



FLOTEC RANGE NEWS 2012

Flotec®

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SUMMARY

NEW PRODUCTS 2012

- HYDROBLASTER 1.8 H.Pressure p.3
- GARDENJET 1500 p.4
- GARDENJET INOX 1600 p.5
- WATERPRESS 1500 p.6
- WATERPRESS INOX 1600 p.7
- ACCESSORY RANGE p.8

MERCHANDISING NEWS

- PHOTOVOLTAIC NEWS p.10
- QR CODE p.10
- MERCHANDISING ACTIONS IN STORES p.11
- MERCHANDISING ACTIONS IN EXHIBITIONS p.11





Irrigation



Pressurization



Special Uses



Drainage clear water



Drainage waste water

IRRIGATION

Engine pumps

HYDROBLASTER 1.8

High Pressure



- + Useful for remote applications where water lines or electricity are not available
- + Easy to transport

Model: HYDROBLASTER 1.8 High Pressure
Part number: N4151080

Independent from electric supply, the Flotec gasoline driven motor pumps are ideal for irrigation of lawns and flowerbeds, to clean patios and external flooring using water from rivers or wells. They can also be used to fill or drain tanks or basins.

Applications

- irrigation of lawns and flowerbeds
- washing of terraces or outdoor floors
- fill or drain tanks and basins

Accessories

VALVE

SUCTION KIT

FILTER



Technical data

Absorbed power	1350 W	Suction/Delivery port	25 mm (1")
Flow rate	11000 l/h	Weight	13 kg
Max. Head	36 m	Dimensions pompe	38 x 30 x 37 cm
Max. liquid temperature	35°C	PCS per palette	TBD
Fuel	Unleaded gasoline	Accessories	TBD
Pump body	Aluminium		
Tank capacity	1.4 l		



IRRIGATION Surface pumps

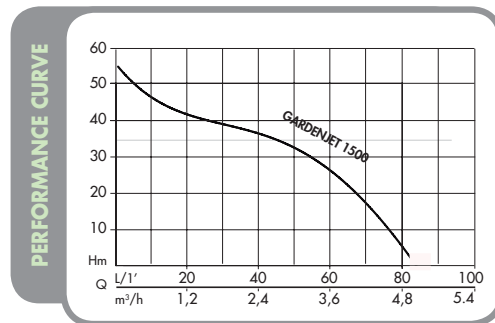


GARDENJET 1500



- + cast iron pump body
- + self-priming pump

Model: GARDENJET 1500
Part number: N4176960
Barcode: 7630014507719



Single-phase asynchronous electric motor with built-in thermal relay and JET hydraulic system for higher performances.

Applications

- irrigation of lawns and flowerbeds
- washing of terraces or outdoor floors
- fill or drain tanks and basins

Accessories



Technical data:

Absorbed power	1100 Watt	Power cable	1.5m H07 RNF
Voltage	230 V	Suction/Delivery port	33.25 mm (1" M)
Flow rate	4800 l/h	Max. suggested suction Head	7 m
MAx. Head	50 m	Weight	16.8kg
Ampère	5A	Packaging dimensions	45.5x 22.5x29
N° Impellers	1	PCS per pallet	28
Protection class	IPX4	Delivered accessories	Connector
Pump body	Cast Iron		





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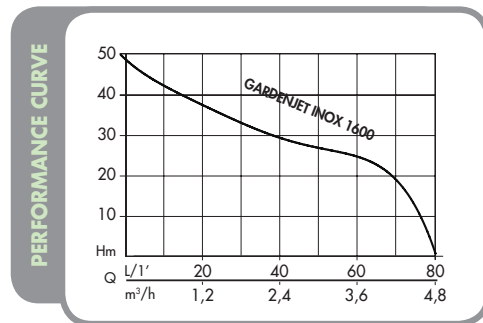
IRRIGATION Surface pumps

GARDENJET INOX 1600



- + Stainless steel pump body
- + self-priming pump

Model: GARDENJET INOX 1600
Part number: N4177000



Single-phase asynchronous electric motor with built-in thermal relay and JET hydraulic system for higher performances.

Applications

- irrigation of lawns and flowerbeds
- washing of terraces or outdoor floors
- fill or drain tanks and basins

Accessories

PRESSUREMATE	FILTER	TANK
SUCTION KIT	MICROSTART	

Technical data:

Absorbed power	1200 Watt	Power cable	1.5m H07 RNF
Voltage	230 V	Suction/Delivery port	33.25 mm (1" M)
Flow rate	4300 l/h	Max. suggested suction Head	7 m
MAx. Head	50 m	Weight	8.5 kg
Ampère	5A	Packaging dimensions	36 x 22.5 x 28 cm
N° Impellers	1	PCS per pallet	50
Protection class	IPX4	Delivered accessories	Connector
Pump body	Stainless steel		



PRESSURIZATION Boostersets



- + Cast iron pump body
- + 24L Tank

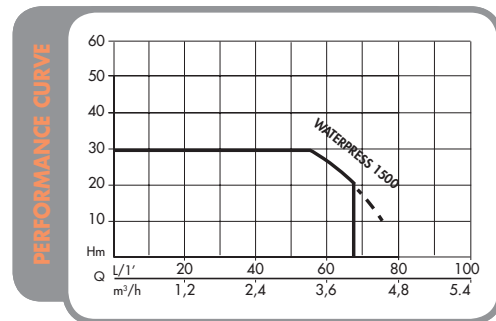
Model: WATERPRESS 1500
Part Number: N5209890
Barcode: 7630014507726

Self priming Boosterset with cast iron pump body and 24l tank

Applications

- domestic water supply
- pressurization
- small gardening irrigation

WATERPRESS 1500



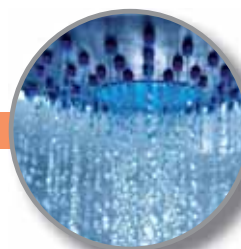
Accessories

PRESSURE SWITCH MEMBRANE TANK



Technical data

Absorbed power	1100W	Tank capacity	24L
Voltage	230V	Protection class	IPX4
Flow rate	4800l/h	Power supply	1,5m H07 RNF
MAx.Head	50m	Suction/Delivery port	33.25mm (1")
Ampères	5A	Weight	22.3Kg
Pump body	Cast iron	Packaging dimensions	53x30x62
N° Impellers	1	PCS per Pallet	15
Tank material	Steel		





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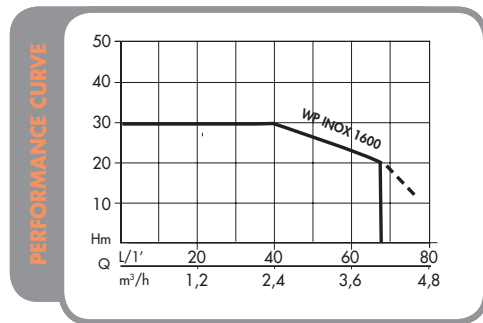
Drainage waste water

WATERPRESS INOX1600

PRESSURIZATION Boostersets



- + Stainless steel pump body
- + 24L Tank



Model: WATERPRESS INOX 1600
Part number: N5209900

Self priming Boosterset with cast iron pump body and 24l tank

Applications

- domestic water supply
- pressurization
- small gardening irrigation

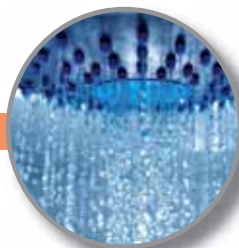
Accessories

PREASSURE SWITCH MEMBRANE RESERVOIR



Technical data

Absorbed power	1200W	Tank capacity	24l
Voltage	230V	Protection class	IPX4
Flow rate	4300l/h	Power supply	1,5m H07 RNF
MAx.Head	50m	Suction/Delivery port	33.25mm (1")
Ampères	5A	Weight	15.8Kg
Pump body	Stainless steel	Packaging dimensions	54 x 29.3 x 60.3 cm
N° Impellers	1	PCS per Pallet	20
Tank material	Steel		



ACCESSORY RANGE NEW PACKAGING 2012



For 2012 the range of Flotec accessories will have a new 4-colour graphic layout, uniform for all packaging typologies. The new packaging of Flotec accessories will consist of cardboard packaging for our “top-end accessories,” and nylon bags with cardboard banners for all other items. The new range of Flotec accessories will be available starting from January 2012.



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MERCHANDISING

ECOLOGICAL PRODUCTS

Thanks to the installation of a photovoltaic system on our roof, Pisa Plant has become the first ecological factory of Pentair Water group. The system can produce 100% energy for all productive activities: 4100 solar panels on a surface of 11 000 m² generate up to 1,280,000 kWh per year and a CO₂ reduction of 678,500 kg.

All Flotec pumps produced in our plant in Pisa are fully produced from renewable energy: starting from January 2012 a label on the pump packaging will show this plus



QR CODE

The QR code is a specific matrix barcode which consists of black modules arranged in a square pattern on a white background.

“QR” stands for English “Quick Response”, since thanks to this system stored data can be decoded quickly.

It can be read by a QR code reader, a mobile phone or a smart phone. One of the benefits is the advantage of storing more information than a simple bar code: QR codes can store web addresses, texts, phone numbers, etc. They can be read by smart phones and mobile phones equipped with a simple reading application. The advantage of QR code is that it allows to download data in a very easy and fast way.

To read a QR code, you simply have to launch the reading software application through your mobile phone and access the content.



A QR code label will be stuck on the box of each FLOTEC pump: each product will have a specific QR code that will allow the user to immediately download all information about that product (manuals, technical specifications, exploded view and spare part list) from the Flotec web site



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MERCHANDISING IN STORES

Starting from 2012 we want to realize some marketing activities regarding new merchandising elements to put in stores to support our sales strategies. These elements consist mainly of:

1) Four color Cardboard Display to be fixed to the shelves where our products are displayed: it will contain brochures concerning our whole range presentation, with main features of our products and an easy purchasing guide based on customer needs.



2) Exhibition of "cardboard banners" in stores to promote products: the banners may also be used for different products that will follow in PROMO and they will show a 4-color graphic and an empty area (indicative dimensions 30 cm x 40 cm) where we will stick a label with 4-color photo of the product in PROMO.



The banner will be equipped with a brochure holder incorporated where we will insert the information brochures regarding the performance and features for the product.

3) We are studying the production of a product selector that is immediate and easy to use. With this switch, the customer will be able to determine the product best suited to Flotec the type of need.

MERCHANDISING FOR EXHIBITIONS

Merchandising activities exhibitions will include the introduction of a new "pop-up display" stand which is a compact and portable stand that measures 230 cms x 200 cms when assembled and, when closed, it is folded into a cylinder about 60 cms diameter and 110 cms height.

When the stand is open the cylinder container serves as a bench.

This type of stand is light, easy to carry and easy and fast to set.

With the stand we will also provide small pop up cubic structures on which products can be displayed.

Pop up stands can be used for multiple purposes, including demonstrations and trainings.

Flotec pop up stands will consist of four-colour layout, with Flotec logo and photos of Flotec pumps





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