



Amarinth

The powerful new force in pumping



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Amarinth keeps the lifeblood of the brewing & distilling industry flowing

In trying to reduce plant cost and equipment lead-times, the brewing and distilling industry has learnt a hard lesson. When it comes to pumps, which move the lifeblood of the industry around, quality and service are paramount. Amarithh, founded in 2002 and already an established world-leading manufacturer of pumps and associated equipment, has deployed state-of-the-art solutions that deliver the quality of products demanded by the industry, but on shorter lead times and all with a customer focus second to none.

Amarinth was formed following the closure of the Girdlestone plant in Woodbridge. Girdlestone pumps were held in high regard and for many years had been seen as the workhorse of the brewing and distillery industry. When those pumps needed replacing however, some companies turned to emerging pressed steel imports. Although these new pumps had a quick delivery time and their cost was perhaps a quarter of the traditional pumps, their useful life often turned out to be only 10% of the existing pumps. In addition, there were other significant hidden costs associated with their frequent replacement and the resulting disruption to the plant.

To deliver the quality the industry had come to expect, but drastically reduce the lead-time, Amarithh 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

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customers to configure pumps, place orders and track progress over the web, at any time of day or night. Amarith has succeeded in driving up on-time deliveries to over 92%, measured by the day - a far cry from the industries traditional tardy deliveries that were generally measured to the nearest week or even month. And this has not been achieved at the expense of quality. Amarith pumps and spares (many of which are directly interchangeable with Girdlestone pumps) will outperform and outlast those which they are replacing. Re-engineered and improved components can even breathe new life into existing pumps.

Wadworth & Company, brewers of the famous 6X, recently needed a pump in a hurry. Amarith used its web-based system to rush this through and keep the customer informed of progress along the way. Bob Tyre, Chief Engineer of Wadworth, said "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".

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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 pumps and associated equipment to create innovative solutions that help organisations operate more efficiently and effectively. Using state-of-the-art e-commerce technologies, Amarith delivers 24/7 support, allowing customers to place orders and track every stage of manufacture through to delivery, any time, anywhere in the world.

Amarinth designs and manufactures centrifugal pumps to ISO, ANSI & API standards primarily for the industrial, chemical & petrochemical markets. Amarith pumps are directly interchangeable with Girdlestone pumps, eliminating the need for expensive modifications when replacements are required. In addition, Amarith designs total systems that can include receivers and interceptor vessels, condensate recovery units, filtration and separation modules, instrumentation and control, valves and pipe work. The company also undertakes pump repair and maintenance and can optimise existing pumping solutions and hydraulic systems to maximise efficiency and improve reliability.

The company operates globally from its base in Rendlesham Suffolk, United Kingdom and has a customer base of world-leading companies, including Spirax Sarco, British Sugar, BP, Unilever, Diageo, Allied Distillers and Greene King.

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