

Pump Engineer News

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Gorman-Rupp

Gorman-Rupp: 75 years of excellence in pump manufacturing

Since 1933 Gorman-Rupp produces the largest selection of pumps in the world. In 2008 the company celebrates its 75th anniversary. The formula of its success: cutting edge technology and quality products that are delivered on time, backed up by service at a competitive price. Gorman-Rupp's primary focus is clear: to continue the expansion of its services to its European customers through its latest expansion: the establishment of its subsidiary Gorman-Rupp Europe, in The Netherlands. Vice President Mr David Oswalt and Regional Manager Mr Stephen North told Pump Engineer News more about Gorman-Rupp's ambitions after its first 75 years.

By Maya George



Gorman-Rupp's product range includes complete engineered systems including pumps, motors, controls, piping, valves and enclosures, as well as diesel or petrol-engine-driven pump sets, air-operated pump sets, and bare shaft pumps. The company manufactures over 2500 pump models, including self-priming centrifugal, standard centrifugal, submersible, rotary gear, diaphragm pumps, and speciality pumps for wastewater or sewage, sludge, clean water, petroleum, corrosive liquids and abrasive liquids.

Under the umbrella of the Gorman-Rupp Company, its various divisions produce pumps of nearly every conceivable size in the US, mainland Europe, Ireland and Canada. To facilitate on-time delivery to destinations world-wide the company has two distribution centres in the US (Nevada and Oklahoma) in addition to Mansfield, Ohio, another in the Netherlands (Leeuwarden), and one in Thailand (Bangkok) to serve Asia. In Europe, Gorman-Rupp's sales are primarily made through its comprehensive distributor network.

Expansion of services to European customers – "Put us high on the radar"

"Put us high on the radar," announces Mr Oswalt. The Gorman-Rupp Company's greatest strength is its people worldwide. "With a very aggressive Research and Development team we are consistently coming up with new and innovative designs. For example the most recent introduction was a portable diesel-engine-driven dry-prime vortex pump in a silenced canopy manufactured at Gorman-Rupp Europe," explains Mr North.

Gorman-Rupp's focus is to continue the expansion of services to European customers through the subsidiary Gorman-Rupp Europe, based in The Netherlands.

"Europe has been a very good market for The Gorman-Rupp Company. We look forward to the benefits of expanding our international presence and increasing our line of pump products throughout Europe," explains Mr Oswalt. "To be competitive in Europe we have looked very closely at

what European customers value most: prompt deliveries, fast service and qualified repair centres. We are pleased with the distribution infrastructure in place for the majority of our European customers. In early 2007 we entered into the pump rental market in The Netherlands, and in the coming years we will be expanding this activity throughout Europe. Europe is a very compatible investment environment with the American market, with a sophisticated and demanding customer base. We are dealing with highly qualified and knowledgeable people," says Mr Oswalt.

Gorman-Rupp Europe is offering an extensive range of engine driven, fully silenced pumps, with both wet and dry priming. "In Europe wet-prime pumps are not yet very well known," says Mr Oswalt. "Our qualified distribution network and our presence at trade shows such as IFAT is helping to educate the market on the virtues of wet-prime pumps."

European Distribution Centre

Gorman-Rupp Europe is also the home of Gorman-Rupp's European Distribution Centre which stocks the complete Gorman-Rupp product line including its European-built JW Series solids-handling submersible pumps.

Apart from the complete pump set assemblies, Gorman-Rupp Europe also is an authorised repair centre able to provide warranties for the company's vast range of products. "This is a great improvement for our European distributors as pump parts no longer need to be shipped back to the US for evaluation and repair," adds Mr Oswalt.

"Informing and educating pump users is another key objective for Gorman-Rupp Europe. "Training has always been a very important part of what we do," emphasizes Mr Oswalt. "We have a sophisticated hydraulic training centre in the US to which we bring many groups of customers and distributors for training. We believe that once people really understand how pumps work and what features are required to solve specific pumping applications, they will naturally gravitate to the Gorman-Rupp product offerings. In Europe we already have a training centre in Warsaw, which has given us a fantastic reach into the Eastern European markets. We plan to add another training facility in the Netherlands at Gorman-Rupp Europe.

The customer is king

"We assist the customer to determine the best pumping solution for its fluid transfer requirements. We factory-train our exclusive distributors in proper pump selection, troubleshooting, and pump safety; we conduct frequent follow-up field visits as well as periodic advanced training cycles. In the early days we were heavy in the construction site dewatering business which is still a large part of our business. We had a simple unwritten policy that, if a customer needed a part and we did not have that part, but we had a pump with that part in it we would disassemble the new pump and ship the customer the part he needed. The thought was that the customer with a



Our plan is to offer the same extraordinary level of training and service in Europe as we do in Mansfield, USA. So in addition to carrying out more value-added sales, we will be branching out into the sale of complete packaged pumps, systems and controls. The entire management teams of both GR International and GR Europe are convinced we can duplicate that as we further roll out the Gorman-Rupp philosophy of excellence and continuous improvement across Europe," says Mr Oswalt.

pump out of service needed the part more than the person that didn't have a pump yet. A clear and unwavering understanding of customer service has to come from the top down. I am not saying other companies don't have this, but it is my humble opinion we are better at it than most. The simple proof is that we ship 97% of our parts orders within 24 hours and meet our quoted deliveries from our factories or distribution centres," explains Mr Oswalt. Today the customers of Gorman-Rupp are



In the Spotlight



Whilst many manufacturing businesses seem determined to pare down the level of finished product to an absolute minimum, Gorman-Rupp is following a different strategy. "We consider ourselves to be in the emergency business; if someone needs a pump or pump part, many times it's because they have an emergency!" says Mr Oswald. "We therefore maintain a large stock of pumps and parts at our worldwide distribution centres. People around the world know that if they need something in a hurry to call their Gorman-Rupp Distributor. We have large inventories in our distribution centres from which our distributors can immediately source product if they do not carry it in their own inventory. Maintaining so much stock is a



substantial investment but we consider our inventory critical to our business. Many business models want mini-

mal inventory and just in time delivery, but just in time is often too late for our customers."

At Mansfield, 97% of parts and pumps are shipped within just 24 hours. Gorman-Rupp aims to duplicate that fine record in Europe and views keeping inventory as the most appropriate so-

hours. We feel our philosophy of a quality product delivered on time and backed by service really sets us apart from other companies."

To further strengthen its manufacturing capabilities, Gorman-Rupp recently initiated the second phase of a programme to consolidate all of its manufacturing and

industrial customers including paper mills, steel mills, automotive factories, food processing plants, mining/quarry sites, animal (pigs, beef, poultry, fish) production, and tanneries; municipalities including sewage-handling pump systems, sludge transfer, pressure booster systems for clean water, flood control; construction operators from dewatering areas of natural disasters to maintaining dry and workable construction sites and emergency flood relief.

employees from all areas worked around the clock to clean and repair the facilities. Our employees' quick reaction, dedication and teamwork kept Gorman-Rupp in operation when many companies would have been shut down. Our insurance company and others were impressed at what they saw happening. Some production was back up and running within 24 hours. Due to fast dedicated employee reaction and full insurance, there was not a material effect on earnings," tells Mr North.

Gorman-Rupp is in the Emergency Response Business

"In August 2007 in the middle of the night, a flash flood of a nearby creek damaged Gorman-Rupp's main assembly facilities, causing the operation to lose its telephone and computer operations as well as the ground-level assembly and office facilities. Despite the conditions, Gorman-Rupp

75 more years of Innovation and Growth

According to Mr Oswald, the future plans of Gorman-Rupp are consistent sustainable growth, partly by moving into new markets with new or improved products, but more importantly by growing and building on the successes Gorman-Rupp has now.



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lution. "We can ship many of our large engine driven pumps within 24 hours or less to respond to an emergency," says Mr Oswald proudly. "For disasters such as the tsunami in Asia, hurricanes in North and South America, floods worldwide and even occasions such as the Exxon Valdez oil spill we are able to respond. In fact, airplanes were carrying engine driven pumps to the Exxon Valdez within 24

warehousing facilities in Mansfield into one modern state of the art manufacturing facility. The first phase was completed in 2000 with the construction of a new building with machining and warehousing facilities. The second phase of construction – housing the assembly, testing and administrative systems – began in August 2008 amounting \$52.8 million. Completion is expected in the fourth quarter of 2009.



Bulletins

Overseas hydropower project

China Three Gorges Project Corp. (CTGPC) (Yichang, Hubei) has signed the General Contract with Sarawak Energy Berhad (Sarawak, Malaysia) for the construction of the Murum Hydropower Station, the first overseas hydropower project for CTGPC. CTGPC will be responsible for the engineering, procurement and construction of the project, which requires an investment of USD 1 billion. Construction of the project officially started this October 2008, and the total construction period of the project will be five years. Murum Hydropower Station is the first large-scale hydropower project proposed by the Sarawak Government and is also the first overseas hydropower project of the CTGPC. The power station will be located on Murum River, the headstream of the Rejang basin in central Sarawak, on Borneo Island. The project is the second project among the four cascade projects proposed in the upstream of the Rejang River and is about 70km downstream of the Bakun project, which is currently under construction.

Iwaki expands RD family

Iwaki America Inc. has announced their expanded centrifugal pump series with two new models to choose from in their acclaimed RD family. The RD-12 & RD-12Z increases the performance capabilities as well as provides an external flow adjustment feature via a 1-5VDC third wire input making overall systems more energy efficient. These two new pumps are also available in hose barb and threaded connections. The RD series design is similar to a canned motor that operates via a 24V brushless DC motor with service life in excess of 25K hours. Classified as safety voltage (50V or under) RD pumps allow users to comply with international standards such as CSA, UL, CE and GS. RD pumps are small compact products that have been designed to be cool, quiet and lightweight, which make them suitable candidates for OEM applications including small chiller/circulator systems. The RD pump features a built in drive circuit.

Siemens provides onsite hypochlorite generation

Siemens Water Technologies has been awarded a contract to provide two onsite hypochlorite electrolytic chlorination systems to Dublin City Council for the Ballymore Eustace Water Treatment Plant in County Kildare, Ireland. The OSEC systems from Siemens, which will replace Ballymore's chlorine gas systems, are part of a series of enhancements that are being made to the 72-year-old plant over the next five years. Once operational in 2009, this will be the largest electrochlorination plant in the UK and Ireland. Ballymore is Ireland's largest WTP, serving approximately 70% of Dublin.

Facts & Figures

Name:	Gorman-Rupp Company
Founded:	1933
Products:	Primary product line of over 3,000 models
Key markets:	Construction, industrial, municipal water and sewage, fire, pulp and paper, petroleum, agriculture, refuelling.
Turnover:	USD 305.5 million (2007)