

# GREAT THINGS AT ENVIROSPEC FOR 2012

As the industry's largest supplier of pressure washers, parts, accessories, chemicals and technical services to the professional contractors we are happy to announce that 2012 will be our greatest year ever when it comes to technology, new product development and technical services.

Below are just a few of the things that we will be bringing to you as the year progresses. You will also see some changes in sales discounts and shipping policies that we need to put in place to help both of us become more profitable. Both of these new policies will take effect April 1, 2012

## NEW FACE AT ENVIROSPEC



EnviroSpec announces that Chuck Welch will become it's new Executive Vice President effective March 1, 2012.

Chuck brings with him a vast knowledge about the pressure washer industry. His roots started with Specialty Equipment Company in 1989 where he wore many hats. His responsibilities with Specialty ranged from assembling pressure washers to customer service to training. From Specialty Equipment Chuck moved to General Pump in 1995. He was hired into inside sales as a customer service representative but worked in Marketing, Applications Engineering, Technical Services Manager, Distribution Manager, and finally designing and building custom pump and motor assemblies. Many of those hats were worn simultaneously. With General Pump he took on the Pump School and for ten years taught employees and customers the technical aspects of General Pump products.

Chuck lives in Rosemount Minnesota with his wife Teri and his two children Peter and Norah awaiting the arrival of their third child due in August.

## FREE SHIPPING

# 2012

## CHANGES IN MINIMUMS

As in the past - Free Shipping is available for certain items. They are anything in our printed or web catalog with the following exceptions:

1. Concrete Cleaners
2. Exhaust Hood Swivels
3. Hosetrack Hose Reels
4. Engines & Electric Motors
5. Pressure Wash Equipment
6. Waste Water Recovery Items
7. Equipment with Engines or Motors



There are minimum orders associated with Free Shipping. In the past, with the exception of the 7 categories above we would pay the freight on all other items if the Web Order totaled \$125.00. This year Web Orders requirements will be \$250.00. For phone in orders the requirement in the past was \$200.00. This year Phone-in Order requirements will be \$500.00.

**Why the changes?** With the expanded Bonus Buck Program it will be essential that we handle larger orders to make this work. Above anything else we always want to provide the contractor with the best price. In order to do so these changes must be made.

## Bonus Bucks

# 2012



**Sales Discounts:** Effective April 1, 2012 you will no longer have to wait a year to take advantage of your Bonus Bucks. 10% of everything you purchase in one month can be used the following month to help reduce your total purchase by 10%. When you couple that with the 10% savings you will receive by placing a web order that does not require technical assistance you can see the savings opportunities.

Let's say that in April you purchase \$500.00. 10% or \$50.00 of that purchase goes in your Bonus Buck Account. Now - the first week of May you purchase \$250.00 in parts. Although you have \$50.00 in your Bonus Buck Account you can only reduce that purchase by 10% or \$25.00. However, you still have \$25.00 left in your account that can be used on another during the same month. We can not 'carry-over' bonus bucks from month to month.

### What is different than the previous program?

1. You can use your Bonus Bucks almost immediately.
2. In the past equipment, pumps, engines and other large items could not produce Bonus Bucks. Now they will. So, if you purchase a pressure washer for \$4500.00 - \$450.00 will go in your bonus buck account that can only be used the following month.

## TECH-TALK-TUESDAY THROUGH

**ESPEC-PRIME REQUIRED**  
Contact Chuck Welch  
1-800-346-4876



Every Tuesday at 10 am est. Chuck Welch, formerly of General Pump, will be holding a video tech class for up to 10 contractors. We will be sending out topics of discussion the week prior through e-mail. You will need to sign up early because this will be a huge hit.

Stay tuned and we will be sending out more information on the Tech-Talk-Tuesday Program.

## VIDEO LIBRARY

for Espec-Prime Customers

Beginning the week of February 20, 2012...



...we will start making videos of all the parts we sell. We will disassemble and reassemble the part, show you where it goes and tell you how to maintain the part.

This will be a password protected application that will only work if...

1. You have purchased the part from us and will be identified when you insert the part number
2. You have purchased from us within a specified period of time which will be determined prior to the program starting.

The target start date is April 1, 2012 and will start with the most common items such as unloaders, pumps, burners and trigger guns.

## VIDEO-TECH SERVICES THROUGH



We have always said that 'we can't help you fix stuff over the phone' but now we can.

On March 1, 2012 we will roll out Video-Tech for existing customers. All you will need to do is set up a Skype account, make sure you have a camera plugged into your computer and 'click' on your Espec Video Tech Center icon. It's as simple as that!

Not sure what unloader you have? Not sure if you have it mounted correctly? Got a burner problem? Simply hold your camera on the project and we will help you with your toughest problems, set-up equipment, identify accessories/parts, etc.

Contact Chuck Welch and he will walk you through setting Skype up on your computer/cell phone.

whatever you do...

## DON'T FORGET OUR MONTHLY TECHNICAL SERVICE SCHOOLS



**85% of everyone who goes into this business fails within 2 years. CAN YOU GUESS WHY?**

APR 25-26	JULY 25-27	OCT 17-18
MAY 23-24	AUG 22-23	NOV 7-8
MAR 21-22	JUNE 20-21	SEP 19-20
		DEC 5-6

## SPECIAL SCHOOL IN JULY 2012 FOR THOSE OF YOUR WHO WANT TO...

# U-BUILD-U'R-OWN PRESSURE WASHER



The Mobile Wash contractors most challenging and misunderstood part of his or her business is their equipment and how to keep it running. For over 40 years we have been listening to folks, many of which have been in business for 10+ years, try to order parts and have no idea what to do with them when they get them. What does an unloader do? How do I troubleshoot or install one. What size pump can I put on my engine? How do I install it? What size nozzles should I use? How do I adjust or troubleshoot pressure? ...and on, and on, and on! Imagine how much more money they could make if they knew how to build their own pressure washer! At this 3-day school you will start with all the parts you and your instructor will pick out 2-weeks prior to your arrival and under the direction of your instructor you will turn every bolt, mount every component, test and adjust every part of your new pressure washer. When you leave you will have accomplished something that 99% of those distributors that you are presently relying on to keep your equipment running have never done.

**SIGN UP EARLY - OPEN TO 6 CONTRACTORS.**

Cost of the school is \$800.00 plus the parts to build the system that you will purchase from our catalog prior to your arrival. Food and lodging included. School dates: July 25, 26 & 27

**1-800-346-4876**