

The global magazine for pump users and suppliers

# PUMP engineer

COVER REPORT:

Blackmer takes the lead  
in today's pump market

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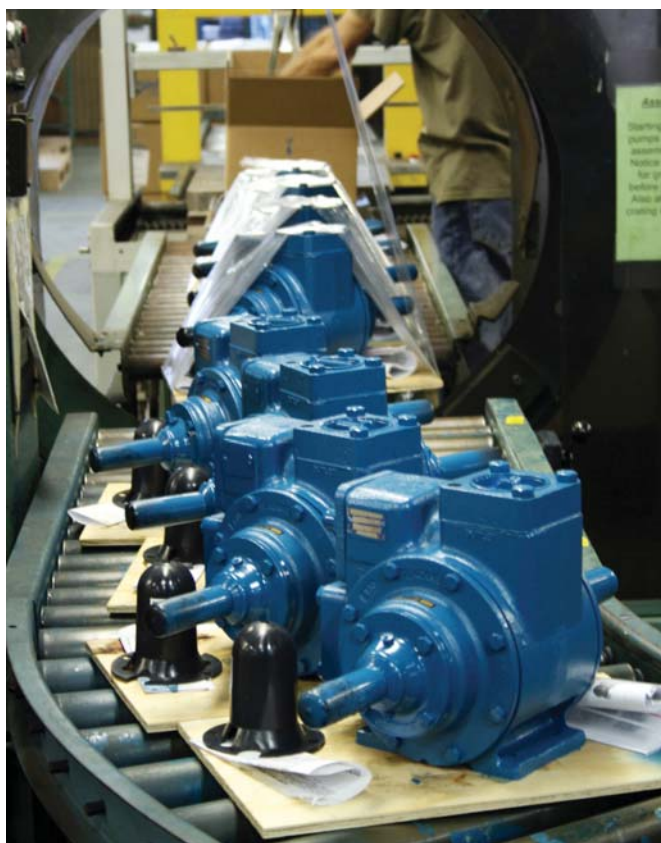
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# Blackmer takes the lead in today



*Pump Engineer connected with PSG®, a Dover Company, to learn more about the Blackmer product brand. Karl Buscher (President), Paul Twaddell (VP Sales & Marketing), and Tom Stone (Director of Marketing) shared Blackmer's customer-centric approach and their plans for staying at the top of the pump market.*

*By Sarah Schroer, Editor, Pump Engineer*

**R**obert Blackmer founded Blackmer Pump, Power and Manufacturing Company in Petoskey, Michigan in 1903 after the successful launching of a new positive displacement pump with a rotary design into the market in 1899. He was looking for a more efficient alternative to the rotary gear pump and found that solution in what is today's sliding vane pumps. Blackmer Pump has since changed its name to the singular Blackmer and has also become a founding product brand of PSG®, a Dover Company, as of 2008, along with Almatec, Griswold, Mouvex, Neptune, and Wilden. Blackmer is headquartered in Grand Rapids, Michigan, where an on-site foundry allows for complete quality control over products from design to completion.

As one of the founding brands for PSG, Blackmer adheres to the company's vision to be the leading provider of pump technologies and related flow-control solutions for the safe, efficient, and reliable transfer of critical and valuable materials in specific applications and key markets. "We are really focused

on industrial applications of critical media – whether it be dangerous chemicals or fuels – it is crucial to the customer," shares President, Karl Buscher.

## Customer-centric approach

"We have a very customer-centric focus and that is the engine that drives everything we do," shares Tom Stone, Director of Marketing. "This includes our design and engineering teams, which combine years of experience with advanced materials, and our customer life cycle support system that includes applications engineers, market and product specialists, regional sales management, as well as action-oriented customer care specialists. Developing these exceptional product lines and supporting these products during the total lifecycle process requires a world class manufacturing commitment and capability.

We apply continuous quality improvement processes to ensure that every Blackmer product adheres to these standards," adds Stone. We have ISO 9001 registry quality systems, a fully integrated supply

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chain management system, JIT and Kanban inventory control, as well as cell-based manufacturing. Blackmer utilizes automated machining centers, computer-aided manufacturing, and our own captive casting foundry which allows us to maintain quality from the beginning to the end of the manufacturing process.”

Blackmer also has a long-standing history in providing support to the US military. “Back in 2007, we won three contracts to supply pumping units for the Navy aircraft carrier, Gerald Ford,” shares Paul Twaddell, VP of Sales & Marketing. “This type of contract tends to be long-cycle, so in 2015 it will come to its conclusion. The Blackmer Sliding Vane pumps are on all four class carriers that will be used in the handling of jet fuel and fire-fighting foam. Blackmer is the market leader in the military and marine industries.”

“It’s an important customer of ours and one that brings a lot of pride,” adds Buscher. “We’ve been doing business with the Navy for 70 years and I don’t believe that there’s a surface combat vessel in their fleet that doesn’t have Blackmer pumps on it.”

Blackmer also offers an impressive aftermarket service, with customer care specialists and product specialists placed around the world. An extended network of distributors and representatives across the globe supports end users throughout the entire product lifecycle.

**“Blackmer is the leading global brand of reciprocating compressors, as well as innovative high quality sliding vane, centrifugal, and regenerative turbine pumps for the transfer of liquids and gases. For well over 100 years, Blackmer pumps and compressors have helped our customers optimize their productivity and profitability while maintaining focus on safety and environmental protection.”**  
*-Tom Stone, Director of Marketing*

## Top tier products for a demanding market

“Blackmer is the leading global brand of reciprocating compressors, as well as innovative high quality sliding vane, centrifugal, and regenerative turbine pumps for the transfer of liquids and gases. For well over 100 years, Blackmer pumps and compressors have helped our customers optimize their productivity and profitability while maintaining focus on safety and environmental protection,” shares Stone. “We are important to the pump sector because we are recognized as providing expert solutions for critical applications.”

There are two major product categories within Blackmer: Industrial pumps and oil-free reciprocating gas compressors. The industrial pump category includes the sliding vane pumps. “That’s the innovative technology the company was founded upon and the technology that Blackmer is best known for globally,” says Stone.

And Blackmer has a goal to get the word out to current sliding vane pump users about their technology, which is around 24% more efficient than competitive products. “We believe that there are many more applications for our sliding vane pumps because of the focus on energy,” adds Stone. “The Hydraulic Institute came out with a study a few years ago that stated 27% of energy used in industrial plants comes from pumps.”

Within the industrial line of pumps Blackmer also offers screw pumps. The S Series Screw pumps, launched in July 2015, include twin screw, triple screw, and multiphase models that offer a wide array of configurations and sizes for some of the most demanding applications. “We introduced that





line to provide our existing and new customers in the process, energy, and marine markets with a broader range of technologies for their critical handling applications,” shares Stone.

Also within Blackmer’s major industrial pumps category are the System One line of centrifugal process pumps, which feature a design that extends mechanical seal and bearing life leading to an overall lower cost of ownership. In addition, Blackmer’s regenerative turbine pump line is now being provided to the Americas for Liquefied Petroleum Gas (LPG) applications.

The second major product category are Blackmer’s oil-free reciprocating gas compressors, which in itself has three different series. “The LB Series is the gold standard globally for use in LPG applications,” shares Stone. “The HD series is designed for transfer, boosting, and vapour recovery of a wide range of high-valued industrial gases. The newest series is the NG series, which is designed and marketed to optimize well-head oil production enhancement and vapour recovery during upstream oil & gas production and transfer.”

Twaddell explains how all PSG brands ensure they meet the standards and regulations in multiple industries across the world, whether it be an ANSI, CSA, CE standards, or the UL standard. “Each brand’s models have to go through rigorous evaluation and testing to make sure they have all the standards required,” explains Twaddell.

### Expanding product lines into targeted markets

Stone explains that there are teams within PSG and Blackmer that all work collaboratively to design and introduce new technologies to the market. “The organization within Blackmer is very customer-centric for developing solutions for specific applications and new markets,” says Stone. “It’s important in today’s competitive marketplace to do that. We look at it from a lifecycle perspective. We have application engineers and design engineers that work globally with their counterparts in all the facilities, then we have very focused customer service representatives that work hand-in-hand with our product management team.”

Global expansion is important for PSG and all their brands, including Blackmer. “We are now



manufacturing Blackmer products in our facility in Chennai, India to serve the Indian market,” says Twaddell. “We are also supplying products to OEMs and end users in China.

Global expansion for Blackmer is key for its future and its growth strategy.”

**“**With Blackmer’s long history, we feel like we are the progenitor of the technology and we’ll continue to set the standards with sliding vane pump design and operation. We have a very good understanding of the market for sliding vane pumps. We are always quick to respond to market needs with new and refined technologies that help our customers remain at the cutting edge of their industries.”

**- Paul Twaddell, VP Sales & Marketing**

PSG already has over 400 distributors that carry the Blackmer line globally. “We are always taking a look at technologies that we would like to acquire, to work alongside regional expansion,” says Twaddell. “It is important for us to get the right technology within the right region.”

“We see global expansion as big opportunity for Blackmer,” adds Buscher. “Our new screw pumps are a great product.





They have more applications than we currently pursue. Our technical sales force is taking that mission on globally.

We are also in the process of expanding our compressor line. Our compressor ranges have been utilized in the industry for a long time, but recently, with the larger pipelines that are being installed in the industry, we have also increased them in size."

### **Strong lines leading Blackmer into the future**

"With Blackmer's long history, we feel like we are the progenitor of the technology and we'll continue to set the standards with sliding vane pump design and operation," shares Twaddell. "We have a very good understanding of the market for sliding vane pumps. We are always quick to respond to market needs with new and refined technologies that help our customers remain at the cutting edge of their industries. Not only do we feel that we have a very good understanding of the technology, but we also have a very extensive distribution structure and customer support structure globally."

With their strong track record and the strong PSG brand standing behind it, the future looks bright for the Blackmer brand.



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