

Sterling Fluid Systems (Americas), Inc.

2005 Dr. MLK Jr. St., Indianapolis, IN. 46202, USA
Telephone: (317) 925-9661 Fax: (317) 924-7388

To: Sterling Peerless Business Partners
From: Kip Robinson
Date: November 3, 2000
Regarding: AE and AEF Re-pack Kits

Peerless Pump Company and LaBour Pumps have changed their names to Sterling Fluid Systems (USA), Inc. This is to identify the Companies as members of the Sterling Fluid Systems Group.

SIX FOR THE PRICE OF FOUR
Save 36%

Our Parts Manager took the week off. While he's away we're took advantage and offering you an unbeatable deal. Imagine as the drama unfolds.

SCENE: Your customer's basement. Faded Black and White film – set reminiscent of *Das Boot*. Water gushes from the trusty old Peerless fire pump. The building maintenance guy (looks like Hardy Kruger) fights the fierce jet of water while trying to tighten down the old, worn packing gland. The water laps around his knees. He throws his wrench out of sheer frustration into the swirling water. The water level is rising fast...

MAINTENANCE GUY: "If only our Peerless rep had a stock of re-pack kits on his truck. I know the folks at Peerless are responsive to my needs, but why does he have to call that helpful Peerless emergency hot line to get the kits every time this happens. Apart from the fact that he gets the poor Factory person out of bed, I get stuck with the next day air charges. If it weren't for the super high quality of the equipment, the excellent service from my rep and the Peerless organization, as well as the ultra low performance of the competition, I might look elsewhere for my fire pump needs."

ENTRANCE STAGE RIGHT: "Peerless Pete" – smartly dressed in uniform carrying executive style tool case and nicely packaged "Pizza box" type Original Peerless repack kit, steps neatly into water (would walking on it be going too far?) and strides confidently over to leaky fire pump.

"PEERLESS PETE": "Hey, whadaya mean get the parts from the factory. Don't you know about the super support we get from the folks at Peerless in Indianapolis? Couple of weeks ago Peerless introduced this new program which lets us put a set of re-pack kits on every one of the service trucks in our fleet. Yep, it's really great to be able to fix leaky pumps like this in a few minutes. Why not leave this baby to me while you go up stairs, dry out and put the coffee on".

END OF SCENE



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How you can support your after-market with genuine Peerless' Re-Pack Kits?

Peerless receives many requests each week for over-night shipments for AE or AEF Re-Pack kits. Peerless realizes that when our customer's pump develops an uncontrollable leak it becomes an urgent situation. What better way to service your customers than to provide them with a genuine Peerless Pump Re-Pack Kit directly from your own inventory? These Re-Pack kits can also be kept on your service trucks in order to provide quick, quality service on the job when the need arises. You pay normal shipping charges, receive the volume discount and have the parts available to make the needed repair immediately.

Peerless Pump is pleased to announce a special offer for the AE & AEF Re-Pack Kits. As an introductory offer Peerless Pump is offering six kits for the price of four, a 36% discount. Each kit will be vacuum wrapped and placed in an individually sealed cardboard box for easy storage. The introductory offer includes the following Re-Pack Kits:

- Qty. 1 1AE REPACK – KIT
- Qty. 2 2AE REPACK – KIT
- Qty. 2 3AE REPACK – KIT
- Qty. 1 4AE REPACK – KIT

These kits normally sell for \$920.00. With this special offer, you receive all six kits for \$590.00,

A Savings of \$330.00 or 36%

The Re-Pack Kits include packing rings, lantern rings, tee bolts, nuts and washers, a case gasket, a bill of materials and an installation instruction manual.

This offer expires December 1, 2000, so place your order now with your local Peerless Sales Office.

Hurry before the boss comes back and finds out what we've been up to!