



Cornell Pump Company
16261 SE 130TH Ave.
Clackamas, Oregon 97015 USA

Phone: (503) 653-0330
Fax: (503) 653-0338

Efficient by Design

August 1, 2013

Dear Cornell Pump Distributor:

We are very excited to announce our new **STX Series of Self Priming Pumps!** We are launching this series in 3", 4", and 6" versions. The pumps boasts Cornell's patented Cycloseal® technology, feature up to eight percent better efficiency than other competitors, and come standard with a five year warranty.

In this kit you'll find materials that will help you promote this product to customers, including:

- Brochure: explaining the features and benefits of the STX series and highlighting innovative sales advantages such as Cycloseal® technology.
- Data sheets: Detailed operating information about three current STX pumps.
- Poster: Poster to promote STX to sales staff and customers.
- Stickers: reflective stickers that can be used on hard hats, as well as other plastic and metal surfaces.
- 3D printed business card holder: a handsome premium for your desk—can be used as model to explain the pump as well.
- Banner pen: designed as a quick reminder of the features and benefits of the STX, the pen houses a small pull-out banner with STX information.
- USB drive: A 4 gig drive, complete with electronic information with all the printed STX materials listed above, plus:
 - Descriptions: 25, 50, and 100 word descriptions of STX, to use in your marketing materials.
 - News release: release you can use for local and industry media.
 - Marketing images: pictures and drawings of the STX series and Cornell logos for your marketing collateral use.
 - Spanish brochure: STX brochure translated into Spanish.
 - PowerPoint sales presentation: useful to explain the features and benefits of the STX Series to sales staff, customers and prospects.

Thank you again for your commitment and dedication to making Cornell Pump Company's products the premier centrifugal pump line on the market. Having won the 2012 Product Innovation of the Year from *Pumps & System* magazine, we're looking to make even more innovative strides in 2013. The STX series is part of that forward momentum.

If you have any questions on the STX Series, please contact your regional sales manager.

Regards,

Marcus Davi, VP of Sales