

New Area Sales Manager for Western region

Dear valued Franklin Electric Dealer

We are very pleased to announce that we have appointed an Area Sales Manager for Western Australia and the Northern Territory. This is a new position.

Effective from today, Monday 12 September 2011.

Mr. Robert Waddell is your new contact and ASM at Franklin Electric.

For those of you that may not know Robert, he has just completed 2 years with KSB as a Sales Engineer working with bore hole pumps, vertical multistage pumps, end suction and booster systems. Prior to this Robert worked at Grundfos in Water and Waste water products. Robert has 13 year's experience with Hydramet as a Business Unit Manager with products including Water treatment and RO packages.

Robert is based out of Mandurah, WA and brings with him a wealth of pumping and industry knowledge and is well experienced to work with you in support of your business and grow your Franklin product knowledge and usage.

Robert's contact details are:

Mobile: **0458 600 907**

Office 1300 FRANKLIN (1300 372 655)

Email: rwaddell@fele.com

Robert will be visiting our entire WA and NT dealer network over the coming weeks to introduce himself as part of a regular call cycle. Robert will also keep you up to date with pricing, literature, product support and account management. Robert will also be able to arrange training for you.

We see this new appointment as part of our next growth phase in building the FE Dealer network to make Franklin Electric products *'Better For Your Business'*.

Thank you for using Franklin Electric quality Pumps, Motors, Drive and Controls.

Peter Richardson
Managing Director AU-NZ

1300 FRANKLIN

