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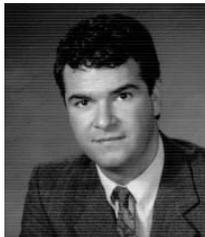
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THE LONGO LETTER

July/August 2003

What's ahead for LONGO and our customers after the holidays...



our contribution to getting everyone up to speed on the things that are vital to our industry and your business..

Pumps & Fans. This year we became much more visible in the mechanical business. Our Pump Team is in place and will be a real resource for any of your pump problems, repairs or upgrades. The team encompasses our hands-on technical expertise in the shop to in-house engineering solutions. Our alliances with ITT Robot and Amercian Marsh are proving to be the answer when it comes to outstanding pump solutions. Our expanding fan service business coupled with Aerovents breadth of product, gives us a unique ability to handle a wide variety of applications.

PdM. We introduced the switchgear test windows and are seeing that more of you are finding applications for these units. Along with this is our diagnostic infrared testing that is helping you save money and is a silent insurance policy to head off disasters.

Motors. For those of you needing rewinds on Above NEMA motors,

Longo is providing a three year electrical warranty. This is the same coverage we have included with our NEMA motor rewinds. These large motors are substantially different than their smaller counterparts and require both the technical and shop expertise to do these motors properly. This warranty is Longo's way of adding peace of mind to your jobs.

And now last, but not least...

Changes. This past year we had a few logistical problems, not quality, but any problem is a quality problem when things don't go smoothly for our customers. The incorporation of our new equipment sales into our service teams has already shown an improvement in response to our customers' requests.

As you can see, Longo makes evolutionary changes. Over the years this has enabled us to move and adapt to our customers' changing needs. Happy Holidays and a prosperous New Year!

Once the holiday atmosphere subsides, Longo will be going into 2004 with a new concentration on customer service and support. Not just lip service, but concrete, tangible efforts that will keep Longo in the forefront of the sales and service of electrical-mechanical components.

Specifics?

Seminars. In 2004 Longo will continue its highly regarded Professional Seminar Series. This year we will start off with "Motors and Drives" followed by our "Advanced Equipment Management Program." We plan on at least two more which we will announce later in 2004. These are free (including a free lunch!) to all our friends in the industry, and this is