

Lorentz PS2-100

The background story.

Over the past 3 years LORENTZ have been working with various organizations to develop a low cost, high quality pump for use in developing countries. This work was to bring our expertise in pump design and manufacturing to a market segment that is normally served by poor quality, unreliable products. We have developed a new product retaining the normal LORENTZ principles of efficiency, quality and reliability but designed down to a cost point that allows LORENTZ pumps to serve a wider audience.

Are we all missing an opportunity?

In all markets there is a space for lower priced products and for products that the customer can self-install. This market is typically served by online pump sales. Customers are buying both branded and unbranded products with variable results.

As water professionals there are many customers that you currently do not serve. Customers that have low budgets or very modest needs will look online, buy a product and have often are left with a bad feeling about solar pumping.

We strongly believe that by having an offering that you can sell to these customers will increase your sales, get more customers to have a good solar pumping experience and generate more larger pump business for you in the future.

What is PS2-100

The PS2-100 is a short submersible HR pump system. It comes in a single box containing the pump, mini-controller and an attached submersible cable (15m / 50ft). This makes it "over the counter" or online delivery friendly. All connections are by plug and there are even extension cables if the customer needs longer motor or accessory cables.

There are 2 pump ends sizes to cover a wide head and flow range:

- HR-07
- HR-14

The system does not have the advanced sensor or communication features of the PS2-150 and above but it has the same efficiency, motor quality, build quality and reliability of its bigger family members.

You can read more about the specifications on partnerNET, listen to an introductory webinar, and see the pump variants in COMPASS.

Where is this product positioned?

We would position the PS2-100 as a "prosumer" rather than consumer product. We expect sales to farmers, ranchers and hobbyists. The product may have a place at a specialist farm supply shop, a retail pump / plumbing shop or as a new opportunity for specialized water and solar equipment distributors. The PS2-100 is a product that you can use to pick up the

business that passes you by today. By offering a professional, consumer friendly product it expands your offering and the LORENTZ brand to customers that you could not address.

PS2-100 may be smaller but it is still built to the high standards of quality and reliability that you expect from LORENTZ, it is still 100% designed and manufactured by us in our own factory like its bigger brothers. The key difference is it is designed for self install, is limited in pumping performance and only has the minimum features.

Where are the opportunities for PS2-100?

- *Local sales* – A pump in a box, could you sell 10 or 20 on a local show day? Think about how many other leads you would pick up by showing the PS2-100 pumping water, you could also have the “professional line” PS2-1800 with pressure and level controls that gives the customer options. Having a ready to go product will pick up opportunistic sales and maybe starts some good new relationships for you.
- *Budget conscious sales* – Are you frustrated that your local competitors have low cost systems that you cannot compete with. While we will never compete with the lowest cost, short life, poor performing products in the market PS2-100 offers very good performance.
- *Self sufficient customers* – There is always a market for customers that want to do all work themselves. PS2-100, as a plug and play product, allows customers to self-install with little risk of equipment being damaged through wrong connections, bad splicing or mis-operation

Check out our videos on YouTube!

Introduction: <https://www.youtube.com/watch?v=oTPDNnychlY>

Install: https://www.youtube.com/watch?v=Fk7_mv67Amw

Webinar: <https://www.youtube.com/watch?v=WPY4NV053v4>