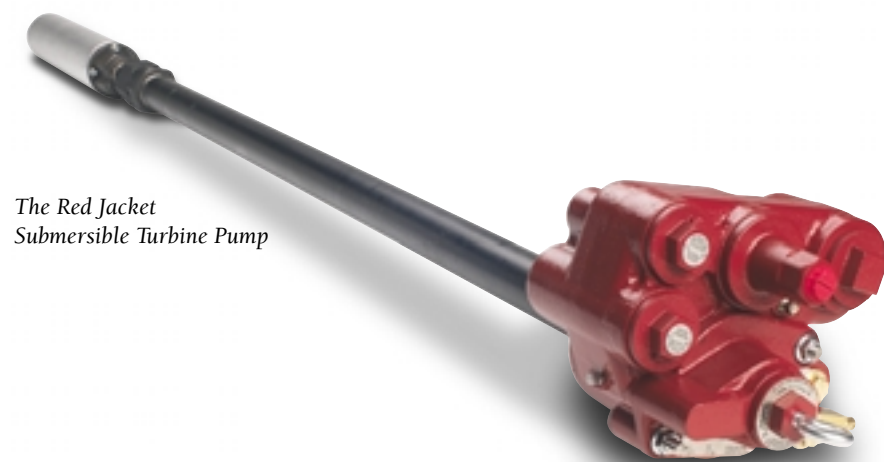


Retailers who depend on **Red Jacket** know they've made **the right decision**

Red Jacket  
**The Flow Resource**



The Red Jacket Submersible Turbine Pump



**Red Jacket makes sense**

For over 40 years the name Red Jacket has become synonymous in the petroleum retail industry with a range of high-quality, high-performance products, systems and services that deliver, measure, monitor and manage today's fuels. Red Jacket has the largest installed base of submersible pumps in the industry.

The quality and reliability of Red Jacket products is the key to keeping systems working at peak performance. Red Jacket product and technology address the needs of retail petroleum high-volume sites. We help increase sales and lower costs by anticipating our customers' needs and developing a wide spectrum of reliable submersible pumping systems.

**Red Jacket Submersible Turbine Pump**

The Red Jacket Submersible Turbine Pump delivers a new and higher standard in environmental compliance, safety, serviceability and flow. It has been designed to be the leading pump technology in environmental compliance, preventing spills and offering the most thorough and integrated leak detection system in the industry. The design incorporates innovative features that reduce the complexity and cost of installing, upgrading or servicing the pump.

**Red Jacket IQ Box**

Red Jacket developed the IQ Box specifically to support the two-pump manifolded systems required to deliver flow and uptime in today's high-volume site environment. The IQ Box utilizes proprietary network communications, monitoring motor phase shifts as well as voltage and current, to ensure that multiple motor systems are always working together.

**Veeder-Root/Red Jacket Pressurized Line Leak Detection (PLLD)**

Veeder-Root/Red Jacket industry leading PLLD provides environmental compliance without the fuel flow restrictions of mechanical (MLLD) or electrical (ELLD) systems. Maintain system uptime and flow without accuracy limitations using V-R PLLD.

**Red Jacket Maxxum Pump**

The Maxxum delivers higher flows through its redesigned flow path, which reduces restrictions that cause pressure drops. Maxxum is available in 3 HP and 5 HP models for 6" pumping requirements in high flow applications, can be retrofit with existing riser/flange assemblies, and is designed for hazardous locations. Maximizing serviceability, safety and performance maximizes your benefits.



Faster flow, more uptime,  
fueling profits



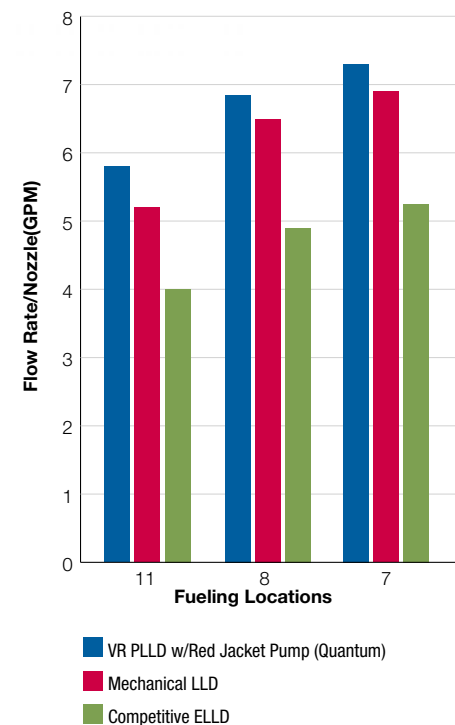
**Red Jacket**  
Fuel Delivery Solutions for **High-Volume Sites**

**Enhance fuel flow and profits even more with Veeder-Root/Red Jacket PLLD as part of the system**

Leak detection is a requirement in today's fueling sites, but that doesn't mean you have to give up flow in the process. Veeder-Root/Red Jacket's industry leading Pressurized Line Leak Detection (PLLD) system delivers increased flow rates versus traditional mechanical line leak detection (MLLD), or competitive electronic line leak detection (ELLD) methods.

At a site with 11 fueling locations using Red Jacket's 2 HP pump, your customers will profit from the increased flow delivered by PLLD.

- 2 gallons per minute per nozzle higher flow rate versus an ELLD system
- .5 gallons per minute per nozzle higher flow rate versus an MLLD system



For the Flow Resource call

**1-800-323-1799**

For sales call

**1-888-561-7942**

...to get better fuel delivery,  
faster fueling cycles and more customers



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# Faster flow, more uptime, fueling profits



The demand for fuel at high volume stations depends on several demographic variables. Morning and evening rush hours, and lunch, are peak operating times.

## A lot is riding on effective pumping solutions

The trend is clear. Fewer, larger fueling sites are serving the needs of today's motorists. With an average investment approaching \$2 million, site owners are under pressure to deliver all the fuel profits their site can handle. Especially during peak fueling periods, maximizing fuel flow and system uptime, and minimizing product run-outs are the keys to success. That's why you need to talk to the Flow Resource at Veeder-Root/Red Jacket.

### High volume site fueling characteristics

Peak Hour(s)	
Number of Peak Hours 24 hr Period	8 hours
Average Active Fueling Position	6 positions
GPM/Fueling Position	8 GPM/position
Total Gallons/Hour (Site)	2880 gallons
Revenue/Hour (\$1.58 Avg/gallon)	\$4,550
Margin/Hour (\$0.12 Avg/gallon)	\$345
Non Peak Hours	
Number of Non Peak Hours 24 hr Period	16 hours
Average Active Fueling Position	1.5 positions
GPM/Fueling Position	8 GPM/position
Total Gallons/Hour (Site)	720 gallons
Revenue/Hour (\$1.58 Avg/gallon)	\$1,137
Margin/Hour (\$0.12 Avg/gallon)	\$86

## Red Jacket offers integrated, reliable systems that deliver higher flow rates for site owners in both new installations and upgrades

### Our 2 HP pumps provide site owners with a lot of flow for the buck

Whether a new site or an upgrade, site owners will experience a significant increase in flow, fuel revenues and profits by specifying a Red Jacket 2 HP Submersible Turbine Pump.

For example; upgrading from a 1 1/2 HP to our 2 HP pump increases flow by over 22% when 8 nozzles are operating. During peak fueling periods a pump upgrade translates to faster fueling cycles, and more customers. As the chart at right illustrates, at high volume sites with only 8 nozzles operating, a 2 HP Red Jacket pump will deliver 381 more gallons of fuel over a peak 3 hour period. This translates to over \$1400 in additional fuel margin each month.

A pump upgrade increases fuel flow...		
	1 1/2 HP	2 HP
GPM - 8 Nozzle	7.375	9.5
		<b>22.37%</b>
...and margin potential.		
Number of Fueling Locations	8	
GPM Per Nozzle	2.1	
Potential Increase in Flow (Gallons over 3 Hours)	381	
Margin Increase*	<b>\$1,417</b>	

\*Average calculated on 31-day month

# Increase flow...

# High-volume fueling sites depend on reliable high-flow systems that never shut down or run out

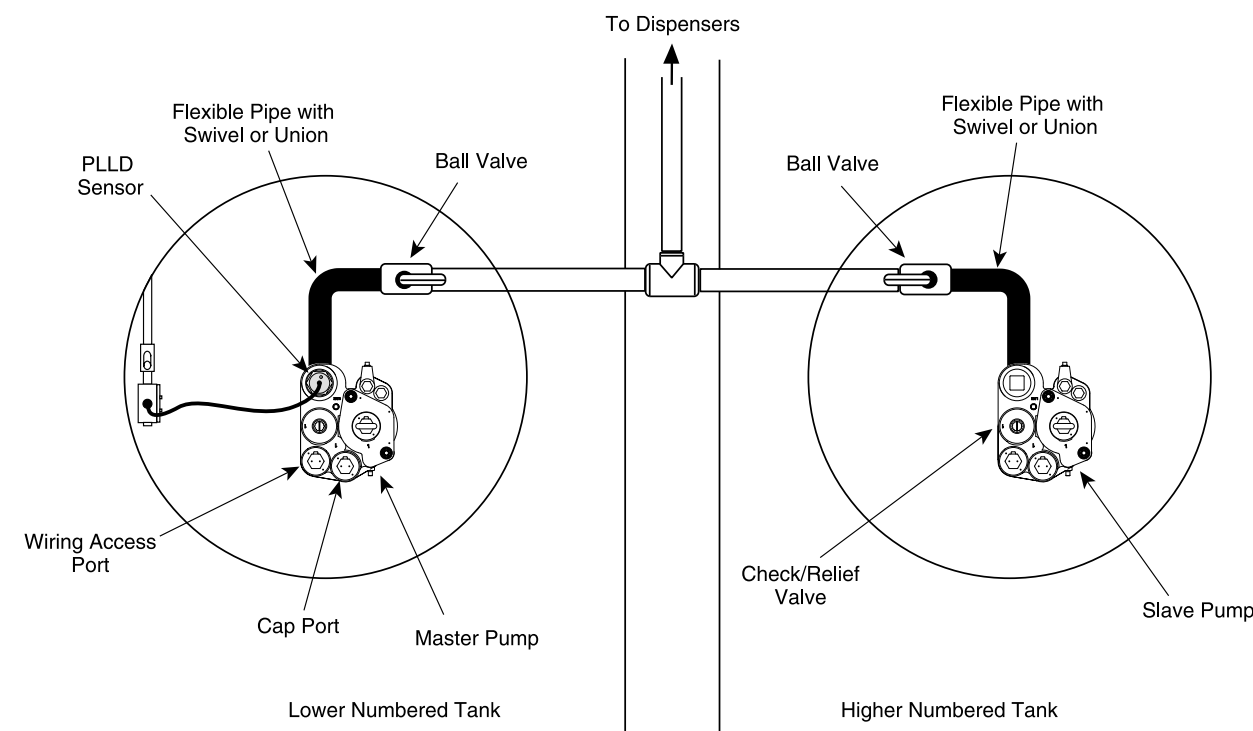
## Fuel system reliability and uptime, essential for profitable operations

Enhancing fuel flow is important, but in today's competitive environment, system uptime is essential to customer retention and profitable operations. Whether it's a result of equipment failure, or inventory run out, unexpected downtime is bad for business and will cause customers to fuel elsewhere. Look at the difference in revenue for locations that operate at top performance, and those that don't.

Equipment Failure		Inventory Run Out	
Average Time for Service	24 hours	Average Time for Service	4 hours
Peak Hours	8 hours	Peak Hours	3 hours
Non Peak Hours	16 hours	Non Peak Hours	1 hour
Lost Revenue/Incident		Lost Revenue/Incident	
Peak Hours	\$36,400	Peak Hours	\$13,650
Non Peak Hours	\$18,192	Non Peak Hours	\$1,137
<b>Total Lost Revenue/Incident</b>	<b>\$54,592</b>	<b>Total Lost Revenue/Incident</b>	<b>\$14,787</b>
Lost Margin/Incident		Lost Margin/Incident	
Peak Hours	\$2,760	Peak Hours	\$1,035
Non Peak Hours	\$1,376	Non Peak Hours	\$86
<b>Total Lost Margin/Incident</b>	<b>\$4,136</b>	<b>Total Lost Margin/Incident</b>	<b>\$1,121</b>

Based on a site pumping 300,000 gallons per month

## Red Jacket manifolded pump system – the starting point for a fault tolerant pumping system design.



When two 2 HP pumps are manifolded together, they provide both redundancy and the ability to pump greater than 7 gpm (per nozzle) with more than 16 nozzles open. A single 2 HP pump delivers more than 7 gpm (per nozzle) with 9 nozzles open.

# ...and uptime using advanced flow control technology with Red Jacket

## Veeder-Root systems provide the redundancy and system monitoring required to maximize uptime

### Integrated Protection, Redundant Systems

#### Manifold for more uptime and greater product availability

A Red Jacket manifolded pump system is the starting point for a fault tolerant pumping system design. A two-pump manifold design delivers increased performance and helps ensure that one pump is always available, even in the unlikely event that there is a problem with the other unit.

Two-pump manifolded systems also help with inventory management, eliminating product run-outs.

In today's fueling sites, product blending is common. In a non-manifolded system, if one pump fails, two of the three products at the site are down. Manifolding two pumps keeps all products flowing.

Using two manifolded pumps evens out the throughput from two tanks by reducing product transfer through the siphon system. During fueling "rush hours" siphon systems often can't transfer fuel from auxiliary tanks fast enough to prevent product run-out.

#### Control pump life and energy efficiency

Red Jacket's IQ Pump Control Box is designed to support your manifolded system design by enhancing system performance. The IQ Pump Control Box utilizes isolated network communication to ensure that motors are always working together, providing demand-based staging and even motor wear for longer life. Manifolded pumps and staging operations with an IQ controller is also more energy efficient because only one pump operates during low volume fueling periods.

### No surprises. Superior leak detection systems

Undetected fuel leaks are a huge risk for system uptime. Left unchecked for even short periods of time they can create damage that leads to long-term facility downtime, and the added costs of insurance and site clean up. Veeder-Root/Red Jacket's PLLD provides leak detection without the flow restrictions or accuracy limitations of other leak detection systems.

Enhance system leak detection with Veeder-Root's TLS-350 Tank Gauging System. The TLS-350 integrates seamlessly with Red Jacket pumps and tests lines for leaks at the end of each dispense cycle. The software also allows for user defined, automated precision testing of all lines at predetermined intervals.



### Service where and when you need it

Even the most reliable equipment requires regular maintenance and service to keep systems up and running. Customers can rest easy, knowing that every Red Jacket fueling system is backed by the industry's largest and best trained service organization, with an expert service technician located within hours of any site in the U.S.

### Select a system designed to maximize your uptime

At Red Jacket our primary concern is to keep customers pumping, and profits flowing, at all times. Red Jacket systems have been developed to provide the redundancy and system monitoring required to do just that.

### Find out about High-Volume site design from the Fuel Flow Resource

Whether you're designing a new station or upgrading an existing site, it will be well worth your time to contact the Flow Resource at Veeder-Root/Red Jacket. They can help optimize fuel delivery system uptime and flow rates to deliver the fuel profits required in today's competitive environment.

Call the Flow Resource today for more information on systems design and complete product specifications.

## 800-323-1799