



**IMP PUMPS**<sup>®</sup>  
Intelligent Motor Pumps

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IMP Pumps most successful business year in its history

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(EEI) of pumps must be less than 0.27. in 2015

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In the past, the company developed pumps of NMT series, which correspond to the current directive

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[www.imp-pumps.com](http://www.imp-pumps.com)

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Prize competition for a wellness weekend in the 5 star luxury hotel Kempinsky Palace Portorož



## THREE NEW PUMP MODELS FROM IMP PUMPS REVEALED AT ISH FRANKFURT

From 13<sup>th</sup> of March 2013 IMP Pumps presents at ISH Frankfurt three new pump models:

### **NMT SMART, NMT LAN and NMT MAX.**

These are highly efficient pumps that comply with EU regulative about energy saving pumps valid from 1<sup>st</sup> of January 2013.



The names: **NMT SMART, NMT LAN and NMT MAX** were newly introduced as assortment of IMP pumps became too large. These pumps will convince you with newly developed concept of energy savings and with materials of high quality. Operating with these pumps is very easy and user friendly.

Those who would like to know the advantages of these new pumps, are welcome to visit the IMP Pumps stand at ISH Frankfurt, from 12<sup>th</sup> to 16<sup>th</sup> of March 2013 in Hall 9.1 stand B04.



## IMPORTANT - CHANGE OF BUSINESS VENUE

IMP Pumps will change location of business venue on 17<sup>th</sup> of April after being positioned on Ig for long time. Newly built factory is positioned in Komenda 15 km from capital Ljubljana. Komenda is small and pleasant municipality, with a population of 4451 persons. We have relocated our administration sector, research & development department, production and warehouse facilities. Our factory in Metlika will continue its work as usual.

# RECORD YEAR 2012 FOR IMP PUMPS



**IMP Pumps most successful business year in its history. Revenue grew 11 percent compared with the previous year and company made profit.**

*Article was published in Finance 25. 2. 2013 (Finance is leading Slovenian financial newspaper)*

**IMP Pumps** is positioned between smaller companies in circulating pump industry. Thanks to their development department IMP managed to introduce innovative pumps whose features have been recognized also by the buyers in the U.S. that became the largest market for IMP Pumps. As says Damir Popovič, director of company, they have started to sell pumps also to China, which is a unique phenomenon; and also to Australia, South Africa, Peru, Netherlands, Turkey. In Austria, for example, they doubled sales.

## The crisis is an opportunity

"The crisis that first emerged in 2008, was actually a new opportunity for us" says Popovič. Many companies underestimated new situation on the market and wanted to avoid crisis only by reducing stock, but the second wave of the crisis showed that it was necessary to radically change the business in order to remain in the market. „This is exactly what caused change in the mindset of people and companies that started to search for new solutions and new products when crisis began. They are expecting to get more for their money. And this is where we found our opportunity" says Popovič.

## Optimizing the processes lead to success

The field of circulation pumps is dominated by two large multinational companies, so it is difficult to get to customers. Customers in the past were satisfied with products and services offered by great companies



NMT SMART

describe our co-speaker. "Current economic situation has changed, so doors have been opened for us to new customers. When we enter new markets, we convince new buyers

pumps, such response time is not provided by any other manufacturer," said Popovič.

Another strategy is the optimization of production processes, where the

## REVENUE GREW 11%

with our products", Popovič explains the principle of work. They are very well organized in sales and sellers are encouraged to work in the field. "At the same time we offer the same quality for less money, or even better, a better quality for the same money," says Popovič.

They adhere to two strategies. The first is a very high degree

of flexibility in the operation. Small size and flexibility allows them to respond to demand within 24 hours. Problems or complaints by customers are answered within a week time. "We are unique in the market of circulation

company uses methods such as KANBAN and 5S. "When someone comes to our production he must be shocked by how well organized we are," says Popovič. And that's the added value company offers: efficiency, which, according to Popovič, did not come out of necessity for lower price, but because of the ability to achieve such a low price.

Lower price is usually

not customary for small producers as larger producers have lower prices for raw materials. "We reduce costs with production optimization" says Popovič.



Finance 25. 2. 2013

## DIRECTIVE ErP

The IMP Pumps had already adapted the new European directive on energy efficiency circulation pumps, which entered into force on 1st of January this year. Directive demands that Energy Efficiency Index (EEI) of pumps must be less than 0.27. In 2015, the Directive will increase even further and the pumps will need to have the EEI index below

0.23. As explained by our co-speaker, the new directive has two great importance. The first is to reduce the energy consumption for the operation and thus reduce carbon emissions and impact on the environment. A second meaning of the Directive is protecting European manufacturers against Asian producers. "This has created a technical protectionism against China.

Such technical advances products is difficult to sell if customers are not sure about quality, and Asian manufacturers cannot achieve it, "he says. Europe has prohibited sale of three speed pumps and only pumps that correspond the directive can enter market.

## DIRECTIVE STIMULATES DEVELOPMENT

"When the directive was published, all manufacturers started to deal with changes in the pump, especially a change in the heart of pump, that is motor and hydraulics", says Janez Škander, head of development. Pump motors have been asynchronous in the past, regulated with frequency converters or switches. In modern pumps magnetic synchronous motors with much better efficiency are used. This is also a condition to achieve directive's requirements in energy consumption. Parallel to this, it was necessary to change the hydraulic part of pump, rotor, which creates pressure, and housing. All of this was then optimized with the goal of better efficiency and maintaining regulatory alternatives. As Škander said, modern pumps are «smart» and very adaptable to system requirements



NMT LAN

by themselves (flow rate, pressure). That everything works pump must have efficient electronic control panel. As market requirements are very different, pump provides a variety of settings.

The default setting is automatic operation, explains Škander, but some users have specific requirements, such as constant or

proportional pressure or limit of maximum flow rate and pressure and so on. "This is why the pump has control panel, where you can manually change the settings. The display shows different information, from consumption to pressure or flow. User that is interested in this information can easily see operation of the pump".

## REVOLUTIONARY PUMP

**In the past, the company developed pumps of NMT series, which correspond to the current directive.**

Last year they started to develop new types of pumps that will meet directive getting into force in 2015. Popovič states it will be presented in March at Frankfurt fair, and expects an exceptional response, as it is a true revolution in the pumps area. First new pump will be available with 450-watt motor and will be extremely energy-efficient, while being incredibly

small compared to competing products. New pump from IMP Pumps will be a lot cheaper compared to competition due optimization of production and development mentioned before. There are only three manufacturers on the world that are capable to produce such a pump, among them new pump NMT MAX will be by far the smallest and most cost effective. «Operation of competitive pumps is comparable with our new product. Although competitive pumps are technically very well designed, we managed to do some things even better. By ourselves we developed and produced the smallest motor with this power in the world of circulating pumps. The reason is also the long history of development synchronous motors in our company.

In addition to 450-watt pump we develop a whole new family of pumps with power from 180 to 450 watts, and later on we plan stronger 1,200 or 1,400 watt pumps, which will be different from present ones due to prolonged motor block thereby again setting new records in small size.

## IMP PUMPS BACK OFFICE

Back office in IMP PUMPS is a small new section in which work three employees. Our goal is minimizing the time from order to shipping. If products are in stock, most shipments are dispatched within 24 hours after receiving the order. When products are not in stock, we confirm order and time of delivery to customer not later than 48 hours after order is received. We arrange for our customers fast transportation for low prices and inform them of the shipment and other relevant facts. In case of customer complaints we connect them with our experts and arrange preparation and shipment of replacement parts. We take care of production documentation in accordance with agreed terms and legal provisions.

**Written by:** Head of  
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# NEW WEB PAGE

**A**s the proverb goes: "That which lasts long is well built" We are glad to present you the new web page. More modern and user friendly with clear and easy navigation, it brings less clicks for more relevant information. The new site offers easier choice of appropriate pump for your needs, as it integrates the older "pump selection program". There are many diligent hands working on new web page and results will be seen shortly at [www.imp-pumps.com](http://www.imp-pumps.com).



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## PRIZE COMPETITION FOR A WELLNESS WEEKEND IN THE 5 STAR LUXURY HOTEL KEMPINSKY PALACE PORTOROŽ

**PRIZE:** two days half board wellness package for two persons in 5 Star Luxury Kempinsky Hotel Palace Portorož, Slovenia.

Kempinsky Palace Portorož is well known luxury hotel located on Slovenian coast in Portorož. As most important tourist center on the Slovenian coast, Portorož is well known by its tourist attractiveness. Prize includes half board and wellness package (sauna, swimming pools, ...).



KEMPINSKY PALACE PORTOROŽ

All received orders up to, and including 15<sup>th</sup> of April, are automatically included in competition. Minimum amount of order for prize competition is 500,00 €. We accept orders on fax +386 1 2806 460 or e-mail [info@imp-pumps.com](mailto:info@imp-pumps.com).

**CASH REFUNDING OF THE PRICE IS NOT POSSIBLE; THERE IS NO RIGHT OF APPEAL.**