



Style 85 Municipal Program for FAS distributors



Flex-A-Seal recognizes the strong market competition between component-style split seals and the Style 85 – the only true two-piece, fully split cartridge mechanical seal. Moreover, we understand the municipal end user may perceive a financial advantage to stocking a component-style repair kit vs. a fully assembled and pressure-tested split cartridge replacement. We have designed the following program to address the questions and concerns municipal representatives may have when comparing the two split seal options.

Component Style Split Seal	Style 85 Fully Split Cartridge Mechanical Seal
Seal components are immediately exposed to contamination once unpacked and handled.	All delicate components are encased and protected in the cartridge halves.
If a component is lost or damaged, an entire new repair kit must be ordered.	Since only the two halves are handled, no loose or delicate parts can be dislodged, lost, or damaged.
The responsibility for sealing success is on the operator to install all components in the correct order and with precise placement to avoid creating leak paths.	The Style 85 is assembled and pressure tested at our facility before being sent to the field. This process ensures a high success rate on start up.
Actions such as lubricating parts, reading markings, and installing gland tabs must take place as the seal is being installed, requiring maneuvering in confined spaces.	Installation is a simple process of bolting the two cartridge halves together, greatly reducing the amount of time spent hunched over a pump.
Tools needed to repair/rebuild a component – style split seal can include vice grips, an arbor press, rubber mallet, and channel lock pliers.	No tools needed to repair the Style 85! Just use the enclosed Allen wrenches to install the fully assembled and pressure tested split seal.
Repairing a component-style split seal in the field requires the operator to analyze the components in an attempt to determine and correct the cause of failure. This process is only as successful as the operator's knowledge and experience.	Flex-A-Seal offers a failure analysis service, including suggestions to improve seal run time. These analyses utilize our years of engineering proficiency and are included in the purchase of every Flex-A-Seal Style 85.
A component-style split seal <u>must</u> be removed to make any impeller adjustments. Once the adjustments are complete, the entire seal installation process must occur again before the pump can be restarted.	The Flex-A-Seal Style 85 design allows you to easily adjust the impeller without dismantling the seal. Simply reinstall the set clips, loosen the set screws and readjust the impeller position. When you're finished, retighten the set screws and remove the clips!



Style 85 Municipal Program for FAS distributors



We understand your sales challenges within the municipal market: competitive pricing, product availability, and the inconvenience of returning a Style 85 split cartridge mechanical seal to Vermont for repair vs. a competitor's stock repair kit. Your Flex-A-Seal sales representative will be contacting you in the next week to review the program and answer any questions you may have. Together, we want to be successful in developing our municipal market opportunities and provide you - the distributor - with a clear-cut program to present to your customers!

PRICING EXERCISE/EXAMPLE:

2 1/2" Style 85 Fully Split Cartridge mechanical seal, Carbon vs. Silicon Carbide, Viton elastomers
FLEX-A-SEAL LIST PRICE = \$2625.00

STANDARD USA DISTRIBUTOR PRICE

$\$2625 \times .65 = \1706.25 net to distributor (35% off list price)

MUNICIPAL PROGRAM NEW SEAL PRICE

- $\$2625 \times .6 = \1575 net to distributor (40% off list price)
- Distributor sells to municipality for \$2362 (10% less than list price)
- Gross profit to distributor = \$787.00 (33%)

MUNICIPAL PROGRAM SPARE SEAL PRICE

- $\$2625 \times .65 = \1706.25 net $\times .65 = \$1109.06$ net to distributor (58% off list price)
- *This price is only valid if spare seal is purchased AT THE SAME TIME ON THE SAME PURCHASE ORDER as the new seal.*
- Distributor sells to municipality for \$1417.00 (40% off list price)
- Gross profit to distributor = \$307.94 (22%)

MUNICIPAL PROGRAM EXCHANGE PRICE

- $\$2625 \times .65 = \1706.25 net $\times .65 = \$1109.06$ net to distributor (58% off list price)
- *This price is only valid if the competitor seal core (complete seal minus the gland) is sent to FAS for exchange.*
- Distributor sells to municipality for \$1417.00 (40% off list price)
- Gross profit to distributor = \$307.94 (22%)