

LAKESWOOD INSTRUMENTS

SINCE 1973

Improving the Environment with Advanced Technology



May 1st, 2010 Newsletter

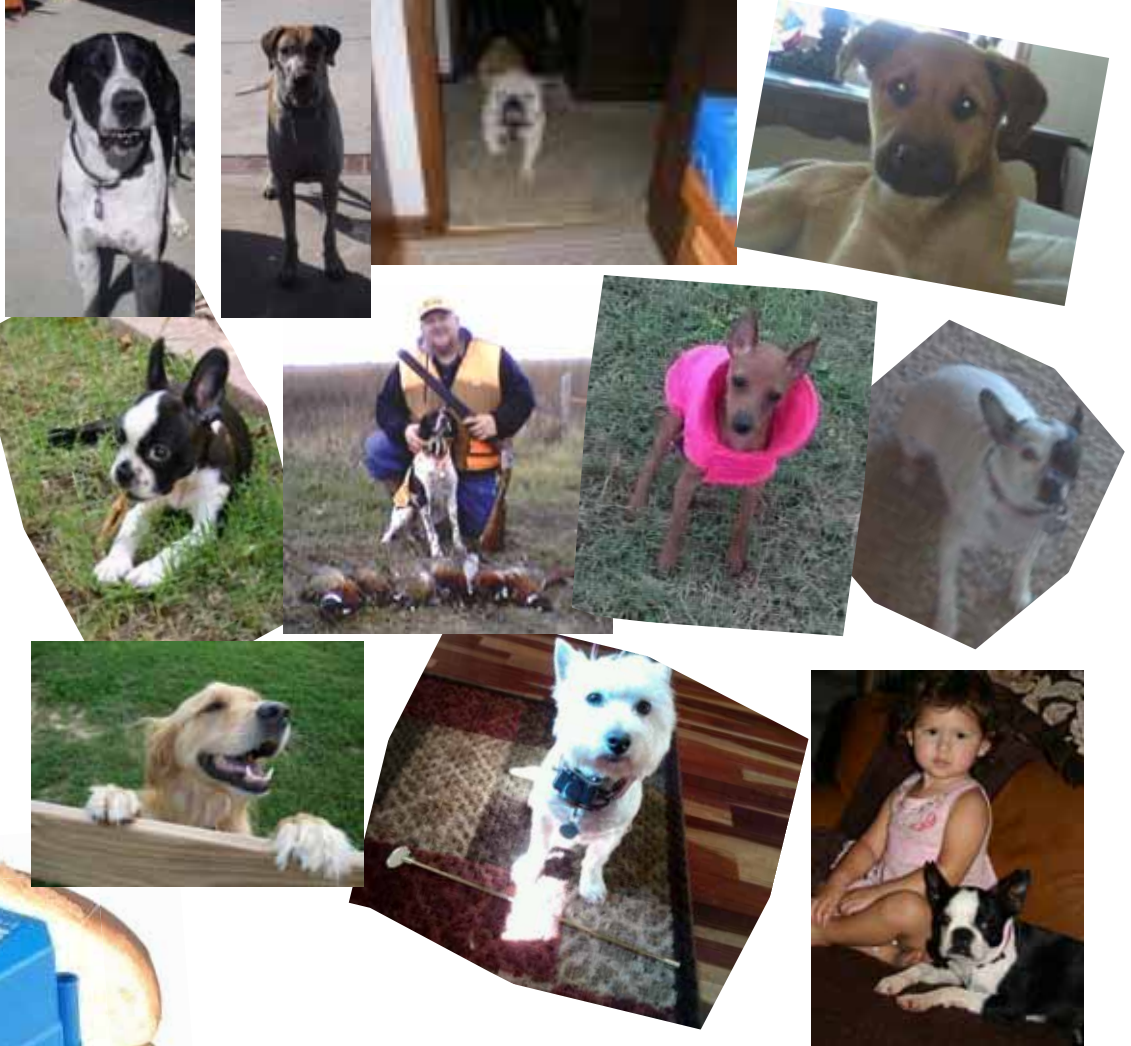
Special Interest Articles

- Contest winners
- Sprite valve
- Ch-ch-ch-CHANGES
- Big announcement to PUMP you up!!

Multiple Training Courses Being Offered!

We are always putting together classes and filling slots with individual companies for group training of techs and sales people on Lakewood Equipment via Webinar and on site. Call us to schedule your organization for this great training.

Congratulations to Vince Moreno (Crest Industrial) and Bill Medley (Delta Water)
Winners of a Model 150 Sample Hold Boiler Controller
In this case, those puppies were free!



Thanks for all the pictures submitted during the contest!! These Some of the shots we received of peoples Dogs, and ours as well:

Top Row L to R : Andy and Mandy (V. Moreno), Walter (B. Medley), Max (P. Peacock)

Middle Row L to R: Bailey (T. Tinney), Clovi (L. Salsman), Pippin (M. Garratt), Cricket (J. Crabtree)

Last Row L to R: Scotty (N. Mudd), Bellekey (T. Blackmore), Buddy and Granddaughter Faith (T. Tinney)

Sprite Motorized Ball valves:
The coolest thing on
or since Sliced Bread!!!

If you build it, they will come.....



The proof that you need to change, advance or improve comes from all kinds of directions. Some internal, but most external. Sometimes it's a moment of clarity when a 20 year customer poses a simple question about a product quote. A simple little question that WILL change the way we, Lakewood Instruments, do business. The proposal was on a more complex than usual control package. As quoted (in techno geek and with cut sheets attached) it made perfect sense to us. The equipment was more than capable, heck, it was perfect for the application. I thought I had explained the details, requirements and customer needed actions quite well. The cost of the project was right in the old "Wheel house". Then he said "I don't see that it has all the inputs I need with the sensors to do what I want, will the other sensors and stuff cost extra?"

"Huh?" It's a complete package. Its all right

there in plain English. Well, not so plain English, but a very distinct dialect of perfectly understandable techno-geek 2.0 and Gobbledie-gook Old Instru-Latin. OK, maybe not. MAYBE we were living in our own little "Lakewood" world so comfortably with our reliable, flexible and intuitive products, we forgot to put the tools, capability and information into a format that our customers can use, apply or even understand. SO, thanks to that customer for pointing out we were NOT speaking the same language and we are creating brochures, quotes and literature that CONFUSE degreed chemists. How hard do you have to work at THAT? So, here is our commitment to you. By the end of the year we will create USER and Water Treater friendly brochures and application handbooks so you can more easily apply our products to your needs. 'Nuff said.

You got Chocolate in my Peanut Butter....

You know both names and have always wanted to get them packaged together. As of May 17th, you can call us to purchase PULSAfeeder pumps at the same time as your Lakewood Controller. We are a one stop shop for the Chemical Water Treater that wants the convenience and reliability of both products. Call for pricing and availability. We are only carrying a few of their many models for now, including:

PULSAtron "MP", "A-plus", "C-plus". "C" and "E" series, as well as the Chem-Tech "XP" and "XPV" Peristaltic models.

