

COVER STORY PACKAGE

The Cover Story Package is a unique marketing mix of an editorial feature and an advertising campaign with enormous selling power.

COVER STORY: HYDRO INC.

Hydro Inc.'s perspective on the global aftermarket



Hydro is a global leader in the pump aftermarket repairs, upgrades and engineering solutions.

Since 1969, engineers at Hydro Inc. have been repairing, upgrading, and replacing existing pumps and pump systems. With service centre locations across the globe, they have since grown into the largest independent pump service and pump engineering company in the world.

Worldwide reach and company strategy

Harris also emphasizes that engineers are the heart of the company. Nick Dugan, the Vice President of Nuclear Operations in Chicago, notes that "We focus on aftermarket service and support. We implement engineering modifications to improve the performance of pumps that are out in the field. By offering pump rebuilding, engineering, and upgrading at each service centre, Hydro can more effectively service the special needs and requirements of customers in each region. Stayng close to the customer is one of the fundamental tenets of Hydro's strategy and culture."

Hydro's long list of services include water-related repairs, such as performed on the 24" Hydro 150 slurry pump.

Hydro's mission statement:

"Our mission is to work hand-in-hand with our valued customers to optimize the performance and reliability of their pumping systems by evaluating and understanding root causes of pump operation in failure and by providing unbiased engineering analysis, quality workmanship, and responsive field service for improved plant operation."

Hydro's vision is to be the pre-eminent aftermarket pump service organization in the world.

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In this issue of Pump Engineer magazine:

- Chevron's 5th Ref. debuts into the subject line of refined components. Page 24
- End user interview: Pumping alternative materials in the petro and mining industries. Page 27
- Pump Selection: Using analytics to improve pump selection. Page 30
- The case for AS22 pumps in filter press systems. Page 34

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The global magazine for pump users and suppliers

PUMP engineer

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Comprises:

- Your company featured on the cover of *Pump Engineer*.
- A feature article 4 x 1/1 page A4, full-color. The article is the product of *Pump Engineer* and will be written after an interview with you, in our style. We will send you the article after the text has been written so that you may check it, and once again after the illustrations have been added so that we can be assured that it completely meets your wishes.
- Packages include at least 4 x 1/1 full-color advertisements.
- 300 copies will be made available for your own distribution amongst your clients, prospects, at exhibitions, etc. All copies will be sent to one address free of charge.
- The feature article will be placed in the Cover Gallery on the *Pump Engineer* website (www.pumpengineer.net) for at least one year.

