



**ROUTING SLIP**  
Review and Pass on as indicated

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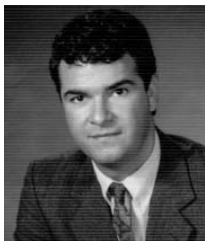
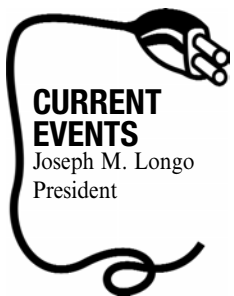
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TO

PRESORTED  
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**PAID**  
E. HANOVER, NJ  
PERMIT NO.5

# THE LONGO LETTER

March 2003

## I didn't know you did “ ... ”



On visits to prospects, customers, or even at social events, the common response when I meet new people is, “I know you guys... you’re the motor people!” While I enjoy knowing our reputation for quality motor work is out there, the fact is that an important and growing share of our business never even involves an electric motor!

Our diverse experience has become one of our greatest assets and strengths for future business. We continue to make investments in people and equipment to reinforce our commitment to total service. As you may know, there are a variety of electric motor shops out there, but few of those can repair pumps and/or fans.

There are switchgear maintenance companies that will not touch an electric motor or variable speed drive. How many PdM (predictive maintenance) contractors are capable of making the necessary repairs outlined in an infrared or vibration report? Can a power transmission or industrial supply house furnish a complete engineered VFD, motor and pump package?

***We can do all these things!***

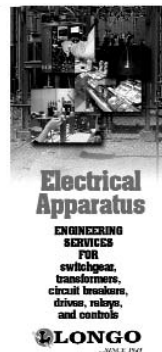
These are just a few examples of why we have so many and such diverse competitors. But very few can provide their customers with the complete package the way Longo can - the ability to bring a breadth of electrical and mechanical expertise required to solve a complex system problem. How many suppliers does it take to solve your electrical-mechanical problems now?

We’ve been working

hard to get the message out about our other areas of expertise. I would also say we’ve done a fair job. But if I had a dollar for every time I heard someone say, “I didn’t know Longo did...”, I could put my five children through college.

Over the coming year, we will be distributing literature detailing our capabilities in these areas. You can see for yourself the breadth of services and sales we provide in switchgear, fans, blowers, pumps, new equipment, and field services.

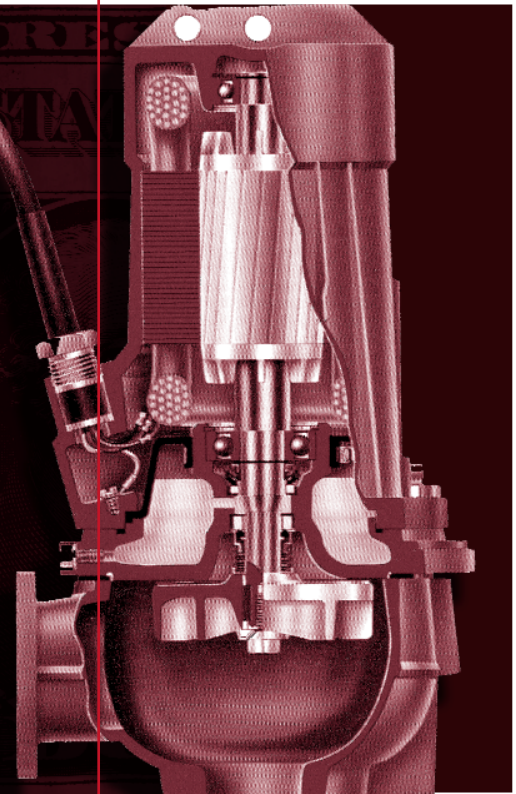
So, remember everyone, we do work on “...” and we do it quite well.



# Plagued by long shaft, sewer pump ejection nightmares?

*Robot, a division of ITT, has been designing and building pumps in Europe for the last half century. Now available in the USA, these Robot vortex pumps are the answer to an expensive and annoying problem: Long shaft sewer ejector pumps. They are tough, long lasting and even have their own one-man installation and removal system.*

**ITT  
ROBOT**



## Common long shaft problems and how the Robot Vortex Pump solves them!

### 1. Clogs...

The recessed vortex impeller leaves a wide unobstructed passage through the volute in which a strong vortex is created. Blockages are hardly possible, even when pumping fibrous materials.

### 2. Cleanout large solids and heavy sludge...

The strong Robot vortex spreads to the surrounding water so that heavy and large solids are pumped out, even at low flow conditions.

### 3. Corrosion and high wear...

Robot vortex has natural low wear since most solids pass in front of the impeller, not even touching it.

### 4. Frequent maintenance...

No narrow clearances mean no jamming and sudden drops in performance and efficiency. Constant adjustments are not necessary.

### 5. Labor intensive removal and installation...

Robot's simple Guiderail System makes the removal and replacement of the Robot Vortex pumps much easier and less labor intensive. Press fit bottom seal is permanent and lasts for the life of the pump.

Robot vortex pumps last about 5 years, without trouble. Why? The vortex design keeps it simple and trouble free. Add to that a labor friendly install/remove procedure and the costs just begin to disappear.

*Here is a simplistic, but representative cost comparison over a period of 5 years...*

Impeller Type:	CLOSED	VORTEX
<b>PUMP</b>		
1@	4500	4000
<b>INSTALLATION PARTS</b>		
Once	1500	1500
<b>INSTALLATION LABOR</b>		
Once	1000	1000
<b>REPAIRS</b>		
Twice@ \$3700ea.	7400	0
Misc. Clean/Declog	2000	0
<b>Total</b>	<b>\$16,400</b>	<b>\$6,500</b>

***If there ever was an "install it and forget it" product, this is the one.***