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Customer
Think™

Roberts Communications/i-FRAME online news conference scores big coverage on small budget

Challenge: ITT Goulds Pumps needed editors to take special notice of an innovative product being announced in a “quiet zone” between trade shows.

Strategy and Action: Roberts created an interactive webinar— an apparent first for this industry, developed in consultation with editors on format and content. The release of information was tiered to emphasize significance – attendees saw proprietary product information, registered non-attendees received a detailed news kit, others received news releases only.

Results: More than 50 journalists participated. The event generated five cover stories in major trade magazines and 13 feature articles – a comparable ad value more than 12 times the cost of the event.

Product Pipeline

New Pump Provides Early Warning of Potential Failure

ITT Goulds introduces the ANSI Model 3196 i-Frame—


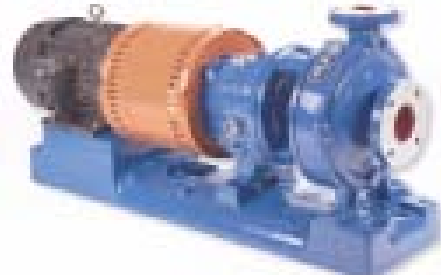
- Standard onboard pump intelligence provides operations personnel, maintenance managers and reliability engineers with early warning of trouble so that changes to the process or machine can be made before failure occurs
- Stainless steel condition monitor is nested atop the power end to measure vibration and temperature
- Variations in temperature or vibration that exceed preset parameters will activate the early warning system by displaying flashing red lights
- Other standard features include stainless steel, bronze bearings, and a mixed sump design

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WHAT'S HOT



Onboard Pump Intelligence Gives A Timely Heads Up

First integrated ANSI pump failure prediction. This industry first is the type of sensitive and efficient early warning system you've been waiting for.

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