but for the kind of work they needed done, the Telebelt offered the best solution at this site."

How did an engineering consulting firm hear about a Putzmeister Telebelt? Hull's staff saw an advertisement in a trade publication. When they wrote for more information, their name was given to Hite - who sells Putzmeister equipment in the Toledo area.

The job was completed the end of



An excavator keeps the hopper of the TB 105 filled with AquaBlok.

September. While the material placement was successful, Hull & Associates and the Department of Civil Engineering from the University of Toledo will continue to monitor the application to determine how it is affected by varying river currents, scour patterns and sediment thickness.

Short of time? Get it on line!

These days it seems like everyone is trying to squeeze 25 hours out of each day. This is why Putzmeister has worked hard to make it easy to find up-to-the-minute information on its Web site.

Eager for information about new product introductions?

Retrieve the most vital specs and print them out right off our Web site as they are posted. Don't forget about using the site for checking a spec or even downloading literature.

Looking for used equipment?

Check out available inventory at www.putzmeister.com. It's consistently updated as used equipment is received or sold.

Want to be part of the WOC action, (even if you can't be there)?

In an effort to involve customers in

Putzmeister
America's newly
redesigned home-
page makes it easier
to navigate the
Web site.

Putzmeister's WOC activities, Putzmeister created a virtual trade show. Even if you couldn't be there, you could log on and, via the live "Putzcam," see the events as they unfolded. People from all over the world logged on and entered our NASCAR race sweepstakes, saw photos of the booth during set up, or looked for their friends at the Parrothead Paradise party.

Concrete and Material Placing at its Best ... Worldwide

Just want to be in the Putzmeister loop?

Go to our site to discover the latest behind-the-scenes news as well as what's making industry headlines. Our user-friendly format makes our site easy to navigate and quickly find out what's really up at PMA.

So log on and discover the time-saving benefits of www.putzmeister.com.

www.putzmeister.com



Left: Representatives of the media get a good look at the most powerful pump on three axles.

Below: Dave Adams introduces the Enterprise Series, the first new line of boom pumps from Putzmeister America.

when contractors are tackling high-rise projects. The wall or "L" bracket provides a platform to place up to a 50-foot (15m) freestanding Putzmeister tower anywhere off the side of a sheer concrete wall. Because the new wall bracket is not anchored to the forming system, booms can pump the concrete without affecting the forms.

Finally, the **detach boom kit** doubles the productivity of a truck-mounted boom by enabling an operator to detach the boom from its truck and "fly it" for separate placing boom applications. The modular conversion kits are available for most Putzmeister 28-, 32-, 36- and 38-Meter boom pumps.

PMA's First Press Conference

At 8:00 a.m on Monday, before the doors officially opened, Putzmeister America invited the media into its booth for a sneak preview of what show-goers would see.

Vice President of Marketing Mike Boylan greeted the members of the press and gave a brief overview of the upcoming events for the week.

Then key Putzmeister personnel introduced our new product line up and answered questions.

"We were delighted to have over 30 members of the media. Their interest and enthusiasm demonstrated their commitment to getting the word out about Putzmeister," said Mike Boylan.

Key West Celebration

On Tuesday, February 22, Putzmeister moved Key West to Orlando for a special customer appreciation party



- Parrothead Paradise. Storefronts of famous Key West landmarks, such as Sloppy Joe's, Hog's Breath Saloon and the Key West Cigar Factory decorated the ballroom at the Omni Rosen Hotel. Guests sipped margaritas, smoked freshly rolled cigars, and danced the night away to tropical music.

To see photos of all the events at World of Concrete, log on to www.putzmeister.com.



Far Left: People wait for a hand rolled cigar.

Left: Future pumper gets his first tattoo.

Below: The highlight of Parrothead Paradise - Jeff Gordon's DuPont race car.



PM Awards Presentation Dazzles Guests

Putzmeister dealers experienced their 15 minutes of fame on Sunday, February 20, when they were honored with a dazzling awards ceremony modeled after the Oscars.

Guests were greeted at the doors by frenzied fans, screaming for a photo or autograph of the "stars" of the evening. Even a few "real life" stars – Elvis, Marilyn Monroe and Elizabeth Taylor – stopped by to mingle with the Putzmeister crowd and pose for polaroid photos that guests could take home as mementos.

After an hour of cocktails, hors d'oeuvres, music and fun,



Dave Adams breaks free from the crowd of screaming fans.

The evening was a perfect kick off to a perfect World of Concrete show, and Putzmeister thanks all their dealers for the successful partnerships that have formed over the years.



Happy Retirement, Mr. President!



Chairman of the Board Karl Schlecht wishes everyone well.



Even The King showed up for PM's bash!

guests took their seats as the award presentation began.

In keeping with the format of the Academy Awards, recipients were announced and called on stage to accept their award plaque and gold Oscar statuette.

Between categories, guests got a sneak preview of Putzmeister commercials which were debuting on the booth's video wall at the WOC show.



Putzmeister rolled out the red carpet for our dealers at A Night at the Oscars.

PM Honors Dealers at "A Night at the Oscars"

Please join Putzmeister in congratulating the following recipients of the 1999 dealer service awards:

President's Award

Caribe Equipment Company, San Juan P.R.

Large Line Dealer of the Year

Pioneer Concrete Pumping

International Large Line Dealer of the Year

Samco Equipment, LTD

Thom-Katt Dealer of the Year

Bay Equipment Company

International Thom-Katt Dealer of the Year

Caribe Equipment Company, San Juan P.R.

Mortar Machine Dealer of the Year

Thomas Machinery

5 Years of Service

Fleet Parts Supply

J.E.M. Equipment

Maxequip

O'Brien Concrete Pumping

10 Years of Service

Advance Equipment Co.

Construmac, S.A.

Danco Distributing Co.

L&E Concrete Pumping

Samco Equipment, LTD

25 Years of Service

Original Concrete Pumping

Congratulations!



Putzmeister Chairman of the Board Karl Schlecht (right) stands with Harvey Hoyer, a 25-year Putzmeister Dealer. Both men were honored at the ACPA annual breakfast. Karl received the Outstanding Achievement Award and Harvey received the R.E. Henry Award for outstanding contribution to the concrete pumping industry. *Photo courtesy of Oscar and Associates.*