



committed to **quality, reliability** & **customer service**






Amarinth

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the straight talking pump company

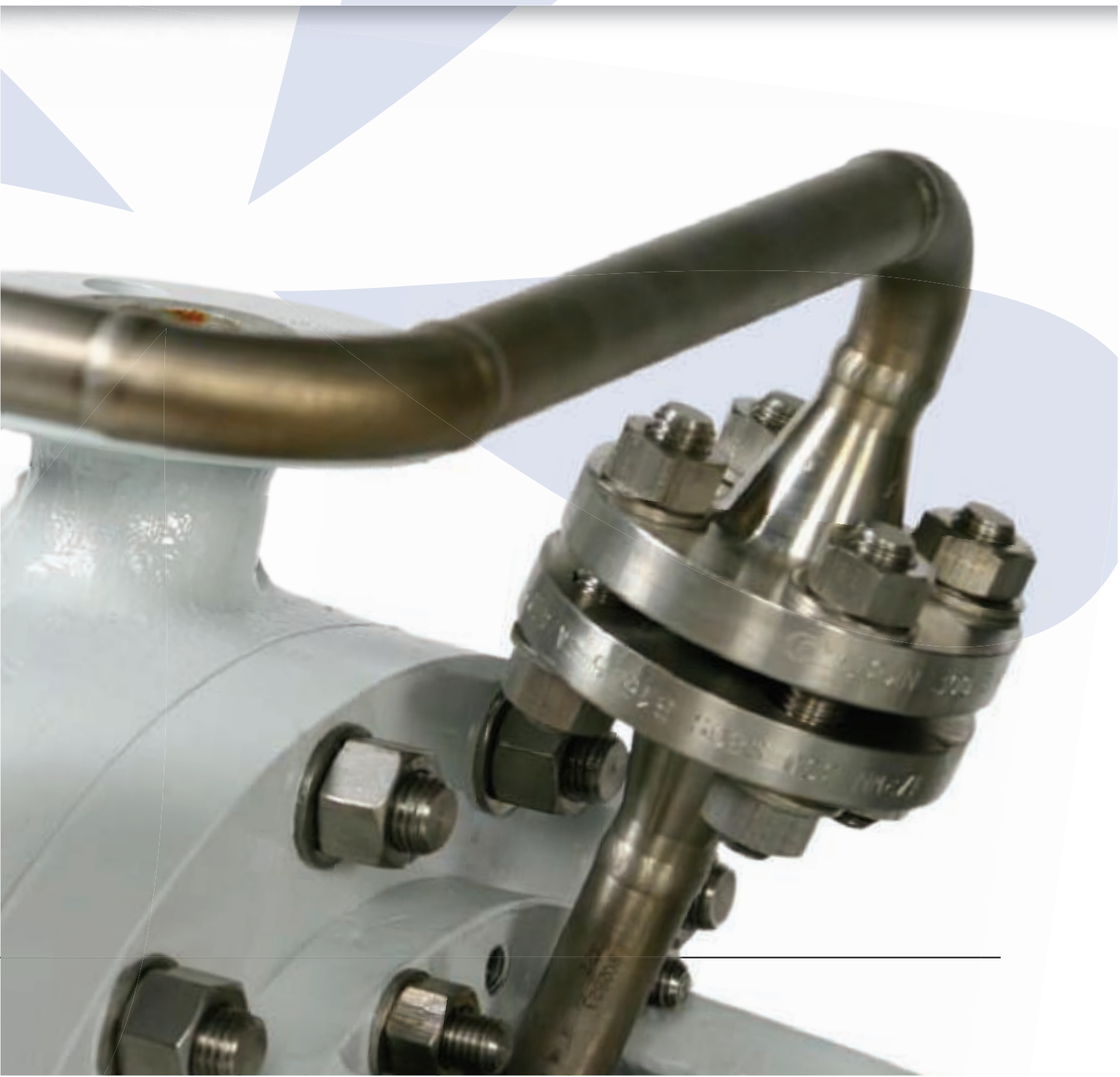


***"the progress achieved by
Amarinth in such a short period
has been remarkable, we are
very pleased to be associated
with such a dynamic young
company"***

Tony Urbani - Director, Spirax Sarco PLC

Amarinth is a leading manufacturer of pumps for general industrial, chemical and petrochemical applications. We provide engineered-to-order solutions, customised to fit your exact requirements according to the highest international industry standards and cutting-edge technology. Combining vast experience in the manufacture and supply of pumps and spares and a dedication to customer-oriented solutions, our aim is to deliver innovative products and services that help you to meet and exceed your business goals.

Amarinth's merging of exceptional customer focus, with outstanding manufacturing capabilities and new products for niche markets provides a powerful engine for growth. With a core philosophy of flexibility, creativity and unrivalled customer service, we are perfectly positioned to help you improve your performance every step of the way.



Founded in 2002, Amarith is a young, vibrant and energetic UK-based company focussed on first-class customer service and the delivery of high-quality, reliable products to industries all around the world. Harnessing the experience, skills and creativity of our dedicated team, many of whom have more than 30 years expertise in providing pumps to the Chemical, Petrochemical and Industrial markets, our portfolio of innovative products is continually expanding. This includes regular commissions to design and build bespoke products according to specific requirements, including anything from experimental ideas to special materials.


Cutting-edge and commitment to excellence

Amarinth is known for innovative designs and cutting-edge technology. We also understand the importance of working directly with customers and suppliers throughout to ensure the process is as smooth as possible. Manufacturing is controlled from a single state-of-the-art factory with high tech test facilities at Rendlesham in Suffolk, meaning your products are delivered on time, without having to wait for other shipments from around the globe. Our highly efficient, lean operation is also based close to one of the biggest ports in the world, the port of Felixtowe, making Amarith ideally located to export to customers anywhere in the world.

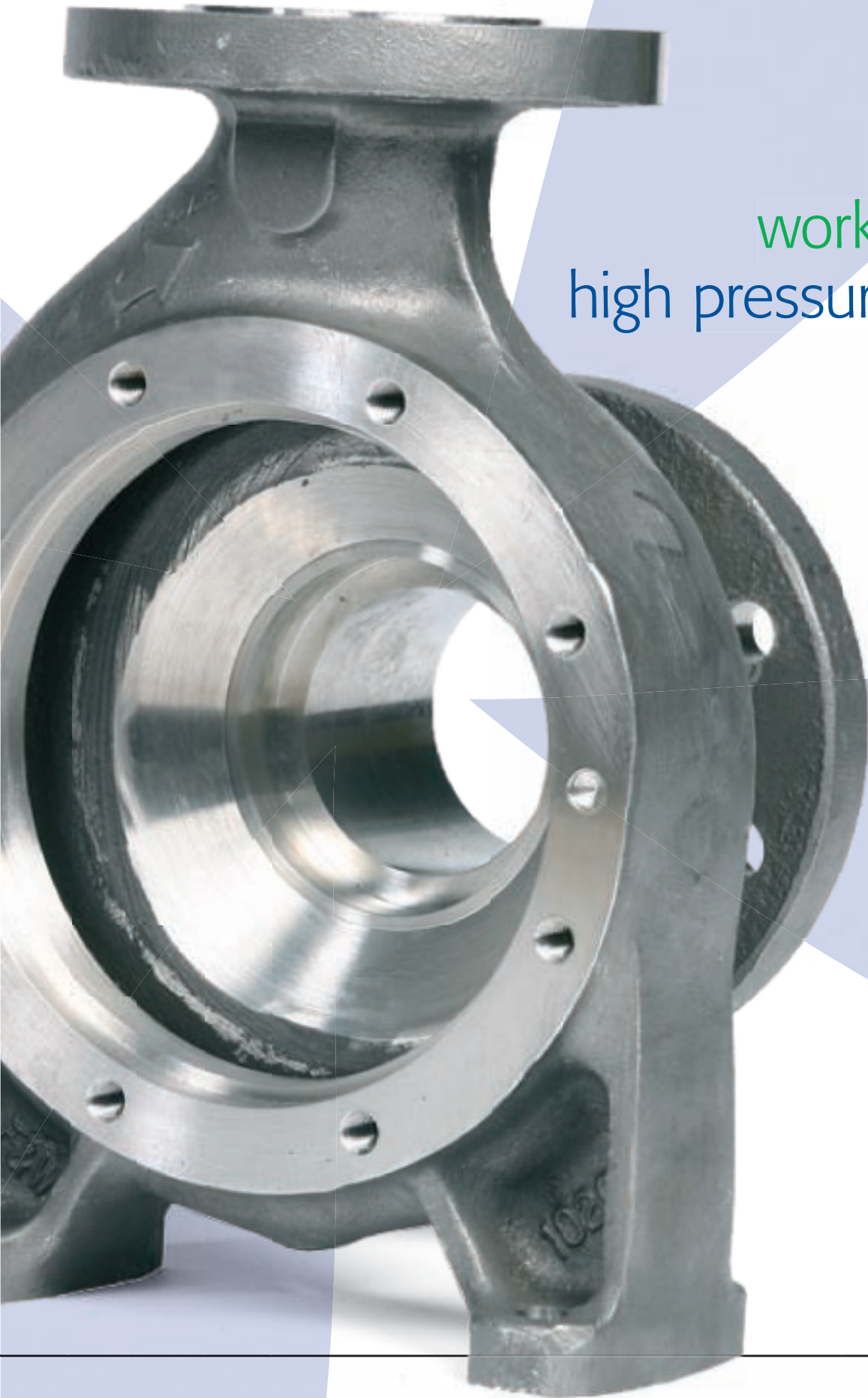
We are proud of our product, and continually strive for exceptional quality and advancements in every aspect of the business. Our products are engineered to be reliable, durable and at the forefront of technological and industry capabilities. As part of our ISO 9001:2000 quality system, a core part of the Amarith culture, we consistently achieve on-time deliveries in excess of 90%. We also bring an ability to innovate and push technological boundaries: Not only do our products undergo continual re-evaluation in our efforts to improve and reduce costs, but we are also committed to re-investment and R&D for long-term stability and growth. Our smaller size also means a flexible and a highly personalised approach, in addition to providing quicker than average lead times.

Customer driven

At Amarith we believe in our products and service, and above all, in providing you, our valued customers, with a competitive edge in terms of tailored products and unrivalled customer service. By listening to external and internal customers every step of the way, we aim to build long-lasting relationships based on consistency, openness and honesty. Nurturing and developing our business partnerships is central to our reputation of trust and reliability, combining transparency in communications, continual seeking of feedback from all our customers and partners, as well as an emphasis on teamwork and attention to detail.



working in a
high pressure world





Case Study: **Pakistan Petroleum Limited (PPL)**. High specification pumps required on a quick leadtime

In July 2005, Amarith's excellent reputation in the design, application and manufacture of pumps for the chemical, gas and oil industries won them a significant overseas order of 10 bespoke pumping units destined for Pakistan Petroleum Limited's (PPL) new \$21 million Adhi Gas Processing Plant in Pakistan. PPL is the largest gas producer in Pakistan with very demanding requirements for its new project, including the need for the pumps to operate at extremely high suction pressure; Amarith's expertise in this challenging field, along with their commitment to providing bespoke API pumps to very tight deadlines placed them ahead of their competitors in a bid to secure the tender from Ranhill, the contractors for this project.

The operation has been an absolute success: Amarith was not only able to design and deliver a

customised pump for this application in 20% less time than other manufacturers, but as the customer's specifications were finalised, Amarith also made their staff available 24 hours a day to offer advice through conference calls with Ranhill in Malaysia, ensuring that all the engineering staff had the latest information to hand during their working day, meaning far fewer delays.

'PPL laid down very tight timescales for this project. We are delighted with the professional manner in which Amarith met their deadlines, and also with the responsiveness and design creativity of their team in resolving the particular engineering issues posed by this project.'

Ron Metcalf, Project Director of Ranhill Berhad



raising the bar

Case Study: **Wadworth & Company.** Trading with Amarith over the internet

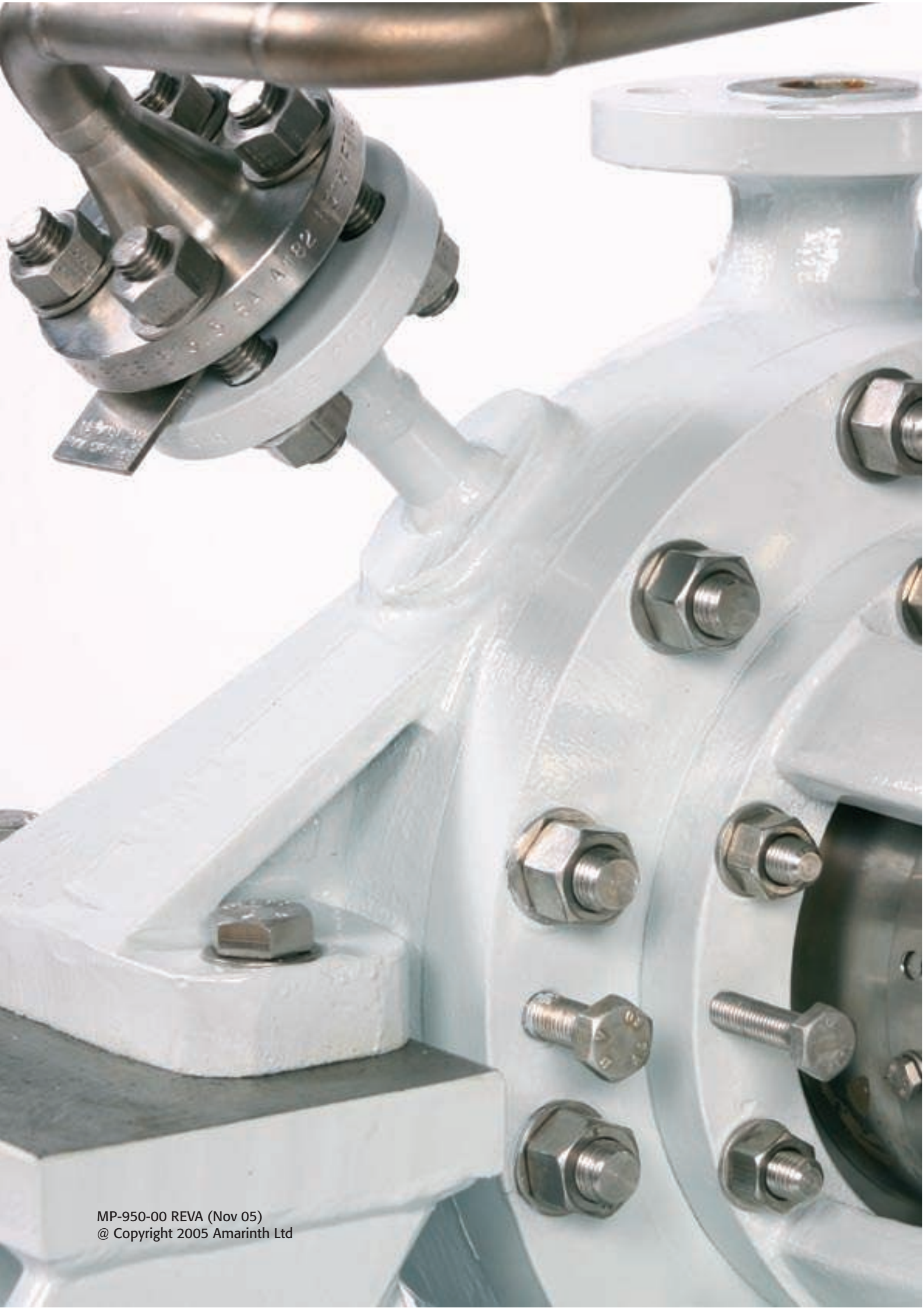
Amarinth's pumps have been paramount to keeping the lifeblood of the brewing and distilling industry flowing. An established world-leading manufacturer of pumps and associated equipment since 2002, Amarith deploys state-of-the-art solutions that deliver the quality of products demanded by the industry, but on shorter lead times, and all with an outstanding customer focus.

Following the closure of the Girdlestone plant and a failed experiment with low-cost pressed steel pumps whose useful life was often only 10% of the existing pumps, many major players in the brewing and distilling industry have since discovered Amarith. To deliver the quality the industry expects, but with a drastically reduced lead-time, Amarith founded their business on the creative use of information technology. Computer aided design and engineering solutions are used to help engineers improve component performance and longevity. A tailored MRP

system, incorporating the industry's first fully integrated e-commerce capability allows customers to configure pumps, place orders and track progress over the web, at any time of day or night, meaning the customer is informed every step of the way. Amarith has not only succeeded in driving up on-time deliveries to over 90% measured by the day – up from the industry standard of deliveries which had generally been measured to the nearest week or even month – but the Amarith pumps and spares (many of which are directly interchangeable with Girdlestone pumps) also outperform and outlast those which they are replacing.

'It was great; I checked the web page two days before the delivery was due and noticed the pump had already been dispatched. In fact, it arrived later that afternoon on a next day delivery.'

Bob Tyre, Chief Engineer of Wadworth & Company.



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