

SEPTEMBER 2004  
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# Trenchless TECHNOLOGY™

A group of five men standing on stone steps in front of a building with large glass windows. They are dressed in business-casual attire, including button-down shirts and trousers. The man on the far left has a beard and is wearing a dark blue shirt and light-colored trousers. The man next to him is wearing a light pink shirt and light-colored trousers. The man in the center is wearing a light blue shirt and dark trousers. The man next to him is wearing a light-colored shirt and dark trousers. The man on the far right is wearing a dark blue shirt and light-colored trousers. The background shows a brick building with large glass windows.

## Godwin Pumps of America

Improving on  
a Tradition of Quality

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# Godwin Pumps of America

## Improving on a Tradition of Quality

Godwin president John Michael Paz (left) visits with Jon D'Allessandro, president, D'Allessandro Corp., on a Massachusetts jobsite.

By Nick Zubko

There are a variety of ways a company can make a name for itself. In the past, many have started out by uncovering a way to do something that hadn't been done before. More recently, the trend moved toward taking something fairly ordinary, then simply doing it better than everyone else. The last category consists of forward-thinkers — those who see vast potential where others might only see exhausted possibilities.

In the mid-1970s, Godwin Pumps was a small, quality-driven company headquartered in Great Britain's Coln Valley. Founded in 1890, the company manufactured a variety of pumps, including a one-of-a-kind design that utilized an automatic priming system to provide dry-running capabilities. The unique pump also featured solids handling capabilities and high-discharge heads.

Intrigued by an alternative to manual prime pumps, John Michael Paz and his father, John Sr., toured Godwin's manufacturing facilities. The trip left the two men with the realization that a unique opportunity lay in front of them. From that point on, the Godwin name would never be the same.

More than 25 years after being introduced to Godwin's innovative design, Godwin Pumps of America now designs, distributes and manufactures nearly 30 different sizes and models of the Dri-Prime pump. The company took over glob-

al operations as well, with the acquisition of the company's original U.K. manufacturing hub in 2001. But according to Paz, who took the reins from his father in 1985, assuming the role of Godwin's president and CEO, the reason for the company's success isn't necessarily all the changes that have taken place in that time — it's what has stayed the same.

"The Dri-Prime pump is a great product, but the underlying theme of Godwin is that we have been able to find some really great people," says Paz. "Combined, myself and our corporate regional managers have almost 100 years of bypass experience. It has taken a long time to build the foundation for our expertise, because we wanted to allow ourselves to grow [naturally] to the next step. We didn't want to get so overly rambunctious that we outgrew our capabilities. I think that is what has allowed us to retain good employees who are all driven by the same goal — to make Godwin Pumps succeed."

### Building a Foundation

Godwin Pumps set up North American distribution in 1976, sharing a building with Paz Brothers Inc., a heavy construction company started by John Paz Sr. in Bridgeport N.J. Operations grew rapidly as the young Paz aggressively marketed Godwin's Dri-Prime to municipalities and contractors throughout the East Coast. At the time, the company imported the three essential components of the pump (engine, pump end and trailer) from the British facility, then assembled and distributed the finished products. But as soon as they moved into their own facility in 1985, the Godwin name was well on its way to the next level.

"When we got into our own building, we started doing our own assembly and that allowed us to grow, hire more people, do more business and fill orders for people who couldn't wait six or eight weeks to get it from England," Paz recalls. "Plus, we knew that with an unknown product we would need to focus on rental to develop some sort of market identity, so it also let us get pumps out faster to supplement our rental fleets quicker. Once that happened, we were able to grow the business exponentially."

Godwin then started to create its own markets. Paz and Godwin's sales team went to people in the relining business and convinced them that they could attempt things that most owners, engineers and contractors were still apprehensive about trying. When they started doing the CIP in smaller lines early on, it forced the company to grow the size and breadth of its rental fleet. What were originally 6-in. pumps, went to 8-in, to 12-in, then up to 16-in. pumps.

To get the product out to the widest range of customers, Paz set out to distribute the Dri-Prime through three primary vehicles. Since its inception, Godwin has set up 20 company-owned branch locations throughout the United States, plus relationships with more than 25 distributors to rent and sell the equipment. Its rental fleet has matured from a small 18-machine fleet in 1977, to 5,000-unit armada.

"From the beginning, the Dri-Prime has been one of the best products on the market," says Doug Sayre, owner of Allied Technical Services, Cincinnati, Ohio, which has been a Godwin Pumps distributor for more than 15 years. "The way it worked, Godwin came from behind very quickly to become the industry leader. We almost didn't realize that it happened — we were all out there working hard and doing our job everyday. Then one day we looked up and realized what we had accomplished."

An influx of trenchless bypass projects has followed much in the same way. Convincing a municipality to employ a trenchless method that required a temporary bypass had never been easy, but in many cases it wasn't the trenchless part that an owner was leery about — it was the bypass. So once word got around about the reliability that could be achieved with an automatic, self-priming pump, those reservations began to fade quickly.

"The bypass system is what has scared so many owners and engineers away from trenchless technologies," says Joe Abbott, Godwin's national sales manager. "Many of the trenchless methods require a form of a temporary diversion of flow, so we have grown up with a lot of the [trenchless] contractors, and now we can give them a comfort level that it can be done, done properly and at a reasonable cost. With the Dri-Prime, the concept of the automatic, self priming pump and the other components of the machine have made a dramatic difference."

## Diverted Attention

As large municipal sewer rehabilitation projects have become increasingly necessary, the demand for reliable bypass systems has followed right behind. Developing the company's level of expertise took years of hard work, persistence and much interaction and partnering with consulting engineers. Godwin began a side-by-side relationship with the trenchless industry, forming a partnership,

and then started developing teams that consist of an engineering firm, CIP contractor, dirt excavator... and Godwin Pumps. Before long, bypassing large sewers in trenchless applications became a big part of business.

"It's been a long, uphill battle, but what worked for us was that we started going [directly] to the owners and engineers ourselves, instead of just working it through the contractors," explains Paz. "And a large part of the sell, in addition to our dedication to getting the job done, was that we had a piece of equipment that has technology for the trenchless industry. Since it automatically primes itself, when the flow goes down the pump can continue running dry without damage. That was never heard of before."

Early pumping systems could handle small flows up to 5 million gallons per day (mgd). Now it has become relatively common for a Godwin pump to bypass flows exceeding 225 mgd with a fleet of 45 Dri-Prime 12-in. pumps. Fifteen years ago, attempting a 100-mgd temporary sewer bypass wasn't even suggested — the thought of installing a liner that could carry 100 mgd was even a little farfetched. But through a combination of salesmanship and being backed by solid technology, those days are long gone.

"Godwin is excellent at helping owners and engineers determine exactly what can be bypassed and how to do



Godwin is known for complex bypass projects such as this 105-mgd bypass using 16-in. Dri-Prime pumps in Tucson, Ariz.

it," notes Jon D'Allessandro, president of D'Allessandro Corp., a site utilities contractor that has been a Godwin customer for more than six years. "They are second to none in delivery, service, quality of equipment and in knowledge of setting up bypasses and what is actually needed for each job. And I think that is what has helped make the trenchless technologies more available and a better option for owners. If that wasn't there, a lot of owners wouldn't be using a trenchless method."

The most important factor in quelling the apprehension over large-scale sewer bypasses has been reliability, which Godwin has done by pioneering several technological breakthroughs. For instance, Godwin's automatic start capabilities allow a 20-mgd flow to drop to 3 mgd at night, but with floats that kick on automatically, the engine auto-

# COVER STORY



Being able to retain employees has been a key to Godwin's success. Long-term employees include Lindsay Lloyd, assistant to the president; Sheldon MacDonald, treasurer; John Michael Paz, president; and Grant Salstrom, vice president.

matically restarts when flows pick back up in the morning. The use of multiple discharge manifolds has also boosted reliability by allowing a sufficient number of backup pumps to be connected at the same time.

"I never saw the point of having a standby pump in there on a job if you can't start it up right away," says Paz. "You overflow for an hour while you have to hook up another pump. On Godwin's system, if you lose the pump from a mechanical problem, you just start another pump and you're already in the line. There isn't any downtime and there isn't any failure. Our goal has been to not spill a drop, nothing. Now that has become the industry standard."

## A Prime Example

For the last 28 years, Godwin Pumps has continued to bring new ideas to market. It has built up the inventory, the engineering staff and the ability to prove to an owner or consultant not only that a bypass project can be done, but that it can be done safely. The key is the company's emphasis on support — whether it comes from the company's \$60 million rental inventory or a technical support team comprised of 150 field consultants, 115 customer service representatives and a 30-person engineering design team.

"At Godwin, our philosophy isn't 'I'll call you back tomorrow' — it's more like, 'I'll get it to you right now,'" explains Abbott. "That is the kind of culture we have developed around here and that's what we have come to expect. If my customer is a lining contractor, the liner is wet-out and it's in the reefer, he needs to be working now. And a big part of that is just putting up the money to have the inventory ready to go."

Through its rental fleet, Godwin is the biggest consumer of Godwin Dri-Prime pumps built at this factory, so reliability and ownership cost is crucial. The company is constantly trying to improve and broaden the product line to cover an even wider range of applications, to minimize ownership cost to benefit both the customer and Godwin.

"Godwin has always supported us from an engineering standpoint and that has allowed us to do a whole lot of dif-

ferent things with their products," adds Sayre. "We haven't walked away from a job yet, because what Godwin brings to the table is that all of their resources are available to their distributors all of the time. If a tunnel collapses in the middle of the night and I need fifteen 12-inch pumps, I know they are going to come. No other company that I've worked with has the ability to respond to the customer's needs like Godwin does."

Since the beginning, the owners and employees of Godwin Pumps have shared the same goal — to make Godwin Pumps succeed in the U.S. Now their next goal is to make it happen all over the world. Godwin has almost 500 employees worldwide (up 25 percent from just a year ago) and more than 100 distributor locations around the world. Officials are now looking forward to growing the Dri-Prime Pump's global distribution in the Eastern Hemisphere, in addition to planned expansions in Europe and the Middle East this year and distribution in Australia, Asia, Central America and Africa beginning in 2005.

With the melding of Godwin entities on both sides of the Atlantic, the realization of that goal is on the horizon. According to Paz, with the cost of equipment manufacture being continually driven down due to the upward thrust of low-cost production countries, the most difficult challenge will be to continue building quality equipment at a competitive price. But it's a challenge that the entire company looks forward to meeting.

"Many companies have tried to mimic Godwin's priming system, but that's capitalism and that's the American system," Paz explains. "Yet Godwin has worked very hard to build new, better models and strived to separate itself from the competition. So far, we've been able to continue to do that and that is how we continue to put ourselves ahead and separate ourselves from the competition. We are constantly engineering and designing and working with our clients to find out what they need and what can be done to make it better."

Nick Zubko is assistant editor of *Trenchless Technology*.