

# PUMPING YOU UP



STANCOR™

Q1 2018

## MESSAGE FROM THE CEO



So you think you've had a long Winter? This is my first Winter as a full-time Connecticut resident after moving from Texas. Needless to say, as I watched several Nor'easters roll in and dump snow, I quickly realized I am no longer "Deep In The Heart of Texas!"

Now, being a Northeasterner, I'm learning that the beginning of Spring is a time for optimism. As the weather warms, we're surrounded by growth—leaves on trees, blooming flowers and green grass. That strikes me as an apt metaphor for Stancor.

My optimism for Stancor is driven by growth from new products, a sharpening market focus, an expanding distribution network and a strengthening team rallying around a common vision. We, too, are looking to more green as the calendar turns. The green shoots of growth to which I am referring to, which help define our P&L and company trajectory, will result from providing creative solutions that lower operating costs and increase efficiencies as defined by the users of Stancor products and services. Realization of that value will then help our channel partners be successful by creating value that will build loyalty with existing customers and win new ones.

Two Q1 projects exemplify how Stancor has evolved well beyond being just a supplier of products. First, we

delivered Oil Minder units equipped with BACnet for hydraulic elevators in a US Mint facility. The BACnet protocol will communicate system performance, along with other plumbing and HVAC components, to fortify maintenance in a critical operation. Second, we sold several mobile Rental Stands—complete with a 10 Hp pump, customized control, power cord and floats—to Ohio CAT for their fleet. This illustrates the newfound value we can offer Rental customers.

And more innovation is coming. We remain focused and committed to expanding the Stancor portfolio with products that can create additional value in strategic market segments. Dewatering pumps with high chrome impellers are in field trials—offering demanding environments, such as Aggregate, Quarries and Mining, additional service life by combating abrasive applications. Stancor will soon be offering Well Casing, or Slimline, Pumps that fit in 8-inch and 12-inch casings for dewatering Construction sites.

So no matter where you live, even if you didn't experience a Winter with cold and snow, we're looking to "Spring Ahead" with another great quarter. I trust you share my optimism based on what we have accomplished together and the opportunity the future holds. Thank you for your continued support.

Sincerely,

Bill Tipton, Chief Executive Officer

# APPLICATION PHOTOS

Stancor takes a tremendous amount of pride in finding solutions for demanding applications. Seeing our products perform in difficult operating environments can lead to some great photos. Shown below are several examples of Stancor products, and services, in action.



Stancor dewatering pumps, sometimes with the support of rafts, get called upon to reliably do the dirty work in Construction and Mining applications.



Stancor has always taken as much pride in its services as it does in its products. Paul Hauck, director—commercial operations and product support, is conducting onsite training on pump maintenance and repair.



Customized G&G control panels, as part of a comprehensive Oil Minder solution, continue to gain traction with electricity transformers to improve maintenance practices and reduce liability to environmental fines.



**Please send your application photos** to Stancor. We will feature them in future issues of “Pumping You Up” and list your name as a contributor to the newsletter. Additionally, we will award prizes for the best submissions.

# TRADE SHOW CALENDAR

Stancor continues to sharpen its focus on strategic markets by participating in trade shows to build our brand, increase our presence and enhance customer relationships. We participated in three Q1 shows. Below is a summary of the shows, the Stancor booths and the goals for each event.

## January 10-13

### NRC

Railroad

Los Angeles, CA

Purpose: Stancor has seen significant opportunities in recent years for Oil Minder units specified on hydraulic elevators in new train stations. Increasing visibility in the industry not only ensures Oil Minder is the standard in elevators, it also opens up opportunities for electricity transformers and applications where hydrocarbons can potentially be contaminants.



## February 19-21

### ARA

Rental

New Orleans, LA

Purpose: Stancor continues to see growth opportunities in the Rental market by offering a unique bundle that includes an electric submersible pump, customized control and mobile stand that ties the package together. The ARA Show allowed Stancor to illustrate its value to a wide range of fleet owners.



## February 25-28

### SME

Mining

Minneapolis, MN

Purpose: Coal Mining has long been the market segment where the Stancor brand is most recognizable. SME offers an opportunity to not only reinforce the value associated with MSHA-certified products that perform in harsh environments, but also the superior performance that could benefit other types of Mining.



Stancor will be participating in two shows still to come this year:

## April 17-19

### IEEE PES

Utilities segment

Denver, CO

## October 1-2

### ASPE

Building Trades

Atlanta, GA



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# REPRESENTATIVE FOCUS

Stancor's pursuit of qualified representatives to expand the reach of its value proposition has yielded some valuable new partners. This issue will place the spotlight on two new representatives in Building Trades, Commercial and Plumbing channel focusing on the Oil Minder product line.

## McCoy Sales Company

**Segment:** Building Trades, Commercial and Plumbing

**Territory:** Kansas and Western Missouri

**Website:** <http://www.mccoysaleskc.com>



### How has the Stancor product been received by your customers?

We have been pleasantly surprised that most of our customer base was already aware of the Stancor product offering. In fact, many of them had already been specifying and supplying Stancor products prior to McCoy Sales taking on the line.

### How has Stancor complimented your other product lines?

Stancor has been a great addition to our portfolio. McCoy Sales is a spec rep that focuses on products that are technical in nature and lend to providing solutions. Stancor has given us another quality line to present to our engineers, wholesalers, contractors and end users.

### What has surprised you most about being a Stancor representative?

I think I was the most surprised by our customers' awareness and familiarity with the Oil Minder. It is always nice to take on a line that already has a good name and image in the market, but due to lack of local representation still has a large potential for growth.

## McQueeney Associates

**Segment:** Building Trades, Commercial and Plumbing

**Territory:** Eastern Missouri and Southern Illinois

**Website:** <http://www.mcqueeney-lock.com>



**McQueeney-Lock Company**

*"Quality Has No Fear of the Future"*

### How has the Stancor product been received by your customers?

Stancor was known in our area before we began working with the line. The Oil Minder product is loved for its reliable performance. In fact, it is the Kleenex of elevator pit pumps.

### How has Stancor complimented your other product lines?

It fits right in with the other items on our line card. We work with engineers on plan and spec activities. Our goal is to build strong relationships by selling value, quality and customization. The addition of Oil Minder reinforces our value as a resource for engineers—selling complete systems.

### What has surprised you most about being a Stancor representative?

How easy it has been to talk about Stancor. Engineers recognize the name and are eager to have the conversation. Stancor has opened up doors for us to sell other products.



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