



# LOWARA News

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Lowara Customers and Dealer network newsletter – Spring 2004

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## Meet Loop, "Mr. Solution Provider"!

"Loop": one story, one character that will be seen in all different environments and will be the Lowara Mascot. Loop will reinforce the Lowara Brand.

The introducing Loop video ends with him receiving a phone call: a new problem for which he has to find the best solution, this particular pump... **a never ending story...**

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## New SV Documentation



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## Water supply in extreme conditions

The services performed by the humanitarian organizations and armed forces operating in Afghanistan and the Balkans are rendered more difficult by the insufficient supply of drinking water.

The territories under their control lack infrastructures, and they have to deal with water pollution caused by natural phenomena as well as catastrophes, accidents, terror regimes and armed conflicts.

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## Environmental Protection on the Moselle

In order to ensure the protection of traditional anthropized regions such as the vine-growing areas along the Moselle River, whose real estate and tourist resort value has increased tremendously over the years, a real effort and commitment is required on the part of society. Reassuring developments have taken place in recent years with regards to water protection. The sensitivity of the citizens and politicians has grown and, thanks to the combined efforts of all social forces, the issues of water supply and wastewater disposal have begun to receive the attention they deserve.

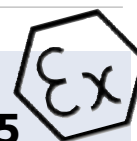
*continued on page 2*

## Efficient Lowara pumps in an imposing monument, the elevated water reservoir in Eilenburg

How does an elevated water reservoir work? Over the centuries the most varied types or storage tanks have been devised in order to store the water needed by man. These include the water tanks built up to the beginning of the twentieth century. Even elevated water reservoirs have different configurations, though they are all used to store a reserve of water which is distributed at a pressure that depends on the elevation of the tank. In the past, elevated water tanks were built to assist the work of pumping stations in water supply systems in order to guarantee continuous water supply during periods of peak demand. Nowadays, efficient pumps are increasingly being used to perform the function of the elevated water reservoirs. Up to the spring of 2003, the elevated water reservoir in Eilenburg was used to supply industrial water to the nearby ECW industrial district.

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## Lowara and Atex 95



The new European Directive 94/9/EC – known in the past as ATEX 100 and currently designated as ATEX 95 – applies to all products intended for use in potentially explosive environments.

As of July 1, 2003, all products sold or installed in the European Economic Space (E.E.S.) must comply with this Directive.

The new regulations identify different fields of application and types of risks. The real novelty with respect to previous regulations is that ATEX 95 applies not only to electrical equipment but also to non-electrical products.

Lowara, a long-established leader in technological advancement and always abreast of the latest technical standards, produces the following ranges of pumps that are built in compliance with the ATEX 95 Directive: FHS and FHF horizontal steel pumps, SHS and SHF horizontal AISI 316 stainless steel pumps, plus the range of SV multistage pumps.

These products comply with the ATEX 95 standards (based on the 1999/92/EC Directives) regarding the use of pumps in explosive atmospheres (presence of flammable gas or vapour mist). For this class of products, compliance with the ATEX 95 standards can be certified directly by the manufacturer; no certification by an agency is required.

The Lowara product ranges that comply with the new standards are complemented by the already qualified Vogel pumps, which allows Lowara to offer units that cover flow rates up to 300 m<sup>3</sup>/h and delivery heads of up to 480 metres.

Lowara



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## Water supply in extreme conditions

The main challenge is how to obtain the required drinking water through purification of non-potable water which:

- is contaminated by chemical, biological and/or nuclear agents
- has a high salt content
- is contaminated by sand, filth and wastewater.



For over ten years, the world leader in the purification market sector has been effectively supplying its know-how in the field of water treatment. Throughout the world, humanitarian organizations, civil protection agencies and armed forces are equipped with suitable tools. These tools enable the treatment of muddy water and its transformation into drink-

ing water according to international standards.

The smallest portable system ever created, WTC 500 RO, is already being used by Technisches Hilfswerk (civil protection organization). It supplies up to a maximum of 15,000 litres of clean drinking water. The largest mobile water treatment system currently in continuous operation, WATERCLEAN 6000, supplies up to 240,000 litres of drinking water per day. A special version of this system is also being effectively used by the armed forces.

The WATERCLEAN 6000 system has a modular structure. Its portability is due to the fact that it fits inside a 20 inch container. The model with generator is especially suitable for autonomous operation. The modular configuration enables the system to be adapted to the actual application requirements. The necessary water purification procedures can be combined and adjusted based on the type of pollution.

This system is easy to use and to maintain. It reacts automatically to changing operating conditions, and its setup and maintenance can be performed by a sin-

gle suitably trained person.

The procedures and their combination guarantee potable water quality through a

- Sand filter medium. This sand filter can be optionally employed in the treatment of solids-laden waters highly contaminated by deposits, in order to remove non dissolved solid substances measuring up to 20µm. The filter is washable.
- Reverse osmosis. Reverse osmosis/nanofiltration represents the heart of the purification system. The Kärcher reverse osmosis technology makes it extremely simple to use while ensuring maximum safety of the procedures. Both RO modules are equipped with a separately controlled CIP purification system.
- Debacterialization with ultraviolet rays. The supplementary safety elements also include an optional debacterialization device with ultraviolet rays, or, if reverse osmosis is not necessary, debacterialization with ultraviolet rays can be performed through a by-pass.

Stainless steel pumps manufactured by LOWARA (a pressure booster unit GT 10 HV SV 3003 N 55 T, a SHS 32-160/22/A, one CA 200/55/A and one CEA 120/5/A pumps) are used to supply non-potable water as well as to distribute drinking water produced using the WATERCLEAN 6000 system. This way the fundamental objective of supplying water to users is successfully achieved.

- Water from its source to consumers -

## Environmental Protection on the Moselle

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Environmental Protection on the Moselle. In this process of sustainable development, the construction of the Leiwien water purification plant in the community of Schweich can surely be considered an exemplary project.

With an investment of 50 million German marks, a modern water treatment plant serving 25,000 people living in 17 separate communities was built in 1997. Using the most advanced, state of the art technology, under challenging geographical and geological conditions, all the wastewater is treated so that only clean water is permitted to flow into the Moselle River. The communal purification plant of Leiwien alone receives 270 m<sup>3</sup> of wastewater per hour in dry weather, 460 m<sup>3</sup> in rainy weather, which is subjected to mechanical and biological treatment. Through continuous checks, measurements, monitoring and preventive maintenance of the



technical systems, the Technical Manager, and his team guarantee the regular operation of the plant and the maintenance of the quality parameters.

The members of the team read trade publications, attend trade shows and follow the work of the ATVs concerning new advances and development trends in order to keep up to date. All the members are thus qualified to play an active role in improving the technical procedures and reducing the running costs of the plant. Interviews with manufacturers and suppliers of purification systems and components also provide the basis for additional optimisation measures. In this respect, the solution adopted by the team to cut costs and reduce the consumption of industrial waters to a minimum can be considered exemplary. All water treatment plants have a great need for industrial waters for general purification purposes and cleaning of screens and desanders.

The Leiwien purification plant needs 20m<sup>3</sup>/h of water, especially drinking-quality water, for these operations. The team studied ways to save this precious resource, since the existing well, equipped with a large 30 kW submerged pump, had proved inadequate. During a routine visit to the plant by UMATEC, 54311 Trierweiler, a LOWARA distributor, the situation was described and a num-

ber of problems were discussed. At the end of the interview, Mr Müsch made a detailed offer for the supply of a tank from the well and its exploitation as central supply reservoir for the industrial water. The offer included a 4" submersible pump to supply the tank, plus two GHV10 LOWARA pump sets equipped with HYDOVAR®.

The solution offered and implemented by UMATEC guarantees a constant and reliable 8-bar operating water pressure with a delivery of up to 20 m<sup>3</sup>/h. The previously installed 30 kW motor power was reduced to 9.5 kW, enabling a considerable reduction in running costs. In the region, UMATEC has supplied more than 50 -GHV10/... GHV20/... GHV30/... variable speed- with one, two, three pumps pressure booster sets equipped with the HYDOVAR® controller, mainly to the various communes. Managers concur in praising the convenience and operating reliability of the systems and confirm that the frequency regulation feature enables them to obtain considerable energy savings.

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## Lowara technology enters Monza's San Gerardo Hospital

Continuing its centuries-old tradition of providing healthcare Monza's San Gerardo hospital has never ceased to project itself towards the future. Founded in the Middle Ages it is the health point of reference for over 300,000 inhabitants of Monza and the Brianza area and is also the seat of the Faculty of Medicine and Surgery of Milano-Bicocca University. It is no surprise, therefore, that it is one of Lombardy's eleven highly specialized hospital institutions of national importance.

In addition to its historical premises, the San Gerardo also comprises a second facility, built recently in Monza's inner suburbs.

The construction of a new facility also obviously entailed the realization of a plumbing system for distributing water for health and sanitation uses in the various hospital wards.

Lowara technology was able to provide the hospital with all the best solutions for these applications. The Water Technologies Group company supplied a series of variable speed pressure booster units for installation in various stations in the San Gerardo to fully equip the hospital.

Each of the nine units installed was dimensioned on the basis of needs in order to guarantee constant working water pressure of 5 and 8 bar and a total flow rate of 90 m<sup>3</sup>/h or 110 m<sup>3</sup>/h, depending on the station.

After a thorough assessment, Lowara's SV16 series multistage vertical electric pumps were found to be the most appropriate for these needs. At the technological cutting edge, they guarantee high hydraulic performance, great flexibility and the maximum reliability.

In particular, the pumps supplied have a maximum flow rate of 24 m<sup>3</sup>/h and as their main components on the pressure booster units they have intake and output manifolds in AISI 304 stainless steel, guaranteeing long life.

In detail, the Lowara supply to the San Gerardo comprised:

- A type GVD40/SV1606F55T pressure booster unit composed of 4 SV16 series vertical electric pumps, each with a power of 5.5 kW, and heads from 100 metres to 43 metres, equivalent to a total flow rate of 90 m<sup>3</sup>/h

- Three type GVD50/SV1606F55T pressure booster units with 5 SV16 series



vertical electric pumps, each with a power of 5.5 kW, and heads from 100 metres to 43 metres, equivalent to a total flow rate of 110 m<sup>3</sup>/h

- Three type GVD50/SV1608F75T pressure booster units composed of 5 SV16 series vertical electric pumps, each with a power of 7.5 kW, and heads from 133 metres to 57 metres,

equivalent to a total flow rate of 110 m<sup>3</sup>/h

- Two type GVD40/SV1605F55T pressure booster units with 4 SV16 series vertical electric pumps, each with a power of 5.5 kW, and heads from 83 metres to 35.8 metres, equivalent to a total flow rate of 90 m<sup>3</sup>/h.

Characterized by cyclical pump changes, each unit installed in the San Gerardo is equipped with a microprocessor control system.

This is an automatic device coupled with a frequency inverter which allows the speed of the pressure booster units to be modulated on the basis of the demand for water from the users.

Basically, when there is a greater demand for water in the hospital, the working speed of the pumps increases, thereby not only guaranteeing the distribution of water on the basis of the higher demand but especially a constant working water pressure for all the users, at any time of the day or night.

And this is not all: the advantages deriving from the use of the variable speed systems can also be measured in economic terms. This is because the effective use of the pumps reduces energy costs. When demand from users is low the pumps operate at lower speeds and therefore power consumption also drops.

Commissioning and final testing of the units installed in the San Gerardo were completed by specialized Lowara engineers.

## Formula 1 in Bahrain

One of the most prestigious projects in the Kingdom of Bahrain turns into reality in the first quarter of 2004. The Kingdom of Bahrain has signed a long-term agreement with FIA Formula One World Championships to host the Formula 1 Racing from 2004.

The scope of the work included the construction of infrastructure, stands, race-track, 9-storey VIP tower, Technical Resource Centre, Media Centre for 500 journalists and dedicated buildings for participating teams. The site can accommodate a total capacity of 50,000 spectators including a grand stand for 10,000 spectators with first class hospitality suites.

The Lowara authorised distributor for Bahrain, M.H. Al Mahroos B.S.C. ( C )

worked closely with consultants M/s Tilke of Germany to provide the water supply systems for the project.

The pump systems supplied include water supply pressure booster sets that are regulated with variable speed drives using the Lowara multistage range with Hydrovar® drives.

In addition pump packages include the mains water, fire hose reel and sprinkler sets and sewage pumps lifting stations.

**If you think that some of your own installations evoke the key concept of "providing solutions to our clients", drop us a line and we'll find a way to transform the data you provide into yet another success story - a success that we have achieved together. Only you can help us here; give us a shout and let us know!**

Lowara

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## Efficient Lowara pumps in an imposing monument, the elevated water reservoir in Eilenburg

Since then this task has been performed by a LOWARA pressure booster set. Technical data: The Eilenburg elevated water tank was built by Dyckerhoff & Widmann in 1916, when demand for this type of reservoir was already declining, to serve the existing celluloid factory. The tower, measuring exactly 60.5 meters in height, housed four elevated tanks with a capacity of 1000, 500, 65 and 20 cubic meters, which were disassembled after improvement work was begun in December 2002, though the intermediate floors of the tower were maintained. Moreover, the basement houses an underground tank with a water storage capacity of 500 cubic meters. The tower's water loads are supported by ten pillars made of reinforced

concrete. The Eilenburg tower was created in the so-called Intze configuration from the name of its builder. As the bottom shape of the Intze tanks is extremely complex, this type is only rarely found. As regards this sort of structure, the best-known elevated water reservoir is probably the one built in 1097 in Berlin-Spandau. Outlook for the building: In the year 2000 the city of Eilenburg, which owns the tower, ordered a survey of the condition of the elevated water reservoir. Thanks to the generous, albeit temporary, financial support provided by the Government and the employment bureau (employment support fund), work was started in December 2002 to redevelop this symbol of the town, at an estimated cost of two million Euros.

Construction of a pressure boosting station was completed in the spring of 2003, enabling 1000 cubic meters of water stored in the renewed underground tank to be available at all times as a reserve to be used for firefighting purposes in the industrial district. This enabled the disassembly of the two elevated tanks. In April 2003, scaffolding was erected in order to start renovation work on the roof and the front. In late September, the skylight turret, consisting of three sections, measuring four meters and weighing twelve tons, was lifted using a crane. Since December 2003, the elevated water reservoir have a sparkling new light grey-beige appearance.

## "Aquatherm 2004" Show - Vogel

The success of Vogel participation in the most important Austrian trade fair for the domestic sector, "Aquatherm 2004", went far beyond our wildest expectations.

Thanks to the active commitment of our staff, we left an excellent impression with visitors to our 220 m<sup>2</sup> stand. About 21,000 visitors clearly confirmed the importance of this specialist event in which 297 exhibitors took part. The fair took place at "Messezentrum Neu", the new Vienna exhibition centre.

The key four areas of the new and attractively designed concept stand were the applications for "Home and garden", "Residential sector", "Industrial Uses"



and "Water techniques". 2004 highlights were the Hydrovar® retrofit, organised by our Technical Assistance Service, and the sensor-free Hydrovar®. The active support of our staff allowed us to extend our presence at the fair and create a very inviting stand featuring giant screen graphics and an open layout of models, products and innova-



tions, all set inside a very agreeable setting.

Some pump models were prepared just in time for the fair and earned special attention from the public. The "Old pump - new drive" area which explained how to fit existing pumps with the Hydrovar® frequency converter (Retrofit) was also of great interest. In spite of the limited assembly time, 20 models were assembled in the open and easily-accessible stand.

Videos and images projected onto a giant screen and with 4 luminous columns installed in the four corners of the stand, explained how our products work and what they can do as well as illustrating the vast field of use of pumps and adjustment devices.



The crowds of visitors evidently felt at home at the new stand and took the opportunity of talking with the stand

staff in the various meeting areas.

The new 2004 catalogue of products for domestic and residential use, was also presented during Aquatherm. This totally updated 320-page volume includes all product ranges and has the 2004 price list.

## Bahrain Garden Fair 2004

The Ministry of Commerce in Bahrain, under the patronage of His Majesty King Hamad bin Isa Al Khakifa, the King of Bahrain, conducted "Bahrain Garden Fair 2004" at the Bahrain International Exhibition Centre from last 18<sup>th</sup> to 21<sup>st</sup> of March 2004.

The organizers have selected the venue, which has been established a vital meeting point for the business and social community in Bahrain. Hence, this Fair will be a winning formula to create new dimension for all business as well as professional people in Bahrain and in the region.

The major exhibitors include manufacturers/distributors of Aqua Culture, Gardening Equipment & Tools, Garden Lighting, Pumps & Pipes, Swimming Pool Equipment, Irrigation Systems, Sprinklers, Water Fountains, etc.

The Lowara distributor "Al Mahroos" displayed the following 'Lowara' products at the Fair:

- CEAM SERIES PUMP WITH DOMINO
- BORE-WELL PUMPS - GS & FZ SERIES
- SV SERIES BOOSTER SETS
- SUBMERSIBLE PUMPS - DOC, DOMO, DIGGER
- FHE/SHE SERIES PUMPS
- HYDROVAR®

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## MCE 2004 - Milan: Lowara solution provider

The 34<sup>th</sup> Edition of the **Expo Comfort** Convention Show was held at the beginning of March in Milan and for the occasion Lowara presented the market with its new range of SV pumps completely redesigned and extended with the dual objective of maximising both the motor and hydraulic output provided.

With 256 sq m display space, the Lowara stand offered demonstrations of a series of applications for these new pumps that included waste water treatment with an inverse osmosis unit, a booster unit for commercial building, another pressure booster in an underground tank for fire fighting, a retrofit system with a sensor-less Hydrovar® variable speed drive, and other pumping systems controlled by frequency converters like the Hydrovar® and Teknospeed models.

All this was coherent with Lowara's image as a Solution Provider capable of



offering its clients solutions that provide adequate response to all their water handling needs.

In addition to the new products, the entertainment area inside the company's stand scored remarkable success with its 14-seat screening room that offered visitors an amusing three-dimensional film experience together with Loop - the

solution Provider fantasy figure created for Lowara assigned the task of illustrating the product features and technological solutions developed by the company.

3D technology and Loop will always be part of the Lowara world, and at the new LTC (Lowara Training Centre) in Montecchio Maggiore has its own 3D projection rooms where each training session will begin with a screening of Loop and his adventures.



### Trade Fair FIERA INTERNAZIONALE DELLA SARDEGNA Cagliari - Italy

from April 29<sup>th</sup> to May 10<sup>th</sup> 2004

Lowara attended the 56<sup>th</sup> edition of FIERA INTERNAZIONALE DELLA SARDEGNA held last April 29 to May 10 2004 in Cagliari.

### Trade Fair H2O ACCADUEO Ferrara - Italy

from 19<sup>th</sup> to 21<sup>th</sup> May 2004

Lowara attended seventh session of H2O ACCADUEO, the fair featuring technology for the treatment and distribution of potable and waste water to be held in Ferrara last May 2004 from 19<sup>th</sup> to 21<sup>th</sup>.

### Trade Fair SHK (Sanitary-Heating-Air Conditioning)

The SHK 2004 which took place from 16th to 20th of March in Essen is considered to be the most important trade fair of the whole branch in Germany this year. As a local fair in North-Rhine-Westphalia, the economical strongest and most populous federal state, the SHK is a mirror of the current trends of the market and future technologies and a barometer for the economical mood.

We presented LOWARA with our own booth of 24m<sup>2</sup> in hall 6.

### Trade Fair Bauma 2004 - LOWARA with its own exhibition stand

For a long time the bauma has been the most important exhibition of the world for machinery, vehicles and equipment in the building and mining sector. Between the 29th of March and the 04th of April more than 2800 exhibitors welcomed about 410.000 visitors on a exhibition space of 495.000 m<sup>2</sup>. The exhibitors came from 48 and the visitors from 157 different countries.

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## My name is Loop, J Was born last 1<sup>st</sup> december 2003

An engaging, eloquent and versatile personality, the ideal solution to provide support in the Lowara product communication not always as easy as it looks. LOOP was born to make technical communication more efficient, more inviting and comprehensible, and give added value to the Lowara brand. LOOP the mascot is destined to play a big part in company communication strategies from now on.

First presented in Milan at the Expocomfort Convention Show 2004, LOOP has played a starring role ever since his debut: as the protagonist of a state-of-the-art stereoscopic film - one of the first created in Italy for industrial communication - he was immediately popular with audiences and critics alike, as his numerous appearances in screenings continuously projected at Lowara trade fair stands have shown.

LOOP is a graphic development of the Lowara trademark able to explain the technical concepts behind Lowara technologies and their application with the aid of a little animation. In tune with his "transformational" spirit LOOP turns into a gadget customisation, and appears in the company website as a authentic video trailer, a quick sneak preview in stereoscopic 3D shows all his charm which can be found in the CD set complete with personalised anaglyphic glasses that permit the viewing of the

stereoscopic film and is the guest of honour at the Lowara Training Centre provided with all the equipment for stereoscopic viewing already provided to training session participants.

And that's not all, because in the context of a precise integrated communication strategy LOOP will be ordered to bring many other "Solution Provider" missions in the field of advertising and corporate communication to successful completion, and whenever the need for explanation, clarification, communication or the promotion of the Lowara brand and its technologies arises.

LOOP has been assigned the mission of clarifying the Lowara mission: to conceive and create solutions for specific needs and not merely supply products, even products of high technology. There's a big difference. Not only because customer relationships and loyalty are based on the detailed comprehension of user needs, but also because technical supply goes far beyond - and this is one of Lowara's winning cards - the product to include pre and post assistance, ongoing personnel training and the ability to develop newer and newer technological proposals. International markets are evolving faster and faster, but never as fast as LOOP, the bright and bubbly Lowara mascot.

### LOOP NEW 3D STEREOSCOPIC VIDEO

**At the Lowara Training Centre, a specific machine was installed for stereoscopic video viewing and every training will start with a 3D video and Loop will be asked to go to another mission.**

**So, see you soon with other new stories!**



Lowara

## LOOP on the Internet Web Site

On every Lowara Web site, accessed from a specific **DOWNLOAD** area, it is possible to see a small preview of the **Stereoscopic 3D Video**.



New 3D Stereoscopic Video. Watch the Trailer! Enjoy an exciting three-dimensional experience with Loop.

Small preview of 3D Stereoscopic Video



Special anaglyphic glasses required

3D stereoscopy = three-dimensional viewing

Stereoscopy enables you to view three-dimensional images; it gives you the feeling of being inside the image and able to touch the objects displayed.

Who is Loop? ...discover it by yourself! Take a look at some of the scenes from the 3D video.

[www.lowara.com](http://www.lowara.com)

## LOOP - customised gadgets

"LOOP" Key rings  
 "LOOP" Bags TNT  
 "LOOP" Sweets  
 Tie  
 "LOOP" T-SHIRTS M  
 "LOOP" T-SHIRTS L  
 "LOOP" T-SHIRTS XL

Sweets with a Loop image



Key-ring with Loop on the back

## LOOP - gadget CD SET PC compatible "CD KIT" SV



- The CD will be distributed inside a plastic pocket together with the special anaglyphic glasses.

- From the first screen you can choose 3 options:

- 3D Video
- 3D Video Stereoscopic
- SV Documentation in .PDF format



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## The SV Series has been expanded and updated

Lowara presents its updated SV pump range, which has been completely redesigned and expanded to provide superior performances and advanced technological solutions.

The Lowara SV series features vertical multistage electric pumps made of stainless steel, ideally suited for a large number of applications including water treatment (reverse osmosis, ultrafiltration, demineralization, softening and distillation systems), water supply (filtration and distribution from water systems,

pressure boosting in networks or booster packagers), light industry (cleaning and washing systems, firefighting systems, boilers, cooling liquids for machine tools, cooling and air conditioning, pumping of acid and alkaline solutions, oils and alcohols) and irrigation (golf courses, flood irrigation). All the materials used in the manufacture of this updated range of SV pumps are suitable for drinking water applications (WRAS certified).

The new Lowara SV pumps have been redesigned to meet the dual goal of maximizing the performance of the liquid end and motor and of reducing the maintenance requirements to a minimum in order to make the pumps suitable for a wide range of applications.

In particular, special attention was given to reducing axial thrusts of the liquid end, typical of pumps with a multistage configuration. This allows standard motors to be mounted without any need for intermediate devices which could have an adverse effect on the overall performance of the pumps.

Moreover, the improved



efficiency of the new pumps enables energy consumption to be substantially reduced, which means that the pumps are less expensive to run. Their operation is also more silent: the noise levels have been reduced for greater customer satisfaction.

From small to large: the range is wider. With the introduction of four new models (SV 33, SV 46, SV 66 and SV 92) Lowara has also significantly expanded the application range of this series of pumps, which now features capacities of up to 120 m<sup>3</sup>/h and heads up to 330 m.

### New Documentation SV

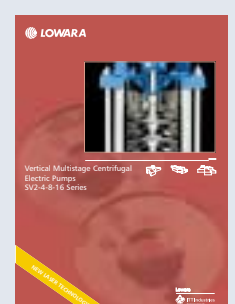
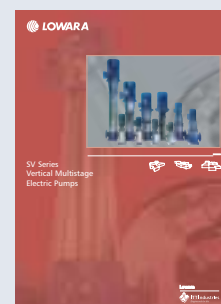
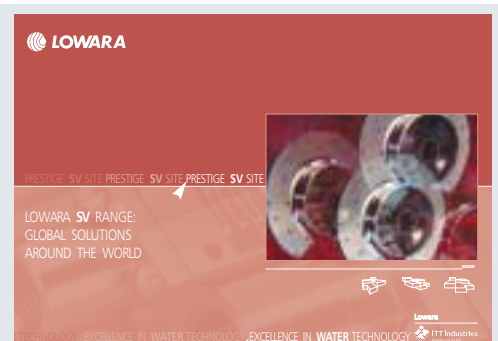
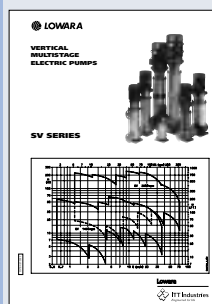
191002310 SV 2-16 TECHN. CAT. **IT**  
 191002311 SV 2-16 TECHN. CAT. **EN**  
 191002312 SV 2-16 TECHN. CAT. **FR**  
 191002313 SV 2-16 TECHN. CAT. **DE**  
 191002319 SV 2-16 TECHN. CAT. **PT**  
 191002318 SV 2-16 TECHN. CAT. **NL**

191002320 SV LANCIO TECHN. CAT. **IT**  
 191002321 SV LANCIO TECHN. CAT. **EN**  
 191002322 SV LANCIO TECHN. CAT. **FR**  
 191002323 SV LANCIO TECHN. CAT. **DE**  
 191002329 SV LANCIO TECHN. CAT. **PT**  
 191002357 SV LANCIO TECHN. CAT. **TR**

191002331 PRESTIGE SITE TECHN. CAT. **EN**  
 191002332 PRESTIGE SITE TECHN. CAT. **DE**

191002270 SV TECHN. CAT. **IT**  
 191002271 SV TECHN. CAT. **EN**  
 191002272 SV TECHN. CAT. **FR**  
 191002273 SV TECHN. CAT. **DE**  
 191002279 SV TECHN. CAT. **PT**

191012301 60 Hz SV TECHN. CAT. **EN**



## On line documentation

A PDF file that summarises the list of all our technical and promotion product documentation, is now available on-line.

The file groups catalogue images, product codes and the respective release dates.

The file will be regularly updated in real-time whenever a new catalogue comes out or a previous issue is revised.

This provides you with another handy tool that will keep you up to date on the latest Lowara documentation.

The link to the respective page in the site is:

<http://www.lowara.com/pdf/en/documentation.pdf>



## Lowara in Saudi Arabia

Lowara are now dealing in KSA with a new distributor network.

Lowara have started to distribute the product in the Kingdom of Saudi Arabia with Ahmed Ramadhan Juma Est., company.

Ahmed Ramadhan Juma group is one of the oldest business establishments in the Arabian Gulf region, with headquarters in Dubai its business spread all over United Arab Emirates, Saudi Arabia and Oman.

In Saudi Arabia, with a head office in

of access' to the customers. Through the Retail Showroom, and a network of professional-third-party sales-outlets together with their Projects Division, they can offer a complete package of consultancy for customers to select the right products and provide total solutions.

The network of showrooms is much more than a point of sale or display area. All the showrooms have the same facilities – Customer-friendly setup, easy-to-select product placement, and continuously trained Sales Consultants who are well aware of the product range and applications.



Riyadh, and two branch offices in Jeddah & Dammam and with a wide local distributor coverage they are reaching all sectors of pump users. The company is separated in to retail sales and projects sales.

All the showrooms are located at strategic locations which are a one-stop-shop, offering 'total solutions and convenience

The Projects Department has specialists who visit the customers at their sites to study their requirements and recommend suitable products for the right application.

The Projects' sales Engineers and Technical Sales Representatives at ARJ-CENTRES are specialists who study the customers' requirements and offer Total Solutions.

With in house facilities to fabricate booster pump sets, water transfer pump sets, fire-fighting pump sets and irriga-

tion pump sets, they are fully geared up to supply the required pump solution package.

A total of 36 representative make-up a highly motivated professional staff are totally dedicated for the Saudi market, and their knowledge is regularly updated through continuous training, both in house and external to acquire new skills to help them serve the customers in a better way. Training is also provided to the clients' representatives, product seminars are conducted for the engineers regularly at the head office and on the site or client premises.

Recently in April 2004 Lowara with the collaboration of ARJ organised Seminars in Kingdom of Saudi Arabia. In Riyadh on April 3, 2004, at "Four Seasons Hotel" 100 consultants, contractors and dealers attended the seminar. In Jeddah on April 6 at the new "Hilton Hotel, another seminar with 120 attendees representing consultants, contractors, dealers and Ministry people.

Lowara



PT



NL

# Institutional Lowara Campaign

**Working together Lowara & Vogel have more innovation, strengths and support. The future is in our hands**

Lowara and Vogel have combined forces, to share their resources and technical strengths to provide advanced and comprehensive solutions for all pumping problems.

**This is the clever thing to do, as everyone knows in unity there is strength.**



IT



EN



FR

## News News News News News News News News News

### LTC-Lowara Training Centre

Lowara considers thorough awareness of the product and the correct technical information for its ideal use to be fundamental requisites for both internal staff members and international clients alike in the attempt to reinforce its position in an increasingly competitive market.

LTC, the Lowara Training Center, a modern and practical structure for the hosting of training activities, was built with this precise purpose in mind. The hiring in 2003 of a specialised training manager,



mechanical engineer Enrico Pianezzola, and the management of full-time educational activities will permit the satisfaction of the needs of various types of user with a yearly calendar that announces the training proposals offered in advance.

In addition to clients who wish to learn more about Lowara and visit its productive units, these training activities are also dedicated to the company's own personnel and those from various European branches, whether they be technicians, members of the sales force or maintenance providers at authorised assistance centers.

The types of course being offered - all supported by computerised educational material - vary as required by need: the introductory course on the product provides a panoramic view of the Lowara range by emphasising the key technological and commercial points of each article. Specific examples of application and a crash-course in fundamental engineering principles provide clients with greater knowledge of how our products can satisfy even the most different requirements.

Lessons in theory are combined with "hands-on" sessions that provide first-hand experience with the product conducted in a special classroom equipped with working units, section-view models, and specific instrumentation.

The needs of the more technical public can be met on request through advanced product courses featuring more-detailed technological content, such those dealing with frequency variators, for example.

This complete training offer is not merely limited to the new LTC and can be extended to the premises of clients and distributors in every part of the world by organising meetings ad hoc with specific courses structured as required by local necessity with the maximum flexibility. The launchings of new models, for example, are performed in itinerant fashion throughout Italy and around the world in order to satisfy everyone's various "geographical" needs.

Here are the names of our "Train the Trainer" course conductors:

Rui Campos PORTUGAL, Roland Welts NETHERLANDS, Paul Winnet / Gary Hickman UK, Rainer Schulz GERMANY, Jean-Francois Serrault FRANCE, and Christian Mold VOGEL.

The Lowara European branches also possess a technical training structure with designated personnel who provide education activities throughout the territory in complete independence by placing to best advantage the know-how acquired through the regular meetings for updating and exchange of material held for European trainers at the Italian headquarters in order to promote progress in a common direction and permit data and information from different markets to be shared.



The LTC classrooms, of course, are always ready for students all year round: the two conference halls are equipped with audio amplification systems, video projectors, screens and blackboards, while other rooms are available for operative meeting, especially in the aptly-equipped room known as the "Pump school" where trainees can safely interact with the product using test tanks and acquire precious experience in maintenance and inspection operations on various products in the range.

The "Pump school" is equipped with



electric control panels and the respective insulation and safety systems, compressed air instruments, workshop tool kits, and electrical motor testing equipment, not to mention the various parts of pumps, a number of test tanks, and a few "section-view" demo pumps.

With over 80 days of training activity and 600 people from 15 different nations trained in 2003, LTC can safely look to the future with optimism.

### The Italian After Sales Service Team



The first official meeting of the members of the Italian After Sales Service - a structure that constitutes a part of the new Customer Service Group - was held, 2002 in Montecchio. On this occasion, personnel participated in specific courses for increased awareness of single products for the purpose of providing correct 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, and specific equipment and clothing personalised with the Lowara After Sales Logo that gives clients a better idea of the quality of the service rendered were dis-

tributed to all team members.

Stefano Berni, Ciro Borrone, Pietro Crisante, Natalino Lavinato, Guido Oldrati, Alberto Pozzo and Giuseppe Pozzo, with co-ordination and support of Roberto Zanotto, have already been working as a team closely in touch with the needs of our customers.

Customers needs range from requests for initial assistance upon the start 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 180/200 site calls per month indicates 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 programmed maintenance contracts that the After Sales technicians propose on the occasion of their visit.

# ClubHouse

Lowara



ITT Industries  
Engineered for life

**The Lowara Mail Newsletter's subscription is always proceeding with the 680 customer's subscription to be advised.**

***In March 2004 another issue was sent.***



March 2004 - Number 19

"TheLowaraMailNewsletter"

Summary:

- 1) New Technical Documentation 50Hz: New Technical Catalogue SV (ITALIAN)**
  - 2) New Technical Documentation 50Hz: New Technical Catalogue SV (ENGLISH)**
  - 3) New Technical Documentation 60Hz: New Technical Catalogue CO (ENGLISH)**
  - 4) New Technical Documentation 60Hz: New Technical Catalogue BOX (ENGLISH)**
  - 5) New Documentation SV2-16 series (DIFFERENT LANGUAGES)**
  - 6) New LAUNCH documentation SV pumps (DIFFERENT LANGUAGES)**
  - 7) New Documentation: Watched the TRAILER of LOOP! New 3D STEREOSCOPIC VIDEO.**
  - 8) Tip&Tricks: Do you know that on our web site...**
- Next Show FIERA INTERNAZIONALE DELLA SARDEGNA - Italy**

Do you want to read the previous editions?  
"The Lowara MailNewsletter" Previous issues:  
<http://www.lowara.com/previous.php>

## Future Lowara Trade Shows

### METAV

Düsseldorf - DE - 15-19 June 2004

### AQUATECH

Amsterdam - NL - 28 September - 1 October 2004

### CONCRETA

Porto - PT - 27-31 October 2004

### EIMA

Bologna - IT - 10-14 Novembre 2004

### ARTIBAT

Nantes - FR - 2-4 December 2004



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