

DISTRIBUTOR News

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Inside this Issue

1 Compatibility Guide Changes

1 Applications Update

2 Distributor Focus

2 Press and Publicity News

www.GoatThroat.com

Westcott
Distribution
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GoatThroat™

Hand-pressurized precision pumps that handle anything

Compatibility Guide Changes

We are pleased to announce that we have instituted a new look to the compatibility guide on the web site. Because many fluids are compatible with 2 or more of the elastomer parts (drum seals and o-rings), we now have a rating system comparing the fluids and seals. Plus, we have added Santoprene to the compatibility guide. Santoprene is used for the drum seals in the GT200S. Visit <http://www.goatthroat.com/html/chemguide.html> We will be sending each of you a printable version of this guide so that you have it at your finger tips.

Notes

Test: Flammable and/or not recommended for use with polypropylene. Test before use.

Wash: Wash pump after each use.

CAPITAL LETTERS denote brand names which may be trademarks or registered trademarks

Pump Compatibility Ratings

Best: High compatibility, maximum pump durability

Good: Good compatibility, moderate pump durability

Caution: Can be used in some cases; exercise caution

Do Not Use: Incompatible with this pump type

[n/r]: Not tested or rated for use with this pump type

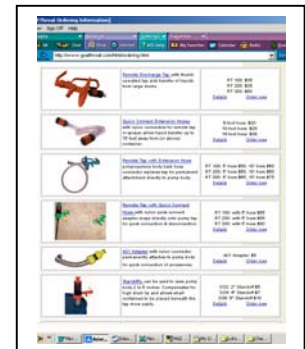
[A](#) [B](#) [C](#) [D](#) [E-F](#) [G-I](#) [J-L](#) [M](#) [N-O](#) [P-Q](#) [R-S](#) [T-V](#) [W-Z](#)

[Next List >>](#)

| Notes | Liquid/Chemical | Pump Compatibility Rating | | | |
|-------|------------------|---------------------------|------------|------------|------------|
| | | GT 100 | GT 200 | GT 200S | GT 300 |
| | | Nitrile | EPDM | Santoprene | Viton |
| | 2,4-D Amine 500 | Do Not Use | Good | [n/r] | [n/r] |
| | 2,4-D Ester 800 | [n/r] | [n/r] | [n/r] | Best |
| | ACB - 30 | Best | Best | [n/r] | [n/r] |
| Wash | Acetaldehyde | Do Not Use | Best | [n/r] | Caution |
| | Acetamide | Best | Best | [n/r] | Best |
| | Acetic Acid 10% | Do Not Use | Good | [n/r] | Caution |
| Wash | Acetic Anhydride | Do Not Use | Caution | [n/r] | Do Not Use |
| Test | Acetone | Do Not Use | Good | Good | Do Not Use |
| | Acetophenone | Do Not Use | Best | [n/r] | Caution |
| | Acetyl Acetone | Caution | Best | [n/r] | Caution |
| | Acetyl Chloride | Do Not Use | Do Not Use | [n/r] | Do Not Use |

Web Site Changes for Accessories

The web site now features photographs of all of the major accessories so your customers can see how they are used. They can see a quick connect or remote tap "in action" – which will make the applications easier to explain.



Distributor Focus

By Sara Surrey

CLOSE-UP ON NEW PIG

New Pig is the kind of distributor from whom we can all learn a tremendous amount. From its conception in 1985, New Pig's focus has always been its customers and their needs. In its first year, New Pig won "Award for Best Advertising" by Pollution Engineering and continues to win awards for its customer relations, most recently attaining the 2002 i.Merchant Award.

What keeps New Pig growing and gaining ground is the attention it pays to customers. New Pig maintains a fluidity in an ever changing market by offering convenient payment options and price plans, offering their services to "invent" products designed for a customer's specific needs, and by offering what New Pig dubs their "Amazing Invisibles". The "Amazing Invisibles" include a promise that an average phone order takes no longer than 3 minutes, a 100% forever guarantee on products, and same day shipping.

All these details define a philosophy based on the belief that a satisfied customer leads to a healthy business. Consequently, New Pig grows and stays in tune with its market by meeting customer needs as efficiently, creatively, and pleasantly as possible.

Dan Ferrell, a product manager, from New Pig, stated, "I always thought a pump is a pump is a pump. How many different pumps does a catalogue need? And then I looked at the sales numbers with GoatThroat™ and realized that we were really selling quite a lot of them. It definitely fills a niche that we didn't realize needed attention."

Coming from a company that stays on top of its game by staying in tune with its market, these are high words indeed. We at GoatThroat™ couldn't agree more and hope that all of you can take a few ideas from New Pig in the process of showing your customers our niche!!!

Press and Publicity

Industrial Maintenance and Plant Operations will feature GoatThroat™ in its July 2002 New Product section. This goes out to 122,000 of our target audience and will be seen around the 19th of the month in customer offices, and on line around the 15th of the month. We will probably use one of the "case studies" we already have for a second opportunity to promote our product in *IMPO's* "field report" section. *HazMat Transportation News* carried an article about GoatThroat™ in its May 24th issue and *Hazardous Waste Superfund Week* included an announcement in its June 3rd Issue. *Products Finishing* had an announcement in the July issue. *Pest Control* will run a new product announcement about GoatThroat™ in its August Issue. *New Equipment Digest* will run an announcement in its September issue which will be at both the Atlanta and Northern California Plant Engineering and Maintenance Show and the Northern California and Atlanta Material Handling trade shows; we are planning an article on the benefits of polypropylene over steel as regards chemical resistance for the September issue of *World Pumps* which will be at WEFTEC Trade Show in Chicago.

WE ARE LOOKING FOR INTERESTING APPLICATIONS – Pest Control will run a "field report" if we can find an interesting application in their field. If you know an exterminator who has potential, we will supply the pump at no charge. Other magazines will run stories as well. If you have good case studies or field reports and can get photos, we will give away 2 pumps per article that we get published. And of course we will write the article for you!

Upcoming Topics

September 2002
Benefits of Fluorosealing

November 2002
Product Improvements

January 2003
New Chemicals

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