

DISTRIBUTOR News

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Inside this Issue

- 1 Santoprene Seals
- 1 Applications Update
- 2 Distributor Focus
- 2 Customer of the Month

www.GoatThroat.com

Westcott
Distribution
184 West 10th Street • New York, NY 10014 • 646-486-3636



GoatThroat™

Hand-pressurized precision pumps that handle anything

Santoprene Drum Seals

Please recommend Santoprene® drum seals for your customers who are transferring acetones and thinners. We have one customer who tested a gun cleaner made of acetone and toluene with each of our seals – Viton, EPDM and Nitrile, and Santoprene®, and for this fluid product, Santoprene® was the best elastomer for the job.

Santoprene® thermoplastic elastomers (TPEs) are high-performance elastomers which combine the desirable characteristics of vulcanized rubber with a unique combination of material properties and environmental resistance equivalent to general purpose EPDM rubber compounds. Fluid resistance is comparable to general purpose polychloroprene rubber compounds, a unique combination that lends itself to a broad range of applications.

If you have customers with fluids which are not on our compatibility charts, ask for a test kit.

Applications Update

BOTANICAL GARDENS: use the pump to decant pesticides, insecticides and herbicides

FOOD MANUFACTURING: use the pump to transfer acids, alcohols, alkalines etc. Freeman Company in Tuckahoe, New York, Crown Bacon Company in Queensland, Australia and Uncle Ben's Rice Factory in Victoria, Australia use the pump to decant alcohols and acids used to clean vats. A cookie company uses our pump to decant jam for their cookies.

PAINT MANUFACTURING: Crown Paints uses the pump to decant pigments and solvents

PHARMACEUTICAL COMPANIES: Pfizer uses the pump to decant chemicals in their laboratories.

TEXTILE MANUFACTURING: use the pump to dispense acids and alkalines to soften up fibers. Also to lubricate machinery with the remote tap



Distributor Focus

By Sara Surrey

Interview with Kim Branson of Special Plastics Systems

Do you have a particular selling style?

Actually, yes!! Because the GoatThroat™ is so small and portable, I like to do a visual demonstration. It's really the best tactic and I've snagged several people's interest this way. The minute I pull it out of the box, 4 out of 5 people ask for a chemical compatibility list and price breakdown on the spot.

What markets are you going after and why?

I really deal with several different types of companies. I approach any customer who needs a hand pump to work with chemicals – so, I am looking for all customers using small hand pumps or going through a lot of pumps. I work with Plating companies, Dental Component companies, and Chemical manufacturers. Really anyone

transferring various amounts of chemicals. It's a surprisingly wide market because GoatThroat™ is so light, easy to use, and very tolerant of chemical – it's a very versatile product.

What is the greatest challenge for selling the product?

To explain the cost of GoatThroat™ vs. a \$15-20 smaller pump, to convince customers that it will stand up to their chemicals AND they will be able to reuse it. It really helps though, that GoatThroat™ comes with such great support documentation and a great website that I can always refer them customers to it.

What do people think of the name?

Everyone laughs and says, "The what?" but then it works so well and is so flexible that people buy it!!

CUSTOMER OF THE MONTH

The ORMCO division of Sybron International in California, uses a **GT300 GoatThroat™ Pump** with Viton Seals in combination with the **RT300 Remote Tap** to dispense highly caustic 70% Nitric Acid. ORMCO, a top manufacturer of orthodontic devices, uses the Nitric Acid in their tumbling equipment to remove foreign matter from the orthodontics devices before final finishing. **Denny Eakin, the Manufacturing Buyer for ORMCO**, says that GoatThroat™ will probably save his company over \$15,000 in the first year alone by allowing him to buy 6½ gallon carboys of the Nitric Acid rather than smaller 2½ liter bottles. He also notes that GoatThroat™ prevents highly toxic fumes from escaping during the fluid transfer process. Denny looked for quite a long time to find a pump that would allow him to buy the chemicals in bulk, and was delighted when Kim Branson from Special Plastics demonstrated this exceptional product.

Upcoming Topics

July 2002
Compatibility Guide Changes

August 2002
Benefits of Fluorosealing

September 2002
Product Improvements

October 2002
New Chemicals

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