



# LOWARA News

Four-monthly magazine of information distributed free-of-charge by Lowara srl ITT Industries Fluid Technology  
Lowara Customers and Dealer network newsletter – N. 01 2002 – Winter 2002

## Lowara News

The entire Lowara team welcomes you to the first edition of "LOWARA NEWS".

LOWARA NEWS was developed to have a tool for communicating with all Lowara channel partners around the world. You will see us three times a year, in this eye-catching tabloid format with updates on the people, products and applications of our world of water. We count on your comments and inputs to contribute to future editions and to make it a better and better tool with each edition!

We are counting on bringing to you some regular features in each edition. First, we will highlight new product news for the Lowara range. Second, as we have the privilege of working with many talented, creative partners in many countries, we will share some of those success stories in each issue. We look forward to highlighting stories from many different places in future editions, so please send us your latest success! We are solving water problems every day, and we always

hear from you that our many different channels and customers can learn from each other – so we are happy to bring you the stories of your success! Lastly, we will bring you "Clubhouse" as a regular feature, highlighting some of the personalities of the global Lowara team. We have bright, energetic people working to build the Lowara business with you, and we would like you to get to know these Lowara colleagues with each edition. You will see some of the heroes behind the scenes in our operations both in and out of Italy that help bring you Lowara technology and products each day.

Lowara has been blessed with a rich history of technology development, innovation and market growth. Since our founding in 1968 in a small factory in Montecchio Maggiore, to our current position, with over 1000 colleagues two Italian manufacturing plants and five

assembly centers in Europe, Asia and America, our partners in distributing Lowara products have been critical to our growth. We have a healthy market presence and financial position as a result of the collaboration we have made together. LOWARA NEWS will bring you more information regarding how that growth is being realized in other parts of the world.

As 2002 comes to a close, we take time to reflect on our accomplishments in this year of world wide uncertainty, as well as over our history. We thank you and all of your colleagues for their good work in bringing Lowara's products and services as solutions to water applications in your home areas, and we look forward to working together in 2003, and spreading our mutual success in future issues of LOWARA NEWS.

# 01 2002

- Lowara News *page 1*
- The new Lowara Training Centre *page 1*
- FHS series *page 1*
- www.lowara.com *page 1*
- Z and ZN 6" Borehole Pump series *page 2*
- Gold mine in South Africa *page 2*
- Close-coupled pumps with regulation systems for chilled ceilings *page 2*
- Advertising campaign *page 2*
- "OnTheRoad" - Promotional activity *page 3*
- FCS series *page 4*
- Lowara helps Amref in Kenya *page 4*
- Fire fighting booster unit *page 4*
- Vogel: Great Opportunities in New Water Technology EMEA *page 5*
- Conferences and events with the distributor in the United Arab Emirates *page 5*
- Singlebox-Doublebox series *page 6*
- "On the road" in Australia *page 6*
- The new After Sales Service Team in Italy *page 6*

## The new Lowara Training Centre



During September 2002, the construction of the Lowara Training Centre was completed together with associated meeting rooms. The area has two rooms dedicated to Lowara's continual work in educating internal staff, our customers and our customers' customers regarding Lowara products and the applications where our products are used. We are very proud of our new facility and hope that you see it soon!

*continued on page 3*

**www.lowara.com:**  
**16.000 visit/month.**  
And we have just started!

It is always exciting to complete a web site and to announce that it is on line!

After a lot of hard work, we are very eager for you to visit [www.lowara.com](http://www.lowara.com)! There you will find a new layout and discover several innovations, all aimed to offer a more complete service to you, one of our most important customers.

If you think that our job is finished with this new issue of the web site, you are wrong!

We have more instore for all web site visitors! In order to get the maximum benefit from our investment, we will continue our work to find greater visibility for the Lowara name through web-based strategies, and we will continue to enrich and update our web site based on your feedback! We look forward to hearing from you regarding your needs and experience with our latest update!

*continued on page 3*

## FHS series – Cast iron centrifugal pumps

*continued on page 3*



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## Z and ZN 6" Borehole Pump series

To continue the strength of the Lowara 6" borehole range we have introduced two new initiatives; the first is the introduction of ten new hydraulic versions. These represent certain intermediate sizes, and now complete the range.

In addition, Lowara now can offer the complete range of their 6" borehole range



in 316 stainless steel, up to motor power size 22kW. This version was developed particularly for the application of pumping saline water. Full product details will be outlined in the next issue. For information please contact your local sales office.

## Gold mine in South Africa choose the Lowara technology

On last April Alessandro Marusso, Area Manager Lowara, Jannie Bekker, Divisional Manager and Albert Ramathlhare, Internal Sales Engineer of Hypower Pumps - sole distributor for Lowara pumps in South Africa visited Western Deep Levels, Mponeng Mine, South Shaft, Fochville, Orange Free State part of the Anglo Gold Group in South Africa.



face, where plastic explosive is placed to detonate the rock. The temperature of the rock at these depths once penetrated with a drill is 52°C.

Each Lowara pump is fitted into a fabricated steel cradle bolted at the base and wedged at the motor flanges. This is carried at the surface and then transported down the mine by the lift cage, then by train to the working area. It is then dragged in

The mine, at 3200 meters below ground level, is the deepest in South Africa and the object of the visit was to inspect the Lowara pumps operating at such depths under arduous conditions at the rock face. The rock face is 3037 meters below ground level (1,2 km. below sea level) and 2,5 kms. horizontal walking distance from the lift cages. The mine is to be deepened to 3840m.

The stops where the whitish/grey gold bearing rock seam is mined runs at 35 degrees to the horizontal and the hanging or headroom is 1,5 meters.

A Lowara pump model SV1610F110T is providing a maximum of 5 pneumatic drills with water to lubricate and cool the cutting drill and the operator who is working in temperatures of 40° C. The drills are being used to drill holes 150 mm deep, 30 mm. diameter into the gold bearing rock

the cradle up the stopes over loose rocks to a suitable vertical position.

The clear water supply is piped to the pump and is then piped to the drillers. A 525V. 3ph.50Hz. power supply and control box is connected to the unit.

The local managers decided to install Lowara pumps due to the fact that Lowara pump assure better performance, and spare parts are less expensive; Lowara pumps can also use available standard motors if there is a breakdown.

As matter of interest, it takes approximately 20 tons of rock to produce 1 ounce of gold and the extraction cost of 1 kg. of gold, for the mining company is 5.000USD This mine in South Africa is a very interesting and particular application of Lowara products and technology in the field of underground activities.

## Close-coupled pumps with regulation systems for chilled ceilings

Research on the quality of the work environment show that optimum air conditioning helps significantly to improve the creativity and productivity of employees. A fundamental requirement of an efficient air conditioning system is to provide a comfortable thermal climate. This is best ensured by conditioning systems that are integrated in the ceiling.

Lowara Deutschland GmbH, GroBostheim, a manufacturer of close-coupled stainless steel pumps with integrated HYDROVAR® frequency adjustment system, has been successfully collaborating with Heinrich Nickel GmbH of Betzdorf for several years, to the mutual satisfaction of both companies.

Unlike chilled ceiling systems based on



purely convective cooling, with the nickel type chilled ceiling system absorption of the room heat is ensured by convection and radiation in practically equal proportions. The heat, in this case, is transmitted much as it is in the human body. The removal of heat from the environment is not entrusted only to the ventilation system but also, in a large measure, to the chilled ceiling. This enables the volume of the supply air to be significantly reduced.

The nickel type chilled ceiling system consists of a closed cooling circuit separated from the cold generation circuit by a heat exchanger. In addition to the stainless steel centrifugal pumps, only corrosion-resistant materials are used in order to prevent rusting and avoid problems connected with oxygen diffusion.

SHS, CA/CEA and HM series centrifugal pumps with microprocessor-controlled HYDROVAR® frequency regulators ensure constant differential pressure. The software, specially designed for centrifugal pumps, enables additional energy savings thanks to the adaptation of the differential pressure to the friction losses actually occurring in the cooling pipes.

Since no additional complex regulation devices are needed, installation and start up are much easier and quicker, and system maintenance and optimization are more efficient.

The success of similar solutions installed throughout Europe confirms the superiority of this type of system.

## Advertising campaign



We have added to the 2002 Lowara brand advertising campaign with the ITT Industries advertising activity. We have developed a media plan and you will soon see ITT / Lowara placements in technical magazines in the EMEA area, in particular in Italy, Germany and the Middle East.

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## FHS series

### Cast iron centrifugal pumps

The new FHS series of centrifugal single-stage, cast iron pumps has been extended with the introduction of new outlet sizes up to 150 mm.

The FHS series has been designed to cover a wide range of applications, such as:

- Water supply
- Water boosting
- Water circulation in heating and conditioning plants
- Swimming pools
- Washing plants
- Industry
- Irrigation
- Agriculture

#### Main characteristics

- AISI 316L stainless steel impeller laser welded up to 65-125
- Cast iron impeller from size 65-160 up to 150 (bronze impeller available on request for some sizes)
- Cast iron pump body and adaptor
- Outlet size up to 150 mm
- Impeller diameter up to 315 mm
- FHS version with stub shaft and standard motor
- 2 poles and 4 poles motor versions
- Maximum flowrate 500 m<sup>3</sup>/h
- Maximum head at 95 m
- Mechanical seal in compliance with DIN 24960



## www.lowara.com

continued from page 1

But, what is new to www.lowara.com? The most important innovation is in the <Product> section where you will find a review of the navigation system: in only one page, a user will find all the associated documents for a given product - such as pdf in color and b/w, photos, instruction manuals and .dxf drawings.

Today, you will find a schematic table summarizing all the PDF files of all documentation available for a given product, and you will be able to find all the technical information in a user-friendly system.

The new < Search > function permits a user to choose a pump using a series of data regarding the operating system that is known by the customer: Application/Flow/Head/Power/Pressure/Liquid temperature.....

The results from this search will also be presented in a summary table, to compare with the other products that are available for the specific application.

We are happy to launch this new update, but there is still a lot more to do!! So...what are you waiting for? Please visit www.lowara.com!



## "OnTheRoad" Promotional activity

Since Spring, 2002 the Market Communications Department has developed and started, together with Italian Sales, a new promotional plan called "On the Road". We hope to reach our customers and the customers of our distributors in Italy.

The purpose of this important initiative is to support the sales effort, and this is especially important in a more and more competitive market where the service is one factor that can create the difference among all competitors.

This activity allows us to hear the real experience of the final customers with Lowara products. We also have a chance to provide further technical information and product updates. It is useful to have this "hands on" experience in order to show several solutions offered by Lowara, to introduce new products and to keep the direct contact with the customer, giving the right advice, service and to create the preferred channel for all Lowara products.



## The new Lowara Training Centre



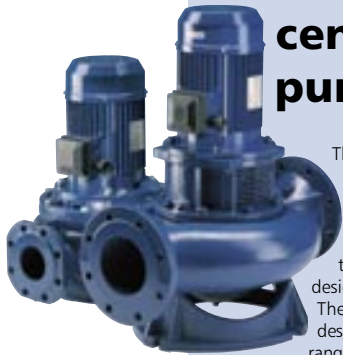
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One room will be used for practical 'hands on' training such as assembly/ disassembly of pumps and the explanation of how pump systems operate. We plan to have installed pump systems which will enable the demonstration of such things as different control techniques.

The second room will be set up as a traditional classroom and will enable up to 24 people to attend a Lowara training program. To date, Lowara has trained in excess of 1000 people this year both in Montecchio at the Lowara facility and in other locations. We expect this number to grow in the future substantially with the introduction of this new facility.

In addition to the classrooms and the "hands on" room, there are three additional meeting rooms available. We look forward to the new LTC receiving many visitors from all over the world!

## FCS series: cast iron in-line centrifugal pumps



The Lowara FCS series of cast iron in-line pumps has been extended with the introduction of new outlet sizes up to 150 mm in the FCS4 design, with 4 pole motor. The FCS series has been designed to cover a wide range of applications, such as:

- Water circulation in heating and air-conditioning systems
- Cooling plants
- Washing plants
- Industry
- Irrigation and greenhouses

### Main characteristics

- AISI 316L stainless steel impeller laser welded
- Cast iron impeller from size 80-200 up to 150 (bronze impeller available on request for some sizes)
- Cast iron pump body and adaptor
- Outlet sizes up to 150 mm
- Impeller diameter up to 315 mm
- Stub shaft version with standard 4 pole motor
- Maximum flowrate up to 330 m<sup>3</sup>/h (4 poles)
- Maximum head at 35 m (4 poles)
- Mechanical seal in compliance with DIN 24960
- IP 55 protection
- Class F insulation

## Lowara helps Amref in Kenya. Water? Yes, please

Amref (African Medical and Research Foundation), established in Kenya in 1957, is the main non-profit private health organisation in East Africa. Currently, Amref handles about 140 projects in 14 different African countries: from Kenya to Uganda, from the



Sudan to South Africa, from Mozambique to Tanzania. Amref's main objective is to assist the development of health and social programs for the most disadvantaged populations through the active participation of the local communities. Over 80% of the funds collected by Amref Italy come from contributions by approximately 25,000 donors, fund collection programs and the co-operation of private companies. Lowara is one of them! One of the most serious problems experienced by the people living in Kenya's most arid regions is the water supply. The use of contaminated water is the cause of the most common ailments: dysentery and intestinal infections. 90% of African ailments are transmitted through water. A health organisation that does not tackle the problem of draught fights a losing battle: what is the use of vaccinating people who are destined to die of thirst? The project called "Water? Yes, please!", to which Lowara has contributed by donating submersible pumps, promotes the excavation of wells near villages, schools and rural hospitals, with the active participation of the local communities. The planned approach aims at identifying the largest possible number of people whose living conditions will benefit from the installation of the Lowara pumps. One of the pumps donated by Lowara has already been installed in the Kajiado district, one of the most arid regions in east Africa, located in south-central Kenya and bordering Tanzania. The area is inhabited mainly by cattle-herding Masai tribes. The local tribes are ready to provide the required labour and to participate in the water supply project, thus assuming responsibility for the structures designed to improve the quality of their lives. This is the only resource for the entire district, supplying water to 3000 families, 5000 heads of cattle, and the entire school community. This is what a single Lowara submersible pump can achieve in Africa!



## Fire fighting booster unit UNI9490 or UNI10779 with borehole pumps.

Fire fighting booster package UNI9490 or UNI10779 that utilize 4", 6", 8 and 10" borehole pumps.

The design reduces the space required by traditional packages resulting in a more economical solution.

The system can be installed directly in a tank which is an alternative to traditional installations where the pumps are surface mounted.

This new booster group is available in several configurations for example, one service pump or one service pump plus one jockey pump.

The maximum power size is 75 kW. Several mounting options are available as well as two options for mounting the control panel.

The Italian standard UNI 9490 or UNI10779 is meet with the new design .

The Lowara Water Booster factory is ready to help with more details!



## Advertising campaign in Europe



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### Vogel: Great Opportunities in New Water Technology EMEA

Since early 2002 Lowara and Vogel have been forming the newly established Water Technology EMEA Group. Vogel comes back to its roots – to the water business. This, in connection with the successful Lowara product portfolio, creates excellent opportunities.

During the next few months Vogel will have to undergo many changes in the transition period from IPG to Water Technology. Our water products are being made more competitive with regards to costs and lead-times and extensive product and application training for new sales channels have been offered. According to international studies, ITT Industries identified the water market as a significant growth potential and from our common product portfolio as well as from strong sales organizations in EMEA big chances for growth arise – in spite of the downward economic trend.

Lowara and Vogel have a long-lasting, successful history together. Nearly 20 years ago Vogel was awarded the Lowara repre-

sentation for Austria. After Vogel was acquired by Goulds in 1994/95, our partnership developed in Goulds Pumps Europe. Since then, Lowara has been successfully distributing Vogel products, especially Hydrovar. From these long-term business relationships, both companies learned a lot – both regarding how to be more efficient operations, as well as how to use our collective resources in the market with our customer to grow our businesses.

We are convinced that both companies are aware of this potential and everybody is motivated to seize this opportunity - the broad know-how of our employees, mutual understanding, confidence and good interhuman relations between Lowara and Vogel staff are an excellent basis for reaching a dominant position on the EMEA Water market.

The Vogel team is looking forward to a „win/win“ partnership between Lowara and Vogel in Water Technology EMEA!



### Conferences and events with the distributor in the United Arab Emirates.

Last April, our distributor for the United Arab Emirates organized different promotional activities.

The main objectives of these activities were to reinforce our position in the well-pump sector and to promote our share of relatively new markets through our 'trade' products.

We are very pleased with the initiatives because all the events were highly successful in terms of publicity and sales.

In collaboration with our distributor A.R.Juma, we organized specific training sessions for ministerial consultants. The

main purpose of the training sessions was to present the Hydrovar device, in order to promote the concept of energy saving and the advantages of variable speed for public and government bodies.

An equally important success was the refresher course on Lowara commercial products organised for about twenty sales staff from A.R.Juma. and Al Mahroos, the Lowara distributor for Bahrein, at the ARJ Service Center in Dubai. On this occasion the themes of products, competition and the local market were addressed.

The importance and the size of the new centre (about 300 square metres of exhibition space) have led to its being given extensive publicity by the local media. During special meetings between the management of Lowara, A.R.Juma and Kut Kut, our traditional distributor of Lowara products in Abu Dhabi, commercial topics were addressed and important projects for future Lowara activities in this area were developed.

Finally, as our Chairman, Mr Paolo Marinovich, was visiting the UAR ARJuma organized the inauguration of the "Show Room" at Abu Dhabi.



# ClubHouse

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## Singlebox – Doublebox series

Ease to use and economical lifting station solution.



The "Box" is the ideal solution when domestic wastewater must be delivered to sewer mains located at a higher level, or where gravity drainage is not possible.

The new Singlebox and Doublebox, with new capacities from 230 to 450 litres, assure maximum flexibility for application of the pumps, easy to service, easy extraction of the pumps and their connection without entering the box to cut the cables, and an inclined bottom for optimal suction of the pump.

The new products are an economical solution thanks to the new cable passage system for quick installation and maintenance. The flexibility: cover and seal is complete with an exhaust valve; it is pre-arranged for the insertion of pipes-diameter from 110 and 125 mm; lifting stations suitable for all pumps models stated; available for both float switch and manual pump operation.

## "On the Road" in Australia

Darren Dodson and Craig Priestley from ITT - Lowara Australia were recently spotted at Barcardine field day.

They exhibited a booster unit using the SV with Hydrovar. It was a talking point with the sheep and cattle men of central Queensland together with Lowara people. The unit in the photo is to pump water to troughs for watering cattle.



## The new After Sales Service Team in Italy

The first official meeting of the members of the After Sales Service - a structure that is a part of the new Customer Service Group - was held on May, 2002 in Montecchio. On this occasion, personnel participated in specific courses for increased awareness of single products for the purpose of providing post-sales assistance. The topics of hazard evaluation and safety - two fundamental aspects for all technicians required to intervene on the systems and installations made by our customers - were presented and discussed.

Customer needs range from requests for initial assistance at the start up of the UNI fire-fighting and boosters and Hydrovar units, to on-the-spot repair of pumps that cannot be moved for system-related reasons.

The average of 180 to 200 assistance interventions per month indicate just how important post-sales assistance service at the same high level as the products purchased is for our clients, and our After Sales Team offers the best men for the job. In demonstration of the appreciation for the service rendered, numerous clients have already signed scheduled maintenance contracts proposed by the After Sales technicians on the occasion of their visit.



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Four-monthly magazine of information distributed free-of-charge

Editor: Marybeth Marx

Editorial co-ordinator:  
Market Communications, Lowara

Editor's office: Lowara Srl  
Tel. +39 0444 707111  
Fax +39 0444 492109  
e.mail mkt@lowara.ittind.com

Collaborators :  
Matteo Anesini, Paola Battocchio,  
Claudia Beggiano, Andrea Casera,  
Max Dietrich Kirschbaum,  
Hannes Lauerermann, Duncan Lewis,  
Alessandro Marusso,  
Marybeth Marx, Paolo Milan.

Printed by: La Grafica Faggian S.r.l.  
Via Pontevigodarzere, 50 - Padova

Registration with the Court of  
Vicenza applied for

**Lowara**



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