

President's Message



We tout our motto, "Technology Driven, Customer Focused". But what does it mean?

Of course, it is fairly easy to identify the "Technology Driven" part. Putzmeister leads the way with product innovations such as OneTouch™, Multi-Z booms, 260 yard pump outputs, detachable placing booms, the Telebelt conveyor lineup, Thom-Katt trailer pumps and more.

Usually we think of *Customer Focused* as answering the questions, "Does this meet a customer's need? Does it make the product easier to use? Or is it more reliable?" But there's another aspect of customer focus.

A customer recently told me of a situation where Putzmeister employees "jumped through hoops" to assist. I think it's worth sharing.

On a Saturday morning, the customer called our 24-hour 800-support hotline and was connected to "a parts guy from California during the Labor Day weekend". Since the customer was from the Midwest, the parts rep on holiday got in touch with a parts person in Racine who happened to be out horseback riding. The Wisconsin employee left what he was doing and went to the factory to gather up and deliver the parts.

These Putzmeister employees are definitely *customer focused*. They didn't make everyone aware of what happened; they didn't toot their own horn; and they didn't say "call back during normal work hours". To them, they were just doing what they always do ... serving the customer. Putzmeister (and our customers) are fortunate to have so many dedicated employees with this attitude.

David Adams



Las Vegas • February 4-7
Putzmeister is in full gear, getting ready for World of Concrete 2003 in Vegas. We have lots to show and a special unveiling at this year's exhibition. Mark your calendars.

BULLETIN BOARD

Parts from Wisconsin

All genuine Putzmeister parts are being dispatched from Sturtevant so call the Parts Department in Wisconsin for all your parts needs. Reach them at their special parts line — 800-890-0269 from 8am to 5pm Central Time. Note: 24-hour on-call service also available.

Intermat 2003

If you're attending Intermat in Paris May 13-17, call and let us know if you'd like complimentary trade show admittance tickets. Our international Putzmeister booth is M-11604 at the Paris-Nord Exhibition Centre.

TELEBELT® Tricks of the Trade

Yet another "Tricks of the Trade" bulletin for Telebelts is in the mail again. If you want your name added to our mailing list, just call the marketing department and request it.

RSVP

Just a reminder that World of Concrete is fast approaching. Be sure to register in advance for the show and don't forget about your RSVP to PMA by December 10th.

Upcoming Shows

- Miacon 2002**
October 25-27 Miami, FL
- NSPI - National Spa & Pool Inst.**
October 29-November 1 Dallas, TX
- TCA - Tilt-Up Concrete Assoc.**
November 7-8 Ft. Lauderdale, FL
- WOC - World of Concrete 2003**
February 4-7 Las Vegas, NV
- Masonry Showcase**
March 14-15 Tampa, FL
- AWCI**
March 28-29 New Orleans, LA
- Intermat**
May 13-17 Paris, France

For more details, call the Putzmeister Marketing Department.

Oops...

Miacon trade show dates are October 25-27 at the Coconut Grove Convention Center in Miami. It was incorrectly stated in the last Putzmeister Post. Our apologies for any confusion.

Fixin' it Up

Yes, we're equipped to handle any service or repairs of your boom pumps or Telebelt conveyors in our refurb center. Call for more details or a quote.

FALL PARTS Specials

This fall, Putzmeister America is offering a special discounted list price on selected boom pump and trailer pump parts. Special ends November 30th. Stock up now and save. Call the parts department for more details.

Parts Line 800-890-0269

PRSR STD
U.S. POSTAGE PAID
OAK CREEK, WI
PERMIT NO. 77

Our Refurbs Set High Industry Standards

With every refurb, we bring a unit back to life for years of profitable operation. Our extensive approach to refurbishing boom pumps and Telebelts set the industry standard in quality and performance. Every refurbished unit that leaves our facility has undergone a thorough update, including new parts; repairs and testing; structural checks; truck conditioning; and a professional prep and paint job. We're so confident of our quality workmanship that we even back it by a limited 6-Month Warranty – the best in the business.

So call us about this featured refurb unit (see right) or for a complete listing of other units available. Our web site also features weekly updates for your convenience.

"As is" used boom pumps, conveyors, and trailer pumps are also available. Call Andy Duesing for details at (800) 884-7210 or (262) 886-3200.

Grizzlin' 52Z-Meter For Sale

Fully reconditioned 2000 Putzmeister BSF 52Z.16H on MR 688S Mack with dual steer, tri-drive and tag axle. Only 31,695 miles; 1,355 pump hours. We'll even paint in your company's colors.

Visit www.putzmeister.com for a complete listing of both reconditioned and "as is" units.



6-Month Warranty
on reconditioned units

Please Route to:
Owner/President
Service Manager
Sales Manager
Operators
Others

Putzmeister America
1733 90th Street
Sturtevant, WI 53177 USA
Telephone (262) 886-3200
Facsimile (262) 884-6338
www.putzmeister.com



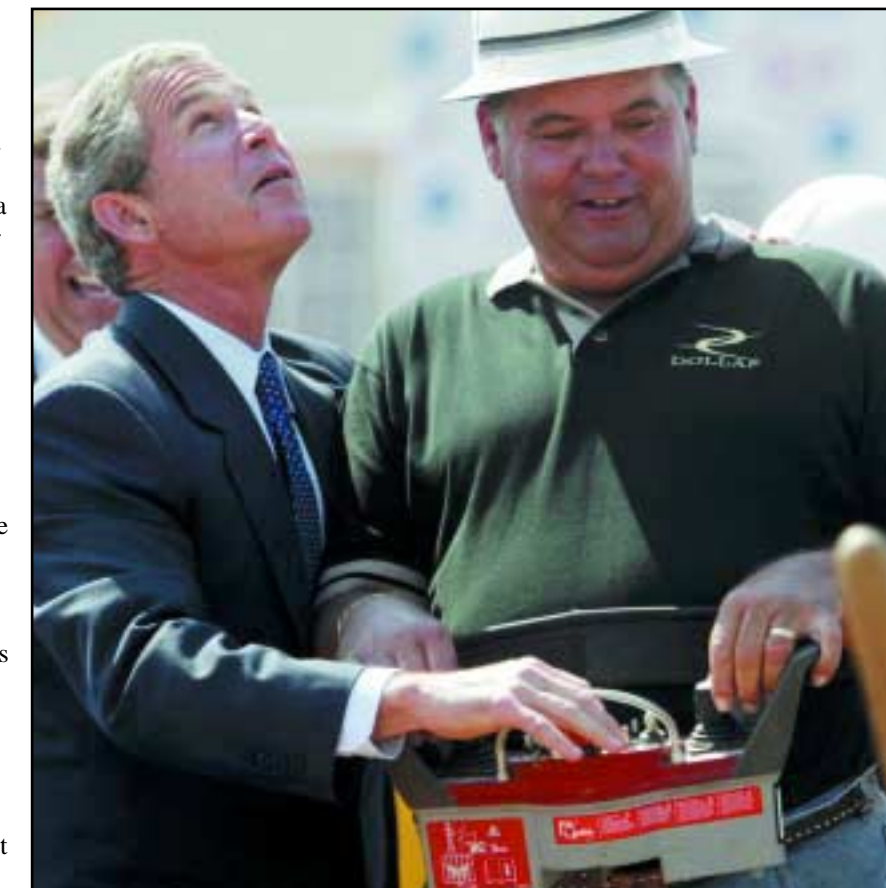
PRESIDENT BUSH PUMPS WITH A PUTZMEISTER

The President Operates a 38X-Meter Putzmeister Pump during Visit to Atlanta

President Bush, a concrete pump operator? Well, he posed as one while in Atlanta on Monday June 24, 2002. At that time, he pumped concrete with a 38X-Meter Putzmeister boom pump provided by Dollar Concrete Construction Company of Norcross, Georgia.

President Bush was promoting minority home ownership in Atlanta. Specifically he was visiting Park Place South; an ongoing federally funded housing project, which promotes a mixed community of low, middle and upper income families.

As a result, President Bush was on the project site congratulating the city on its positive results. While he was there, a boom pump and building crew were demonstrating construction in progress. After President Bush had presented the keys to three homeowners within the housing project, he made a beeline to the Putzmeister pump.



President Bush gets a quick lesson in operating a Putzmeister boom pump from Ray Wallen, Dollar Concrete's experienced boom pump operator.

During this unscheduled detour to get a closer look at the boom pump in action, the President was invited to operate the unit and gladly accepted. Ray Wallen, Dollar Concrete's boom pump operator with 20 years experience, quickly showed

the President how to use the boom's controls. After looking up in the sky at the unit, President Bush then pumped concrete, commenting on the ease and smoothness of the unit. With a big grin on his face and grateful for the opportunity, he then thanked the group and wished them success.

Overall, the President spent about 30 minutes at the housing project, about one-third of that time with the construction crew. All of this was done under the watchful eye of the national media and of course, about 80 secret service personnel.

"The size and scope of the secret service operations left a lasting impression," said Kevin Maginn, Senior Project Manager of the new pumping division within Dollar Concrete. He further explained Dollar's involvement leading up to the "presidential" pour.

See inside spread for more details.

Spotlight...

Our separate placing booms have earned the solid reputation for reliability and unmatched versatility. They lead the way in performance and value.

PM PLACING BOOMS Preferred by Contractors



MXR 32/36 shown with optional diesel power pack

Product Exclusives

- Only Putzmeister towers can free stand up to 80-ft heights without counterweight ... the highest in the industry.

- Lightweight 4-section booms provide lighter crane picks and more effective reach.

- All five models pin connect to the same pedestal and tower.

- Highly versatile placing boom and pedestal are separate components so they can be moved together or separately.

- Unique "square" tower with modular design offers special features for added job site efficiency and convenience.

- The placing line and power are mounted "inside" the tower for easier moves.

- Vertical support from any floor, from anywhere on the tower ... certain design restrictions apply.

- Greatest height of up to 46-ft above upper wedge point.

- Widest variety of mounting configurations on the market.

- Several options to choose from.



Above is the Liberty View Towers project in Jersey City, which overlooks the Hudson River at the once prominent World Trade Center. Putzmeister placing booms used on this job feature specially-designed diesel power packs to eliminate the need for electrical hook ups and save the contractor money.

The President Pumps...

continued from front cover

The general contractor, PRS Construction, LLC for Park Place South contacted Dollar on a Friday morning, 72 hours before the scheduled "presidential" tour. They inquired about Dollar's interest in supplying a boom pump and personnel to be on site during the visit.

From past working experience, the general contractor knew Dollar prided themselves on having top-notch personnel and felt confident four names could be provided within an hour - names which would easily pass secret service clearance by 4:30 p.m. that same day. They also knew that Dollar had one of the newest and most reliable boom pumps in the city, as requested by the President's planners. Painted a bright yellow, the concrete boom pump would prove highly visible on national TV.

Dollar Concrete obliged. The four chosen from Dollar - Kevin Maginn, Mark Gropp, Roger Braun, and of course, Ray Wallen, the operator, anxiously awaited the important pour.

At 6:00 a.m. on Monday morning, the general contractor and selected sub-contractors such as Dollar were on site, 18 people in total. At 7:45 a.m., the secret service arrived with a ratio of five secret service for each person on site. They

briefed the group by fully outlining the detailed plans scheduled during the tour. The secret service then proceeded to meticulously comb the site along with the surrounding fields and bluffs, looking for anything suspicious. They even placed snipers on nearby roofs.

At 8:45 a.m., the group was ushered off site while six trained German Shepherd dogs climbed in and out of the equipment and thoroughly inspected the entire area. Forty-five minutes later, the construction crew was ushered back on site and were thoroughly searched from their hard hats to their boots.

The ready-mix truck arrived at 9:30 a.m. and was intensively inspected by the secret service. To detect any explosives, they looked under the hood and checked all the fluids, knocked the tires and even used mirrors to search under the chassis. Plus the dogs sniffed the entire vehicle.

At 10:15 a.m., a low flying helicopter made a sweep of the area from 100 feet off the ground just prior to the 10:30 a.m. arrival of the President's motorcade. In a highly controlled atmosphere, the event then took place. Ironically, twenty minutes after President Bush left, the site was a ghost town.

Dollar Concrete, founded in 1972, is a highly successful turnkey "Division 3"



Above photo courtesy of PRS Construction, LLC www.prsconstruction.net

subcontractor. Owned by Jim Dollar, the company has over 350 superintendents and technicians in the field with about 35 projects going on at any given time. They operate throughout the Southeast U.S. and in nine major cities.

This past March, Dollar set up a new concrete pumping division. After researching all industry brands, the company chose Putzmeister and purchased their first 38X-Meter pump. Two more Putzmeister pumps followed in the summer. The equipment will handle the company's own work and assist with the requirements of others in the local area. To-date, word of mouth about their high quality work and their solid reputation has proven to be their best means of advertising.

However, the added publicity of President Bush operating their boom pump has generated some great exposure for the organization. As a result, Dollar Concrete nicknamed their Putzmeister unit "Pump Force I" with plans to name every new boom pump purchased thereafter with a successive number.

Owning the Block

Seen below is the waterfront view of Jersey City. It is being revitalized as companies construct backup locations to store important data records in multiple places. As a result of the aftermath of 9-11, construction crews are pumping up the volume to finish projects here ahead of schedule.

The Alexander Wagner Company, the Putzmeister dealer in Paterson, NJ has supplied a vast array of concrete placing equipment to this area. Co-owner Frank Wagner said, "Because we've dominated the shoreline with our equipment, you could basically say 'Putzmeister owns the block!'"

PM People on the Move



Effective in August, Putzmeister America appointed **DIANE ELLSWORTH** as their Marketing Coordinator.

In her new administrative marketing role, Diane will be coordinating selected trade shows, handling the company's promotional specialties program, and managing literature and direct mail fulfillment requests. She will also assist with other marketing and promotional tasks for the full line of Putzmeister products.

Diane has over 15 years experience in marketing communications and event planning. She previously held various marketing-related positions within Textron Golf, Turf & Specialty Products in Racine, Wisconsin. Diane will assume her new responsibilities under the direction of Jonathan Omer, Marketing Manager.



GREG GIESE, Service Manager has assumed the additional responsibility of managing the company's warranty program.

KAREN PAUER was named the Warranty Administrator responsible for the administrative functions associated with warranty. She will also coordinate other service-related tasks within the department (on left).

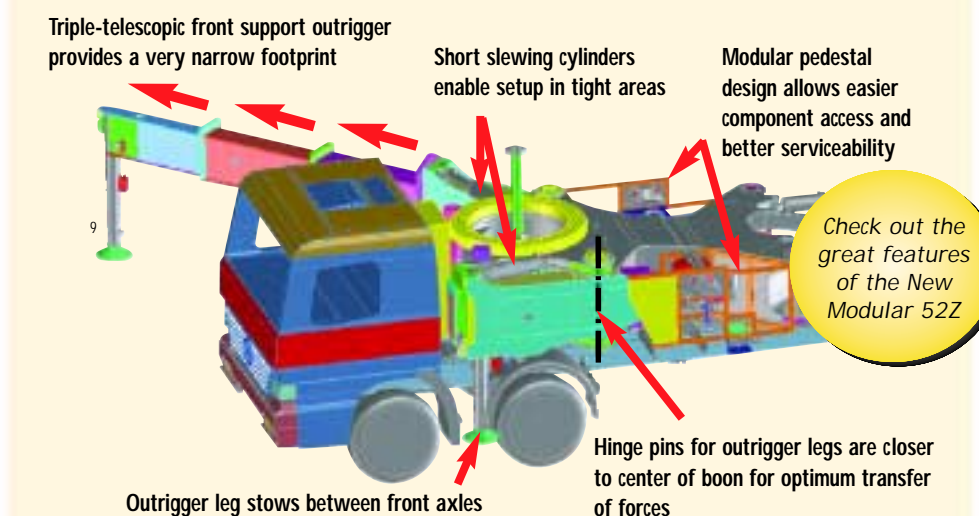
SUE CHASE has moved from the marketing to the technical support department and has assumed the role of Technical Support Secretary (on right).



What's New with the 52Z

The highly versatile 5-section 52Z-Meter boom pump has been modified with a new pedestal design. The "modular" pedestal allows for easier setup and a more simplified operation. Significant features include a new weight-optimized

boom arm assembly and triple-telescopic front outriggers for a narrower footprint and less space required during setup. Be sure to see the 52Z on display at the World of Concrete - Putzmeister booth #5832.



Triple-telescopic front support outrigger provides a very narrow footprint

Short slewing cylinders enable setup in tight areas

Modular pedestal design allows easier component access and better serviceability

Check out the great features of the New Modular 52Z

Outrigger leg stows between front axles

Hinge pins for outrigger legs are closer to center of boom for optimum transfer of forces

Service School Schedule

2002

Large Line Boom Pumps

October 21-25
November 11-15
December 2-6

Telebelts®

October 7-9

2003

Large Line Boom Pumps

January 6-10
January 20-24
February 17-21
March 3-7
March 17-21 (Spanish)
March 24-28
October 20-24
November 10-14
December 1-4

NEW COURSE 12V/24V Boom Pump Electrical Systems

March 31-April 1
November 17-18

Boom Inspection Certification Seminar

April 28-May 2

Boom Inspection Recertification Seminar

May 5-6

Thom-Katt® Trailer Pumps

April 10-11
October 9-10

Telebelts®

April 7-9
October 6-8

Service schools are free with new equipment purchases. Register online at www.putzmeister.com or call Sue Chase at (262) 886-3200 to sign up. Hurry, space is limited.