



Blackmer® Launches Liquid Terminals Attack-A-Market Program, Join Us for WebEx Overview on Dec. 16



[Liquid Terminals End-User Brochure \(PDF\)](#)

As Blackmer® continues to identify markets that can benefit from its industry-leading sliding vane and centrifugal pump technologies, we have targeted the liquid terminals industry as one that deserves our attention. With that in mind, we developed Blackmer's Liquid Terminals Attack-A-Market (AAM) Program. The initiative is designed to help our distributors understand the liquid-terminals market and provide insight into how best to introduce Blackmer products to their customers. Please note, the Liquid Terminals AAM Kits will be shipped to PSG Regional Managers on Dec. 9 and to Blackmer Distributors on Jan. 4. Each Liquid Terminals AAM Kit includes:

- Training Guide that helps distributors understand the overall market, the types of liquid terminals, the market's supply chain and the key issues that influence decision makers within the market.
- CD that includes training and end-user PowerPoint presentations.



Blackmer Liquid Terminals web page Coming Soon!

- Process & Technology section allows distributors to knowledgeably discuss products that will be of most interest to a terminal manager.
- Examples of how distributors can retrieve leads via the Blackmer Web site.
- Section that lists the key, global industry related publications, associations and trade shows.
- A look at Blackmer's marketing communication activities as they relate to liquid terminals.

In addition to the information contained in the Liquid Terminals AAM Kit, we have also developed a series of supporting materials that will enhance Blackmer's ongoing efforts in this market, including:

- Working with fellow Dover Corporation companies OPW Fluid Management Systems and OPW Engineered Systems, we have launched a new Web site dedicated solely to the liquid terminal/bulk station market (www.bulkstationsolutions.com)
- A new Liquid Terminals section on the "Industries We Serve" portion of the Blackmer Web site will go live on Dec. 12.
- Blackmer is undertaking an extensive advertising initiative in conjunction with the launch of the Liquid Terminals AAM Program.
- A comprehensive publicity effort has also been planned. In addition to constantly promoting our product lines to the Liquid Terminal market, we will be looking for new customer "Success Stories" to develop in the future.

Finally, I invite all Regional Sales Managers to participate in a WebEx overview of the new Liquid Terminals Attack-A-Market Program that I will be presenting on Wednesday, Dec. 16, from 9-9:30 am EST. This short presentation is to further review the Liquid Terminals Attack-A-Market kit and how it can be used by our distribution.

For more information on Blackmer's Liquid Terminals Attack-A-Market Program, please call me at (616) 248-9252 or send me an e-mail (click my e-mail address below).

Respectfully,

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