



# **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 95% 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.



**FAMILY TRUSTED  
FACTORY TESTED  
AMERICA TOUGH**

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**ZOELLER**   
PUMP COMPANY



*Quality Time  
comes from installing  
Quality Products*

**ZOELLER**   
PUMP COMPANY

zoellerpumps.com

# 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!



## 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/>

Twitter: <https://twitter.com/ZoellerPump>

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 #zoellercfe #centerforexcellence #factorytested  
#ZoellerTough #zoellergreen #getPUMPED #PUMPEDUP

# Let's Talk

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

Contact:

[ZPCMarketing@zoeller.com](mailto: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.