

Zoeller Pump Company

Media Kit

The goal of this kit is to provide you with accurate and approved ad content and useful tools and resources to effectively promote Zoeller Pump Company branded products.

American Made: More Than a Label

A partnership can only be built on trust. There is nothing more disheartening than seeing products in our industry labeled as American made when they simply aren't. Zoeller Pump Company is committed to a level of integrity and transparency you can trust.

As a family-owned business with 90% of our products being made in the USA using a majority of US content, Zoeller Pump Company is proud of our American heritage & US commitment

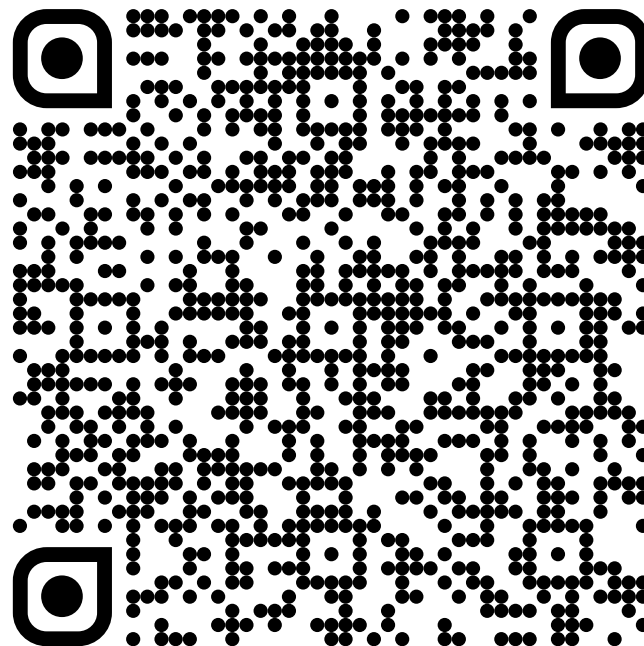


Logos & Brand Standards

Stay up to date on our current logos for your website & merchandising needs. All logos are available for download.

To maintain a strong brand identity among all marketing communications, all use of our logos, taglines, images, etc. should meet the criteria in our Brand Continuity Guide.

These guidelines apply to all employees, customers, reps, approved resellers, and anyone who uses our name or logo to represent Zoeller Pump Company in any way.



SCAN ME

Print Advertising

Here are a few examples of ads we have created for you to use for print advertising. We left space for you to include your company's logo too!

Please see our website to download the ads shown here as well as our other ad options in various print and web sizes.



ZOELLER
PUMP COMPANY

**FAMILY TRUSTED
FACTORY TESTED
AMERICA TOUGH**

As a family-owned business with 90% of our products being made in the USA using a majority of US content, Zoeller Pump Company is proud of our American heritage & US commitment.



**POWER
BEYOND
LIMITS.**

**ProPak
AquaNOT Filt 508**

Z Control Cloud Technology allows you to monitor, test, and silence your system remotely from your smartphone or computer!

508-0020 ProPak
Battery backup system

Z Control
Enabled

Self-Testing Battery Backup System for Dependable Protection.

ZOELLER
PUMP COMPANY

zoellerpumps.com

MADE IN AMERICA
ELECTRIC PUMPS

Video Content

Zoeller Pump Company strives to provide you with the best tools possible to effectively sell our products. Our YouTube Channel is a great resource for our latest brand and product videos as well as educational tools in the form of webinars that cover industry topics, technical knowledge, and product features and benefits.

Visit our YouTube channel for more details!

<https://www.youtube.com/channel/UC8WWhbsFUhvRMYuPX8-ebpQ>



FAMILY-OWNED SUCCESS STORY



Social Media Links

Follow, like and subscribe to our pages and channels to stay up-to-date on products, promotions, and service information for you and your company.

Facebook: <https://www.facebook.com/ZoellerPumpCompany/>

LinkedIn: <https://www.linkedin.com/company/zoeller-company/?viewAsMember=true>

YouTube: <https://www.youtube.com/channel/UC8WWhbsFUhvRMYuPX8-ebpQ>

Be sure to tag us in your posts and use our hashtags!

#ZoellerPumps #TrustedTestedTough #FamilyOwnedAmericanProud #ZoellerUniversity
#ZU #ZUOnline #ZUOnCampus #ZUOnTheRoad #ZUOnDemand #ZoellerTraining
#ZoellerWebinars #CenterForExcellence #ZoellerCFE #ZoellerGreen #ZoellerGrinders
#ZoellerGrinderPumps #SharkSeriesGrinderPumps #AquanotBackups

Join the Zoeller Social League!

No time or resources to execute effective social media marketing?

ZOELLER WANTS TO HELP OUT!

GET FRESH, RELEVANT SOCIAL CONTENT WEEKLY:

When you join the Zoeller Social League, you'll get fresh, consistent content on a weekly basis via either email or text that you can push to your socials with just the click of a button.

WIN GREAT PRIZES:

You earn points for the content you share and those points add up to get you entries into our monthly giveaway for unique Zoeller swag and prizes. Stay tuned every month to see what new prizes are up for grabs!



Create your free profile and connect your social channels today at zoellersocialleague.com.



Let's Talk

- Have a Customer Testimonial to share?
- Questions about how to accurately advertise Zoeller Pump Company products?

Contact:

ZPCMarketing@zoeller.com



One Zoeller customer ran into some difficulties after upgrading his pit. When his Model 54 pump wouldn't start, he looked into repair parts online. The Model 54 was manufactured from the late 60's to the early 80's, putting this pump anywhere between 40 to 50 years old! With the average life of a pump being anywhere between 7- 10 years depending upon the application, this little guy has definitely exceeded expectations. In the end, the customer was able to get the pump going again without any replacement parts.