



Dedicated to Excellence

A Company Overview



Franklin Electric

Franklin Electric is a global leader in the production and marketing of systems and components for the movement of water and automotive fuels.

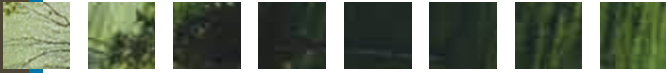
Recognized as the world's leading producer of submersible electric motors, Franklin has emerged as a premier global manufacturer of pumping systems, drives and controls.

Franklin Electric serves customers around the world in residential, commercial, agricultural, industrial, municipal and fueling applications.



SubMonitors

6" ST Series
Pumps



OUR FOUNDATION

In 1944, Edward J. Schaefer and T. Wayne Kehoe founded Franklin Electric, located in Bluffton, Indiana, USA. The founders named their company after America's pioneer electrical engineer, Benjamin Franklin, and focused on customer-specific specialty motors.

Continuous innovation, remarkable quality, world-class service and a focus on customers' needs keep Franklin Electric the leader in our industry.

While starting as the premier global manufacturer of submersible electric motors, the company has evolved into supplying water and fueling systems with unique technologies to several market segments.



T. Wayne Kehoe



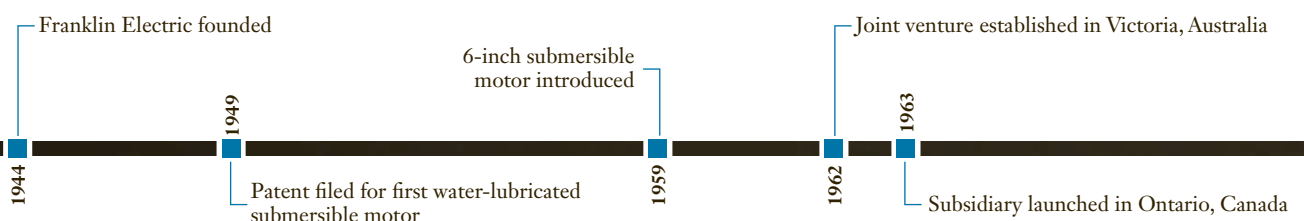
Edward J. Schaefer

WHAT WE DO

The traditional market for Franklin Electric products is water well pumping systems. Franklin submersible pumps, motors, drives and controls are the industry's most trusted products for use in a wide variety of applications.

In recent years, the company has branched into other types of water and effluent products, including jet pumps, vertical/horizontal multistage pumps, centrifugal pumps, dewatering pumps, sump/wastewater pumps, condensate pumps, positive displacement pumps and many others.

In addition, Franklin Electric produces a broad selection of products for fueling systems including submersible fuel pumps, station hardware and electronics.



The success and longevity of
Franklin Electric
have been built upon five
Key Factors for Success.



SubDrive QuickPAK

SubDrive Inline 1100



PHILOSOPHY

Franklin Electric prides itself on maintaining daily focus on, what we call, five **Key Factors for Success**. We promise to deliver **quality, availability, service, innovation and value** in every aspect of business with our customers and stakeholders.

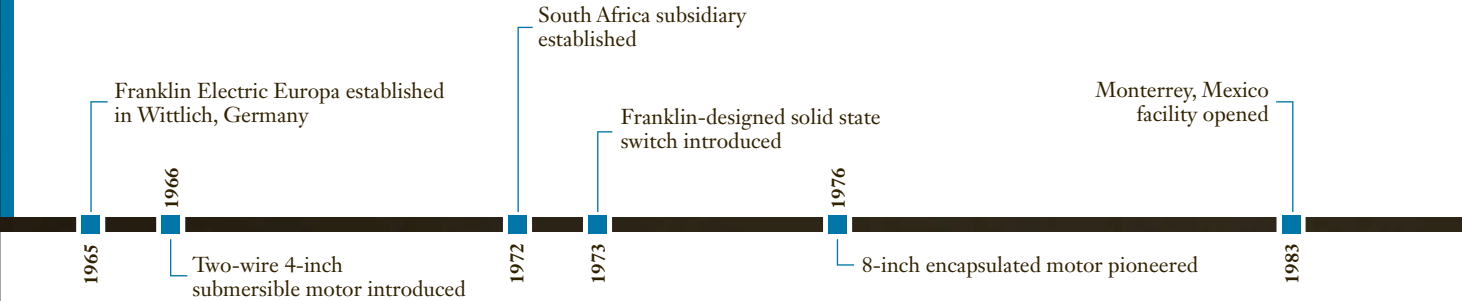
Quality: Franklin Electric is committed to providing customers with defect-free products through our program of continuous improvement. We encourage customer feedback on all aspects of our business to ensure we are a responsive supplier. Our commitment to quality applies not just to products but to everything we do.

Availability: The best products and services must also be available when and where someone needs them. Franklin maintains stock of a large range of products to meet global customer requirements. We regularly review how to minimize delivery times to meet the changing needs of our customers.

Service: Franklin Electric supports our customers and installers through industry-leading technical and customer service. This encompasses product support and installation training; application and troubleshooting seminars; and prompt and accurate replies to inquiries.

Innovation: Franklin Electric's focus on innovation incorporates new technologies into existing products, as well as market-leading new products and services. Our goal is to continuously add value to our systems and the markets they serve.

Value: Franklin Electric sets the industry standard for quality, availability, service and innovation, making the value offered by our company and products second to none.



Reliability is the heart
of our business.

SubDrive SolarPAK



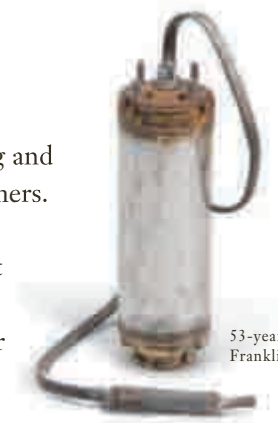


RELIABILITY

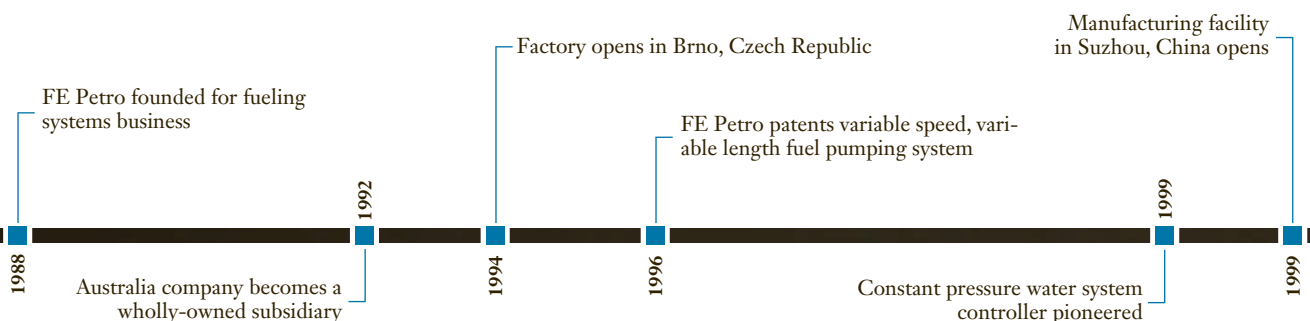
Franklin's commitment to building reliable products begins with a robust design and an understanding of the applications where our products are used. We know that our products must provide a long and dependable operating life; anything else is too costly to our customers.

In addition to solid engineering, Franklin's reliability commitment includes a rigorous testing program, both in our laboratories and in our manufacturing facilities. We prove our designs in the lab for performance and endurance, while every product we produce is tested 100% before it leaves the factory

Franklin Electric recognizes that customers depend on us for quality that delivers day-in and day-out over the long haul, and we take that responsibility seriously. Not only do we stake our reputation on it, we have made it the heart of our business.



53-year-old working
Franklin motor



E. J. SCHAEFER
ERGIBLE MOTOR CONSTRUCTION
Filed Dec. 8, 1949

DEDICATED TO EXCELLENCE

Certification

Franklin Electric provides the industry's safest, most reliable products to our customers. We rigorously test to specified performance parameters and obtain certifications to ensure safety on each and every product manufactured and sold.

Some of our certifications include: electrical safety certifications through Underwriters Laboratories (UL), CSA International and UL International DEMKO; and drinking water certifications through UL, CSA and NSF International.

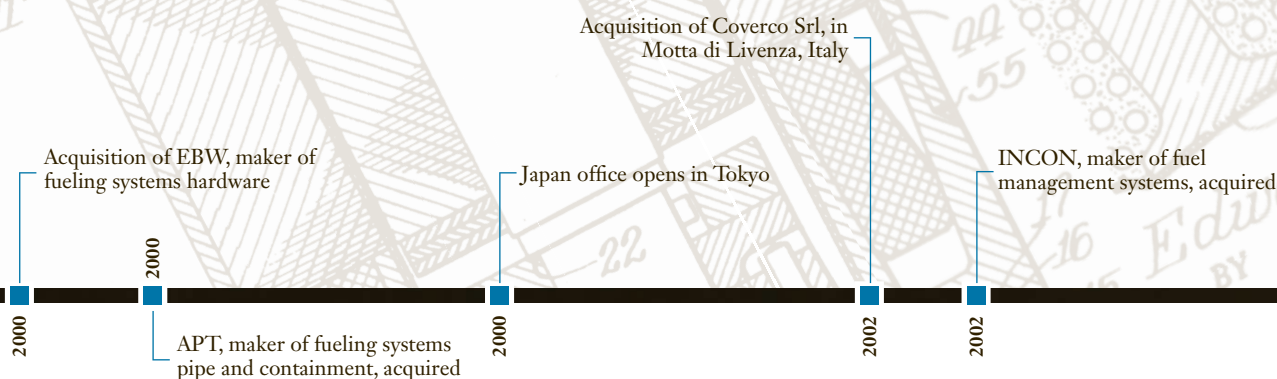
Products sold in Europe hold the ACS drinking water certification, meet the RoHS Directive, conform with European safety standards and have selected 4-inch motors certified for sale in the Russian Federation.

Franklin factories in Germany, the Czech Republic, Italy, Mexico and the United States are ISO 9001:2000 certified.



Quality in Manufacturing

Franklin Electric manufacturing teams ensure that **quality always takes precedence over quantity**. With a strenuous focus on continuous improvement, we are constantly enhancing factory processes and procedures to ensure world-class quality and meet the changing needs of our customers.



QUALITY always
takes precedence
over QUANTITY.

6" SR Series
Pumps

VR Series
Pumps

5" CS Series
Pumps

6" Motors





We know we have a world-class
customer service team.

Our customers tell us everyday.



8" Motors



FS Series Pumps
10" Motors



OUTSTANDING SERVICE

Our customers repeatedly tell us that we have earned their business, not only because they can count on our products but because they can also count on the support we provide. We are proud to offer the best customer service in the business, and a global network of field service engineers, providing product training, technical advice and on-site troubleshooting.

Years ago, Franklin identified service as one of the Key Factors for Success and we remain committed to that principal. Our service team demonstrates earnestness on a daily basis helping people across the globe.

Bobol Water District was experiencing frequent submersible pump system failures. Shu-Ming Chang visited them more than four times to investigate and collect data on the problems, as well as conduct training for all 15 technicians. Since the issues were identified and addressed, Bobol Water District purchased six Sub Monitor protection devices for their wells, converted all their submersible motors to Franklin Electric and will be using FPS submersible pumps in the future. They are grateful for the service and support provided by Franklin Electric.

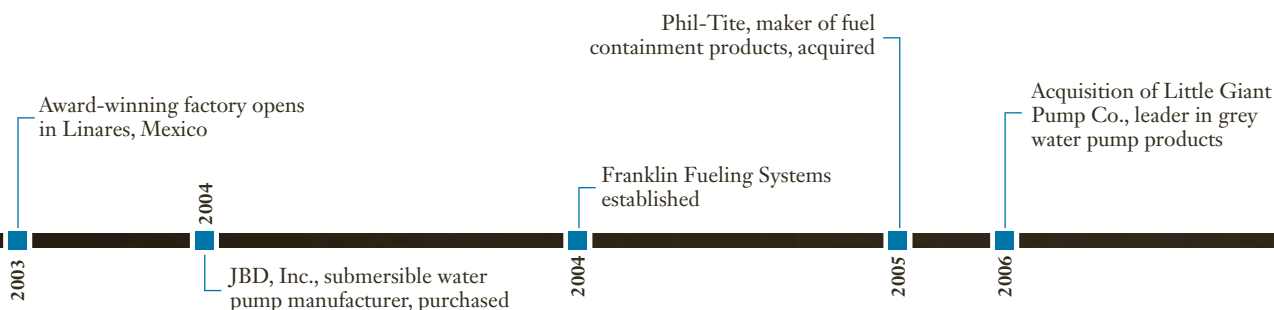
— PHILIPPINES FIELD SERVICE REPORT

Despite the recent political situation, 28 dealers attended a Franklin Motor Seminar in Khao Yai province, Thailand. During the seminar, John Arradaza and April Hwu disassembled a motor to better show the group the signs and causes of failure. The demonstration was very effective; building dealer confidence in handling Franklin motors. It was a wonderful and eye-opening experience for them. On behalf of our company and Franklin dealers in Thailand, we all thank you for making this seminar a successful one.

— FRANKLIN DISTRIBUTOR IN BANGKOK, THAILAND

A Franklin customer received an urgent project requiring nine pieces of 15 hp 380/60/3 motors. Full support from the corporate headquarters in Bluffton, Indiana, USA made it possible for these motors to be shipped by air in time to execute the order. The customer was pleased to have Franklin's full support and successfully completed the project.

— SALES REPORT FROM KOREA

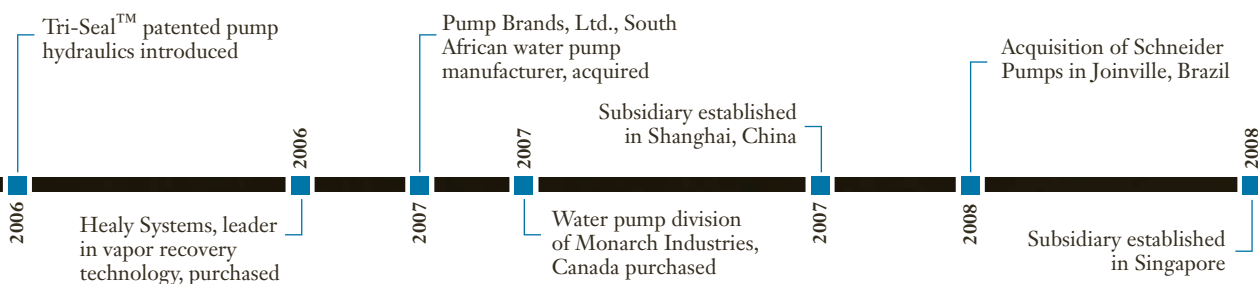




LOCATIONS



With more than 3,200 employees,
Franklin Electric is a global organization with
manufacturing and distribution facilities
located around the world.





Water Systems:

Brno, Czech Republic
Canby, Oregon, USA
Cedegolo, Italy
Dueville, Italy
Gaborone, Republic of Botswana
Grant County, Indiana, USA
Hillsboro, Oregon, USA
Izmir, Turkey
Johannesburg, Gauteng, South Africa
Joinville, Santa Catarina, Brazil
Linares, Nuevo Leon, Mexico
Little Rock, Arkansas, USA
Melbourne, Victoria, Australia
Monterrey, Nuevo Leon, Mexico
Motta di Livenza, Italy
New Dehli, India
Oklahoma City, Oklahoma, USA
Rattlesden, England, UK
Santiago, Chile
Seoul, Korea
Shanghai, China
Singapore
Suzhou, China
Tokyo, Japan
Wilburton, Oklahoma, USA
Winnipeg, Manitoba, Canada
Wittlich, Rhineland, Germany

Fueling Systems:

Johannesburg, Gauteng, South Africa
Madison, Wisconsin, USA
Saco, Maine, USA
Shanghai, China
Wittlich, Rhineland, Germany

Corporate Headquarters

Franklin Electric Co., Inc.
9255 Coverdale Road
Fort Wayne, IN 46809, USA

Franklin Electric is committed to being
a good neighbor to the communities
we call home.



Colibri Monitors



STP Series Pumps



SOCIAL RESPONSIBILITY



Franklin Electric is committed to being a good corporate citizen, as well as a good neighbor to the communities we call home. The company contributes collectively to many non-profit organizations located where Franklin has a business presence. Through the Franklin Foundation, the company gives to several charitable causes including: the **United Way**, the **Fort Wayne Philharmonic Orchestra**, the **Boys & Girls Club** and **Big Brothers/Big Sisters**

In addition, Franklin has established the **Franklin Wells for the World Foundation**, raising global awareness of water issues while providing underprivileged communities around the world access to clean drinking water.



Scott Trumbull celebrates the new water delivery system provided by FWWF to the village of Ga-Setsile, Botswana.



Majority acquisition of Vertical SpA, a stainless steel pump and component fabricator in Vicenza, Italy

Majority acquisition of Impo A.S. in Izmir, Turkey

Majority acquisition of Pioneer Pump Holdings Inc., a large, engine-driven centrifugal pump manufacturer in Canby, Oregon, USA and Rattlesden, England, UK

Subsidiary established in New Dehli, India

Acquisition of Cerus Industrial Inc., a motor controls and electronics manufacturer in Hillsboro, Oregon, USA

2009

2010

2011

2012

2012

2012

Korea office opens in Seoul

SALES OFFICES

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