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President's Message...

Focus on VALUE!

In a difficult economic environment, every company must strive to tell every customer what they really do for them.

For example, Zampell is probably known best as a refractory contractor, but I see refractory as a byproduct of what Zampell actually provides. When I think about the core competencies of Zampell, I see us as a company that solves problems, gives consistent service, keeps its employees safe, and gives our customers something a little bit different and better than what everyone else does.

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VALUE-ADDED ORGANIZATIONS: *Making a Difference Not Just Making a Sale*

Nearly 25 years ago, sales guru Tom Reilly introduced the then groundbreaking concept that factors other than price are often more important to customers.

Customers also want and need non-price benefits such as customer service, product availability, logistical support, knowledgeable salespeople and much more. Reilly labeled these

“added values” — things that can trump price. Companies who understood the customer’s deeper needs could furnish not just products and services but also the “added values” that addressed these deeper needs. Companies who truly cared about the customer’s well-being could furnish “extras” that enhanced the customer’s position in the long run. According to Reilly, they could “make a difference, not just a sale.”

What is Value-Added?

Value-Added is the “plus” that you offer customers above and beyond the basic product or service you

are selling. For some, Value-Added may be the ability of a seller to fill orders quickly. Others may

need unique technical expertise or frequent communication or training. Some want logistical support or help with planning. Some need preventative maintenance or design assistance or loaner equipment. “Value-Added” is whatever “extras” you provide that meet your customer’s particular needs.

Value-Added enhances the customer’s net position. It’s not just fixing problems but also giving customers a positive boost in other areas. Value-Added can result in:

- A customer becoming more efficient or more effective
- Having less down-time or fewer repairs
- Managing their own employees better
- Increasing their business
- Serving their own customers better

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REFRACTORY ENGINEERING IMPROVEMENTS: Specialty Waste Incineration

Medical Waste Incinerator, Texas

A constant challenge in maintenance of quench units for scrubbing flue gas is mitigating the losses due to thermal shock, chemical corrosion, and erosion.

In the nozzle section of a quench tower, water is sprayed to quench the flue gas. Typically, in medical waste incinerators, most units simply use a super duty fireclay brick or castable with the intent of minimizing initial construction costs. With a lower construction and maintenance cost, operators can manage their operating costs even though the quench tower will require constant preventative maintenance.

During a 2008/2009 retrofit project, a Zampell customer sought to make an initial investment that would

yield a long term return on investment in their quench tower. Zampell field crews demolished the entire lining above, through, and below the nozzle section of the quench tower. Without sufficient preventative maintenance, the entire steel shell around the nozzle section had oxidized and needed replacement.

After the steel structure was replaced, Zampell installed 310 Stainless Steel brick shelves with gussets. Zampell masons proceeded to install a 4.5" Insulating Fire Brick backup lining and a Vitreous Silica hotface brick.

The brick primarily provides thermal shock resistance and erosion resistance. As a final layer of protection, Zampell installed Fused Silica gunmix above and below the brick with a lightweight gunmix for an insulating backup layer.

Recently, Zampell engineers made a one year follow up inspection on the quench tower. The inspection yielded that the lining was in excellent operational condition after one year and needed no maintenance. This was a great testament to the improved design which prevented a need for constant preventative maintenance.

Zampell's engineering approach to solving the customer's issue limited the potential for downtime, excessive repairs, and allowed the customer to achieve a return on investment.



MAXIMIZE YOUR OUTAGE WITH ACCESS! Waste-to-Energy Scaffold Improvements

At a recent routine maintenance outage, Zampell installed a maintenance beam system that they designed in partnership with a Professional Engineer.



Through an analysis of the outage flow, Zampell discovered that the plant was losing three shifts worth of boiler work in order to do grate repairs. This prevented the boiler from being scaffolded until the grate repairs were complete. Zampell's Engineering Department did a preliminary design of a maintenance decking system that would yield a quick payback on maintenance of the unit by allowing the boiler to be scaffolded without building off of the grate system. This allowed the mechanical contractor to work on the

grates without holding up the scaffolding and work in the rest of the furnace.

By showing the potential to decrease downtime and increase the volume of work in each outage, the customer decided to proceed with the beam system. By partnering with its scaffold vendor, Zampell had the beam system fabricated and installed the beams and furnace scaffold in the boiler.

The system showed a proactive reliance on engineering to achieve a higher level of outage excellence, reduced downtime, and the best value for Zampell's customer.

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Value-Added makes a difference by making customers more profitable.

What is a Value-Added Organization?

Value-Added organizations embrace and implement the Value-Added philosophy on every level. Everyone in the organization feels and acts accountable for creating satisfied customers. Value-Added organizations don't just talk about putting the customer first, they really do. They have the vision and the capability to determine what's best for the customer and then provide a package of goods, services and "extras" to solve problems and satisfy long-term needs. They "make a difference, not just a sale" and the result is long-lasting and mutually beneficial relationships with customers, greater loyalty, repeat business and increased profitability.

How Can You Become a Value-Added Organization?

Becoming an organization that makes a difference by truly putting customers first requires initiative, energy, commitment and creativity. Some fundamental steps include:

STEP	ACTION REQUIRED
<ul style="list-style-type: none"> ■ Clearly state and fully execute your Value-Added Mission 	Be sure all employees are on board with the Value-Added philosophy. Have everyone — not just salespeople — identify impact areas where a difference can be made for the customer. This is a team effort!
<ul style="list-style-type: none"> ■ Utilize a highly trained sales force 	Your salespeople must have problem-solving skills, accessibility, knowledge and initiative. They must be able to ask penetrating questions, create positive relationships, listen constructively and develop creative solutions. Great salespeople are indispensable!
<ul style="list-style-type: none"> ■ Bundle your goods and services 	Group or package your products and services to provide more complete assistance, more desirable purchasing levels or added benefits.
<ul style="list-style-type: none"> ■ Provide expert advice and a high level of professionalism 	Become a knowledge source so that you can provide a level of advice that is significantly higher, more sophisticated and more helpful.
<ul style="list-style-type: none"> ■ Provide proactive customer service 	Anticipate and nip problems in the bud. Make customer service more than a department. Make it a philosophy in which everyone in the organization feels accountable for creating satisfied customers.
<ul style="list-style-type: none"> ■ Challenge the status quo 	Never settle for "business as usual." Always be asking what you can do to make the product perform better, last longer or serve the customer better.

CUSTOMER TRAINING 2010 Rotary Kiln Seminar



Zampell gathered over 20 companies from the Southeast to present the latest refractory and mechanical practices for the Pulp and Paper Industry.

The presentations covered Refractories 101, Inspection Practices, and General Installation practices found in both Rotary Kilns and Recovery Boilers for the Pulp and Paper Industry.

Special thanks to the Harbison-Walker Refractories Company and RMIS, LLC for their support and presentations. The feedback on the meeting was extremely positive and Zampell is already planning future Seminars.

Ray Flynn Vice President of Engineering 1957 – 2010



It is with great regret that the Zampell family of employees bids farewell to a longtime mentor and friend, Ray Flynn. Ray passed away after brief illness on October 6th, 2010.

Ray began with Zampell in 1979 after graduating as a Civil Engineer from Merrimack College. He was Zampell's first project engineer and began the tradition

of hiring engineers out of college and training them the Zampell way. His tremendous work ethic, attention to detail, and practical approach to problem solving quickly made him invaluable to Zampell.

Ray studied the business closely under the guidance of Tom Zampell, learning that there was always a right way to do things, and this always began with making the right decision for the customer.

Ray was promoted to being the Refractory Project Manager for all of the Waste-to-Energy facilities that Zampell helped build throughout the 1980's and 1990's. As new facility construction slowed, he helped to continue the growth of Zampell into the Southeast United States, helping to open and manage a new office in Tampa, FL.

In recent years, Ray was promoted to being the Vice President of Engineering. His role spanned material specification, lining design, new product development, large project estimation, special project engineering, and servicing Zampell's core clients.

In 2009, he proudly accepted the Thomas J. Zampell Award for Craftsmanship after 30 years with the company, an award that he cherished since it represents the way in which he aspired to live his life.

The greatest legacy that Ray left at Zampell is found in the people and the organization that he helped to build throughout his 31 years with the company. The tremendous outpouring of support during his passing shows that Ray could galvanize people with his laugh and his presence in both his professional and personal life, and he will be sorely missed by all.

On behalf of the Zampell family of employees, I would like to thank Ray for his friendship and letting us all be a part of his great life.

Jim Zampell

President's Message...

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While there are many companies that fall under the same classifications as Zampell, I credit our success and growth over the years to the value that we provide. When marketing a company, the company value often is intangible yet so substantial. Value is essential to keeping great companies thriving through difficult times.

Thank you for recognizing the value of Zampell, for your business, and for your ongoing partnership!

Sincerely,

Jim Zampell



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