



Announcement

May 4, 2010

RE: New Price Page Format

The Marketing Team is pleased to announce a new price page format for Commercial Products Price Pages, Quick Looks Pages, and Dealer Pages. Following are highlights of the new format:

- The new price pages follow a simpler structure designed to mirror the order entry system, eliminating obsolete information from the old pages and reducing the number of links from 38 to 9 recip and small rot price sheet links
- The new price pages offer more information and eliminate some confusing elements that stemmed from changes in systems over the years:
 - price pages now include a consistent approach to information on nomenclature, scope of supply, and order entry
 - package price pages include a clear and detailed explanation of each package
 - bares are broken out and available options by bare pump are clearly listed
 - the distinction between packages and configured models is maintained and clearly labeled throughout the pages
- For small reciprocating price pages the base price is less motor, as in the configurator
- For small rotary price pages, the base price is baseplate

The Americas Marketing team is dedicated to continuous improvement, and we look forward to bringing the field more and more productivity enhancements such as these new and improved price pages.

Sincerely,
The Americas Marketing Team