



MEMBER BENEFIT

Operating Ratio Report

Unique Financial Insights: Make Better Informed Business Decisions — Participate to Gain Access to Key Pump Industry Financial & Operating Ratio Data!

Gain “crystal ball” insights into your key financial and operating ratios. Benchmark your company’s performance to competitors in the pump industry. This is one of the important benefits of HI membership — and members receive data **FREE** by simply participating in the report. Members must *submit data* by April 15, 2009 in order to receive this important pump industry report.

Improve your productivity and profitability. Identify warning signs before they become costly problems. Better manage your business to gain a competitive edge.

HI’s **Annual Report of Operating Ratios** provides you with new and insightful data that will help you to make **better informed business decisions** — improving operational performance and bottom-line profit in 2009.

This “value-added” service allows HI members to report and share data via a strictly confidential third-party survey, and importantly, as an HI member benefit, participating companies receive the report **FREE** of charge.

This report is of specific interest to CEOs, CFOs and other financial/business professionals and plant managers.

Receive a **complimentary** copy of the pump industry’s only **Operating & Financial Ratios** report. You’ll receive:

- Five years of historical pump industry data,
- Analysis of various ratios as a percentage of net sales, and
- Ratios indicated by company size (measured by sales of small, medium, and large companies).

This is an **extraordinary opportunity** (an **invaluable HI benefit**) to gain access to timely data that allows you to benchmark your business against other similarly-sized pump manufacturers. All you have to do is *give* a bit of your time, confidentially sharing data. Please respond with your request to participate no later than April 10th — and report your data by April 15th. Don’t delay — **REPORT TODAY!**

For more details on this and other HI surveys, please contact Mary Silver, Director of Membership at msilver@pumps.org (Telephone: 973. 267. 9700 x17, ext 117 after 3.30.09).

TYPICAL PUMP COMPANY OPERATING RATIOS:

- Materials Cost to Sales
- Direct Labor to Sales
- Factory Overhead to Sales
- Total Manufacturing to Sales
- Research & Development to Sales
- Engineering Expense to Sales
- Total Engineering and Development Expense to Sales
- Advertising & Promotion Expense to Sales
- Other Marketing Expense to Sales
- Total Marketing Cost to Sales
- General Administrative Expense to Sales
- Net Operating Profit to Sales
- Cost of Goods Sold to Inventory (Inventory Turnover)
- Net Operating Profit to Total Assets (ROI)
- Accounts Receivable
- Warranty Expense to Net Sales
- Aftermarket Business

Your input will provide VALUABLE OPERATING RATIO DATA to you. Participate now for your **FREE final report. Your contribution is essential. HI membership is an invaluable business resource.**

HI Member Benefit Report Fax Back Form

Please fax completed form to 973-267-9055.



Name _____

Title _____

Company _____

Address _____

Phone _____ Fax _____

E-mail _____

Yes, I'm interested in participating in and/or receiving information on:

- Human Resources Reports
 - HI Industry Salary Survey (A01) – Data due: 4/15/09
 - HI Hourly Rated Wage and Fringe Benefit Survey Covering Factory and Foundry Employees (A05) – Data due: 4/15/09
- Operating Ratio Report (A02) – Data due: 4/15/09
- Market Data & Trends Reports & Meetings
 - HI Monthly Pump Bookings Report (M10)
 - World Pump Outlook Report by EIF
 - Manufacturing & Wholesale Distribution by RSM McGladrey
 - VMA-HI Annual Market Outlook Workshop: August 13-14, 2009
- HI International Trade Task Force
- Economic & Econometric Reports
 - HI-ITR Quarterly Economic Reports by Market & Region
 - HI-ITR Monthly Forecast Updates, Web Access & Consulting
 - HI-ITR Company Specific (Econometric) Analysis
- Upcoming Hydraulic Institute Meetings
- Pump Industry Electronic Data Exchange Protocols and EDE Standard
- Contributing to the development of ANSI/HI pump standards: HI Technical Committees
- HI Weblink Sponsorship & Virtual Trade Show
- HI Membership: pump manufacturers in North America (networking, business development, standards, writing & education)
- HI Associate Membership: suppliers to the pump OEMs – seals, motors, couplings, instrumentation & control, bearings, pump specific software, etc. (networking, business development, standards-writing & education)
- HI Standards Partners: engineering consulting firms, pump end-users (networking, business development, standards-writing & education)
- Pump Systems Matter Sponsorship