

# SPECK INSIDE



Pump technologies and solutions

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across the pond

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## EDITORIAL

Dear customers, dear partners,

The first spring buds are starting to bloom  
in the gardens. For me a joyous sign that the  
next swimming pool season isn't far away.

2016 looks promising. We are well equipped  
with staff and material and are ready for you  
to put us to the test!

I'd like to take this opportunity to sincerely  
thank all participants of our customer satis-  
faction survey. Your feedback was very posi-  
tive and hugely helpful for us to be able to  
make SPECK Pumpen even more attractive to  
you, our customers.

The continuous improvement process is very  
important to us and we rely on your opinion  
to make sure that we make the right adjust-  
ments. We always have an ear for you! Stay  
in touch.

I wish us all a flying start to the season, lots  
of orders and enthusiastic customers!

Yours, Armin Herger

Managing Director  
SPECK Pumpen Verkaufsgesellschaft GmbH



Photo: Tanja Bolte

## Minicell

Booster units  
in disaster relief

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# The American way of SPECK

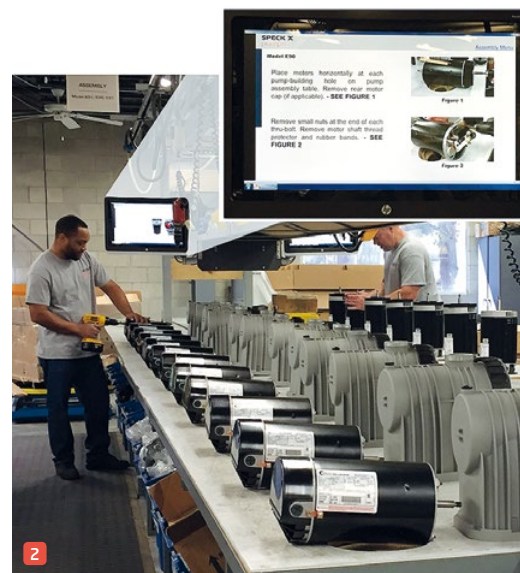
**SPECK Pumps Pool Products Inc. have been going their own way for 33 years and with great success.**

**In the 1970s it was difficult for European pumps to gain a foothold in the USA without pumps being built locally and with American motors. Seeing as this was not conducive to reaching our goals, a sister company was founded in Florida in 1983.**

**Jacksonville, Florida/USA** - 40 years ago it was almost impossible to launch a German pump on the market in the "land of unlimited possibilities". Even going via Canada didn't make much difference. German motors were foreign objects. The pool enthusiast Willy Speck, then Managing Director of SPECK Pumpen Verkaufsgesellschaft, was determined to achieve his goal: to sell BADU circulation pumps made from corrosion-resistant plastic, on the American market as well.

It soon became clear that there was only one way to go about it: Transport German pumps across the pond and combine them with American motors. Willy Speck founded SPECK Pumps Pool Products Inc. in Jacksonville, Florida. The location was chosen, with logistic vision, due to its large port. Situated in the middle of the sun belt, Florida, "home of the pool", was and is in many ways a strategically good decision.

Since then the number of employees has increased more than tenfold. Under the direction of Jan Baljon, 34 members of staff are employed on site and a further 25 work as representatives throughout the Americas. In Jacksonville swimming pool technology from the BADU brand is produced specially tailored to the American market.





SPECK PUMPS USA



The American sister company receives many product components from SPECK Pumpen Verkaufsgesellschaft. Some of them are developed in intense cooperation especially for the American market. These are assembled locally in circulation pumps and counter swim units and tested according to quality standards. There's one exception: The large BADU Block and BADU Block Multi pumps are delivered complete from Germany as there is not yet a large enough test stand for these on site.

American swimming pool pumps are sold almost exclusively with open drip proof motors which have a very limited life expectancy. Constantly growing, the SPECK swimming pool pumps market segment lies apart from this gigantic standard field. In contrast to Europe, the customers here are less interested in the technology and quality of the pump. What counts is the price.

Unlike in Europe, having your own pool in the states is only luxury or a status symbol among very limited circles. For the majority of the population it is an adequate substitute for a holiday and within the sun belt it's simply a necessity. Most people go for cheap, above ground pools. However complex, built-in pools can also be implemented on a budget.

"We are very well known for our special, personal and constant customer care. Whilst others

choose automated, impersonal systems, we were able to gain a real market advantage," Jan Baljon describes their position on the American swimming pool market. Interest in the quality of the "German" circulation pumps is increasing. BADU counter swim units are a driving force in the USA. SPECK pumps have long since been the market leader here!

"Our current topseller is the BADU EasyFit. Thanks to the low quality of the competition's products, they often have to be replaced. Due to the reduced installation costs we are able to offer a real alternative." Jan Baljon would like to sell more pumps with speed controlled motors in the USA. However saving energy barely interests anyone here. These pumps are only bought when the energy supplier offers a bonus. Maybe we just need to be a bit more patient in this case.

A further trend is surprising us more and more in recent times: Customers who have recognised the quality benefits of our products are passing their experiences on, readily and elaborately. They spread their enthusiasm, application tips or calculated energy savings in social networks or blogs. Our highlight up to now is a customer who demonstrated the installation and set-up of a speed controlled pump, including all working steps, in a homemade video. This too is a piece of the "American way of life" ...

1 SPECK Pumps USA, Jacksonville team and building

2 Pump assembly

3 Test stand

4 Packing

Photos: SPECK Pumps USA



# Keeping track of pump parts

**SPECK apprentices on tour. In order for them to gain a good understanding of the products, we took 16 apprentices on an excursion. The destination: A plastic injection moulding company that produces components for BADU pumps.**

**The high quality, corrosion-resistant and economic plastic components have been a large factor in the success of BADU pumps for decades and that's great. However what is better, is understanding what's behind these components. Our trainees found out first hand.**

All three apprenticeship classes visited a plastic injection moulding company to keep track of the individual components of their pumps. They didn't visit just any plastic injection moulding company, but a long standing partner of SPECK Pumpen. There they know about the pump manufacturer's quality requirements and the special characteristics of plastic within swimming pool technology. SPECK Pumpen's injection moulds and tools are in safe hands there. That's no wonder, as the majority of the orders come from SPECK.



**SPECK Pumpen apprentices find out about the production of plastic components for BADU pumps in a plastic injection moulding company. Photo: SPECK Pumpen**

Nine injection moulding machines, weighing between 60 and 1,200 tons produce the components weighing from 135 gram to over 5.5 kilo. The SPECK apprentices didn't only gain an insight into the connection between the weight of the machine and that of the moulded parts, but also became familiar with the various plastic granu-

lates used as source materials. They got a lot of answers to their questions: How does injection moulding work? At what temperature is liquid plastic processed? When is an injection moulded component set? What factors are necessary for reliable quality assurance? Which tools are used to make our pump components?

With a lunch invitation our supplier also ensured that the apprentices didn't just return full of knowledge. Pump housing, strainer baskets and filter lids will no longer simply be plastic parts for our apprentices. Another reason why BADU pumps aren't simply pumps ...

# Thank you for your opinion

**Recent customer satisfaction survey.**

**At the end of 2015 SPECK Pumpen carried out a customer satisfaction survey. Not only the results were surprising, but also the high level of responses.**

In cooperation with the Institute for Trade Research in Cologne, SPECK created a survey which was completed at the end of 2015. As in 2007, 1,500 questionnaires were distributed in a way that would ensure a representative cross section of our customers.

We achieved an extraordinary result with a response level of around 15 %. "It's very unusual for so many customers to even take part in such a survey," Head of Sales for BADU, Christoph Ott, is pleased with the response. Many thanks to all of the customers who took the time to evaluate the company SPECK Pumpen. In doing so you have provided the main points for its development.

Of course the pump manufacturer is pleased with the very positive feedback. It showed that

the criteria which is important to our customers had been improved. However above all we will take those points which were less satisfying very seriously. "It's important to know what we're good at. However it is more important to recognise those areas that still have room for improvement," according to Christoph Ott. At the end of the day the knowledge we gain should be acted upon by developing the company further and providing our customers with an all-round reliable partner.



## MINICELL BOOSTER UNIT



# Minicell supports disaster relief

**Booster units supply populations in distress with drinking water.**

**In a special edition of the SPECK Minicell the Hesse branch of the German Red Cross has found a practical solution for supplying drinking water when the standard supply fails and large-scale emergencies or disasters occur. Mobile tank vehicles use it to fill storage containers with drinking water in central distribution points.**

The German Red Cross is involved in civil protection and therefore has technical equipment for this purpose. The focus of possible aid deliveries is the care of those affected. An essential area is the provision and securing of necessary infrastructure.

The German Red Cross has special knowledge in this field, more precisely in the treatment and distribution of drinking water. They store material which can provide up to 5,000 people with drinking water should the standard water supply fail. This water supply concept is also implemented to some extent in refugee housing. Aid workers are faced with many problems daily that are often of a technical nature.

The Hesse branch of the German Red Cross was looking for a practical solution to one of these problems, namely filling storage containers with a capacity of 1 m<sup>3</sup>. These are supplied by mobile vehicles with 3.8 to 7 m<sup>3</sup> tanks. The drinking

water can be taken manually from the small storage containers using taps.

The first approach with petrol motor pumps was soon dismissed by the aid workers. The maintenance requirements were simply too intense. In addition, the varying flow rates and pump pressures at the different filling stations, caused by varying speeds, brought about further technical difficulties.

The booster units in the Minicell range master this problem. The special editions are fed by emergency power units with 400 V power current. Electric motors provide a consistent speed. The pump pressure can be set exactly using integrated speed control and software to control the constant pressure. In addition it is also possible to adjust various factors such as the height difference on site. The pumps reach a maximum flow volume of 20 m<sup>3</sup>/h. The 1 m<sup>3</sup> containers can therefore be filled quickly and reliably.

The relatively new contact to the Hesse branch of the German Red Cross came about during the Interschutz trade fair in Hannover. This soon led to the first joint tests to determine the optimum combination of the emergency power unit with the correct pump size. In this way SPECK Pumpen can practically contribute a little towards coping with the present humanitarian demands. ■



**The German Red Cross's test construction for mobile drinking water supply with the SPECK Minicell.**  
Photos: SPECK Pumpen



- 1** Caglar Özköse - Project Manager Lean Management
- 2** Gunter Gammelin - Sales SPECK Pumpen Hamburg
- 3** Christian Penkwitz - Production Planning
- 4** Sebastian Schmidt - Development and Construction

Photos: SPECK Pumpen

## Team enhancement

**SPECK Pumpen continues to grow. As do their tasks.**

**A continuous improvement process always creates new tasks and challenges. We are meeting these with three new recruitments and an internal move so that we can remain a powerful team.**

Gunter Gammelin has been competently supporting our customers in the SPECK Pumpen representative in Hamburg since the beginning of the year. He is responsible for customer consultations and the sale of pumps and pump systems. The mechanical engineering technician has 20 years' experience as a project manager in chemical plant engineering and industrial compressed air systems. This includes theoretical parallels to hydraulics and the practical knowledge of configuring and installing pumps with challenging media.

Gunter Gammelin appreciates the respectful and collegial working environment within the team and the trusting and cooperative relationship that already exists with the customers. He would like both values to also live on when he later becomes branch manager for Hamburg, Schleswig-Holstein, Bremen and Lower Saxony.

As project manager for lean management, the qualified engineer Caglar Özköse has a completely new position in the production department at SPECK Pumpen. In order to maintain and expand the ability to compete, he plans, builds and controls production pilot lines. In doing so the optimisation of present production processes is just as important as the implementation of employee suggestions. He's taking on this complex task

with qualifications in mechanical engineering and business administration. The project to increase efficiency in production has been set as a two year process.

With his own initiative through further training as an industrial clerk Christian Penkwitz, former apprentice, successfully qualified for a second completely new position, namely integrating planning into the production process. This includes constructing and supervising the new pilot lines together with Caglar Özköse as well as successfully introducing new tasks which are necessary in one piece production. Production planning relieves the burdens of the production manager. In doing so Christian Penkwitz will integrate the knowledge and experience that he gains in the system for production planning.



With Sebastian Schmidt, the development and construction department faces the challenges of the future with additional strength, competence and hungry for innovation. The mechatronics engineer and mechanical engineering technician is gaining new knowledge about sample motors through winding measurements. He carries out pump inspections and creates characteristics. Sebastian Schmidt is currently working in the test pool to develop potentials in connection with swimming pool water treatment: circulation, filtration, chlorination, pH value settings and flocculation. In all of his work he especially values the continual exchange of knowledge and experience with his colleagues.



# Trade fair market places

Spring trade fairs in Great Britain, Russia and Germany provided information on the moods and trends on the market as well as the market position of companies and products.



**At the beginning of the year SPECK Pumpen was represented at the trade fairs for swimming pool, domestic and industrial technology as well as fire protection. Contacts were made and maintained, products were presented and market positions and chances were discussed.**

**SPATEX, Coventry, Great Britain** - In accordance with the character of the national swimming pool market, the exhibitors were mainly wholesalers. Among them were many who distribute BADU products in Great Britain. By appearing there, our company was able to achieve a strong presence and further increase the awareness of our swimming pool brand BADU. The number of visitors continues to increase each year and supports SPECK Pumpen's growing market position. The BADU EasyFit was the focus of attention.

**Aqua-Therm, Moscow, Russia** - Due to the difficult economic situation at present, the trade fair for heating, ventilation, climate and swimming pool technology only calculated approximately 80 % of the visitors from the previous year. These were almost exclusively industry visitors. The ef-

fects of the current sanctions were definitely felt. SPECK Pumpen concentrated on the maintenance and strengthening of current contacts on the Russian swimming pool market. However the great interest in German products remains unscathed. The completely plastic BADU Block Multi pump for the public swimming pool sector gained a lot of attention in Moscow.

**Feuertrutz, Nuremberg** - SPECK Pumpen exhibited at the largest trade event for preventative fire protection in Germany for the first time. Moreover we were represented as a member on the "Bundesverbandes der Brandschutz-Fachbetriebe" [Federal Association of Fire Prevention Companies] stand. There were around 6,400 visitors, all professionals. Experts and planners were impressed with the Feuerzell ready-to-connect fire extinguishing system. The brand new high pressure nebulisation distinguished itself as a new area for SPECK high pressure pumps. This extinguishing process involves displacing oxygen at the scene of the fire with a mist. The fire is suffocated and potential extinguishing water damage is minimised. ■



## OBITUARY

SPECK Pumpen Verkaufsgesellschaft GmbH is mourning their former Managing Director

### Günter Blei

who passed away on 17 December 2015 at the age of 75.

Günter Blei was employed by our company in 1961. With ambition and hard work he developed himself and SPECK Pumpen further; to begin with as Branch Manager in Frankfurt am Main, then as Head of Sales in Nuremberg and from 1981 as Managing Director. Two years previously he had been named as an Authorised Signatory.

In 1994, after 33 years with SPECK Pumpen, Günter Blei went into retirement. He continued to care for many of our swimming pool customers in Germany and Italy as a freelancer well into 2001.

Through his personal service to SPECK Pumpen he made a huge contribution to the development of our company. During his time in management he shaped the company transfer from Nuremberg to Lauf an der Pegnitz as well as the foundation of our overseas companies, all of which still exist today.

We will remember Günter gratefully. Our heartfelt sympathies go to his family.

**Management and staff**  
SPECK Pumpen Verkaufsgesellschaft GmbH





The SPECK Pumpen children's fund gives children joy.  
Photo: katkov - fotolia.com

# Children at play!

The SPECK Pumpen children's fund helps to purchase a water play unit for the Kinderhaus Sonnenschein nursery.

**The SPECK Pumpen children's fund make it their business to counteract the problems of children and youngsters. It functions as sustainably as possible and starts right on its own doorstep, everywhere in the world where SPECK Pumpen calls home.**

**Neunkirchen am Sand** - The team at the Kinderhaus Sonnenschein nursery currently cares for around 100 children and associates strongly with nature. The news that their water play unit could no longer be used hit the children and staff at the nursery hard. The wood of the 20 year old unit was swollen and leaky in many places.

SPECK Pumpen contributed to the purchase of a new water play unit in order to enable the children continued nature-based games, fun and creativity in the outdoors, right on the doorstep of the company's headquarters. In the presence of many beaming nursery children, businessman Hermann Speck handed Rosemarie

Rübner-Kolb from the nursery team a cheque from the SPECK Pumpen children's fund to the value of 2,000 euros.

In order for the play unit to provide the children of Neunkirchen with fun for many years to come, they chose a stainless steel system. It can be expanded with new modules and varying functions so that the water play unit can grow piece by piece and continue to create new interests and excitement for the children.

Everyone at the Kinderhaus Sonnenschein nursery is looking forward to the spring so that they can play with the new water play unit. The kids will certainly have a lot of fun playing with water and sand, splashing, watching the water flow and changing its paths ... We wish the children a carefree time at the Kinderhaus Sonnenschein nursery, with many unforgettable experiences in the new water play unit!

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