



**FOR IMMEDIATE RELEASE – 15 September 2009**

**Amarinth improves collaborative working with  
detailed 3-Dimensional CAD models of pumps**

**Amarinth, a leading company specialising in the design, application and manufacture of centrifugal pumps and associated equipment to the industrial, chemical and petrochemical industries has recently launched an innovative new on-line service that gives access to detailed 3-Dimensional CAD models of its pumps that are assisting understanding, communication and collaborative working across organisations.**

When an organisation is specifying pumps, designing new systems or developing other processes such as maintenance schedules, there are numerous other people in addition to the engineers involved, many of whom don't have direct access to engineering models or drawings, or indeed are not in a position to understand or work with these if they did. In many cases it can be extremely difficult for these people to understand the various components within a pump and how they all fit together and so can prove frustrating for them when trying to have a meaningful conversation with engineers or pump suppliers.

In a first for the industry, Amarith is rolling out an innovative new service that delivers through any web browser detailed models of its pumps to any person working in any organisation. This new service will help address the communication and understanding issues, making the purchasing process smoother and ensuring that general communication about the pumps is more meaningful for all concerned.

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The advantages of having these models available across the organisation has been underlined in the demanding environment of a major worldwide contractor headquartered in the USA where the company has installed the Amarith models on it's own intranet and has been utilising them for training new employees and existing staff across 30 different sites. So valuable have they proven that the company has requested additional pump models to help their staff identify the differences between different types of pumps.

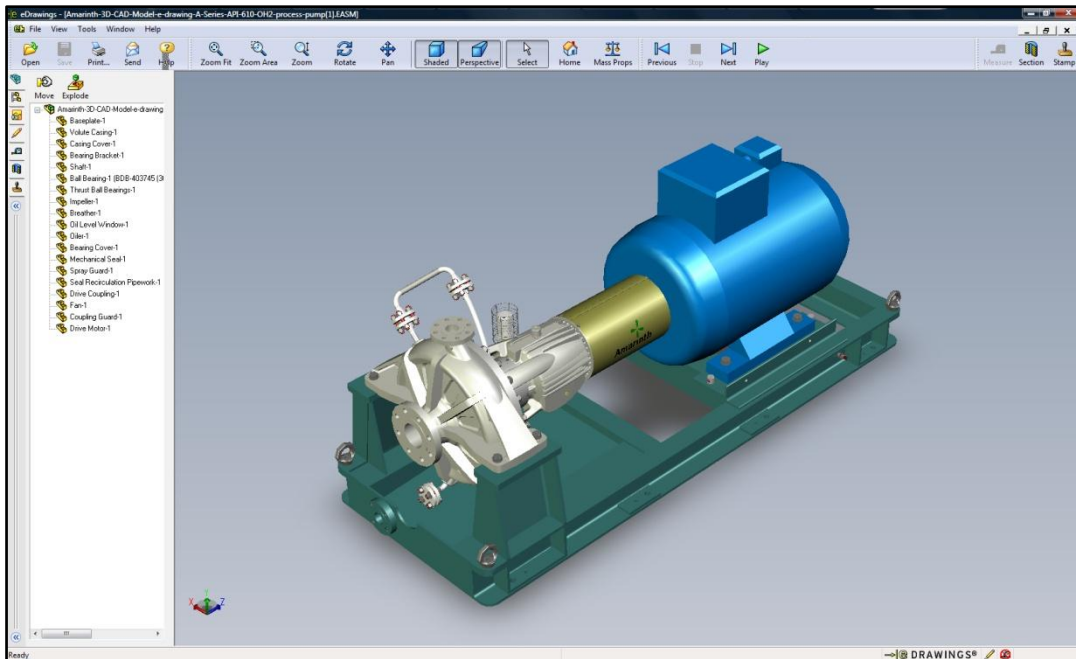
The on-line models enable both engineers and other staff to explore a pump in three dimensions. The detailed models can be rotated to see all aspects and features and zoomed into for closer inspection. The model is built as a full assembly and so selected parts can be made transparent or hidden in order to see internal components. More advanced features are also available such as measuring, sectioning and mass properties. Finally a mark-up feature allows sharing of information and comments between people and organisations. Importantly, no special software, platform or licensing is needed to view and manipulate these models. When the downloaded file is opened all of the software features are available immediately to the user to start work with.

Oliver Brigginsshaw, Managing Director of Amarith commented: "We have taken this initiative to openly provide detailed 3-Dimensional CAD models of our pumps as we have seen so many issues within organisations, particularly as engineers and non-engineers try to communicate about aspects of pump design, maintenance and procurement. Although many pump suppliers would be extremely cautious about releasing this level of detail into the public domain we believe that the benefits that this will deliver, both for organisations using our pumps and in communications between Amarith and our customers, far outweigh any perceived risk."

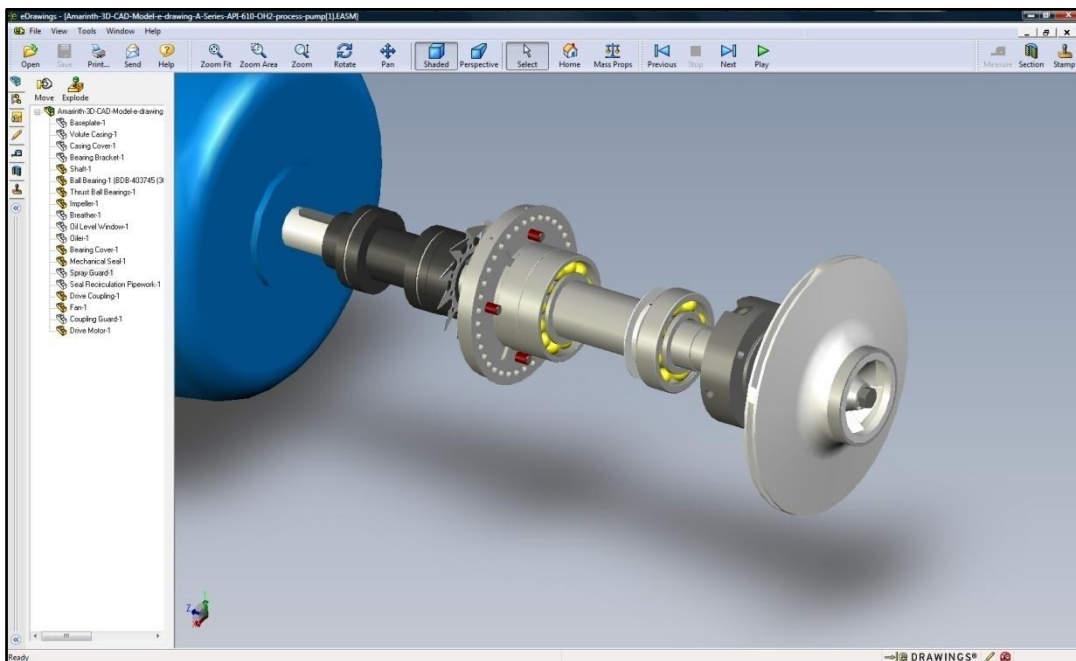
The first of the Amarith pump models to be released are the API 610 A-series OH2 and V-series VS4 pumps. Other pumps along with Amarith Protect System seal support systems will follow in due course over the year. The on-line 3D pumps can be viewed by visiting: [www.amarith.com/downloads/CAD-models](http://www.amarith.com/downloads/CAD-models)

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## OPTIONAL PANEL or BOX ITEMS



Amarinth A-series OH2 3-Dimensional Model



Amarinth A-series OH2 3-Dimensional Model - Internals

## NOTES TO EDITORS:

Founded in 2002, Amarith has harnessed the skills, creativity and passion of people who have worked in the pump industry for many years. Amarith delivers world-leading expertise in the design, application and manufacture of centrifugal pumps and associated equipment to ISO, ANSI & API standards, primarily for the industrial, chemical & petrochemical markets. Their portfolio includes:

- **Pumps:** Horizontal and vertical API 610 pumps, chemical and industrial pumps, many of which are interchangeable with the Girdlestone pump ranges, eliminating the need for expensive modifications when replacements are required.
- **Pressure Vessels:** Protect System Plan 52 and 53A and 53B sealant systems with inbuilt condition monitoring for pumps and mixers that are suitable for Safe area up to Zone I.
- **Spares & Service:** High quality, fast lead-time re-engineered spare parts to improve performance and extend pump life, including many which are directly interchangeable with the Girdlestone pump ranges.
- **Packages & Modules:** Condensate Recovery Units manufactured for Spirax Sarco incorporating the innovative Ci-Nergy intelligent variable speed control system, plus bespoke packages & skids built to order.
- **Business Systems:** state-of-the-art e-commerce technologies that deliver 24/7 support enabling customers to select pumps and place orders on-line and then track every stage of manufacture through to delivery, any time, anywhere in the world.

The company operates globally from its base in Rendlesham Suffolk, United Kingdom and has a customer base of world-leading companies, including BP, Shell, ExxonMobil, GlaxoSmithKline, Pfizer, Spirax Sarco, Diageo, AMEC, Fluor and Halliburton.

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