

**SERO**  
PumpSystems

Inspiring  
Technology.  
Meeting Your Needs.

Flexible  
and Reliable.

# Redefining Technological Limits.

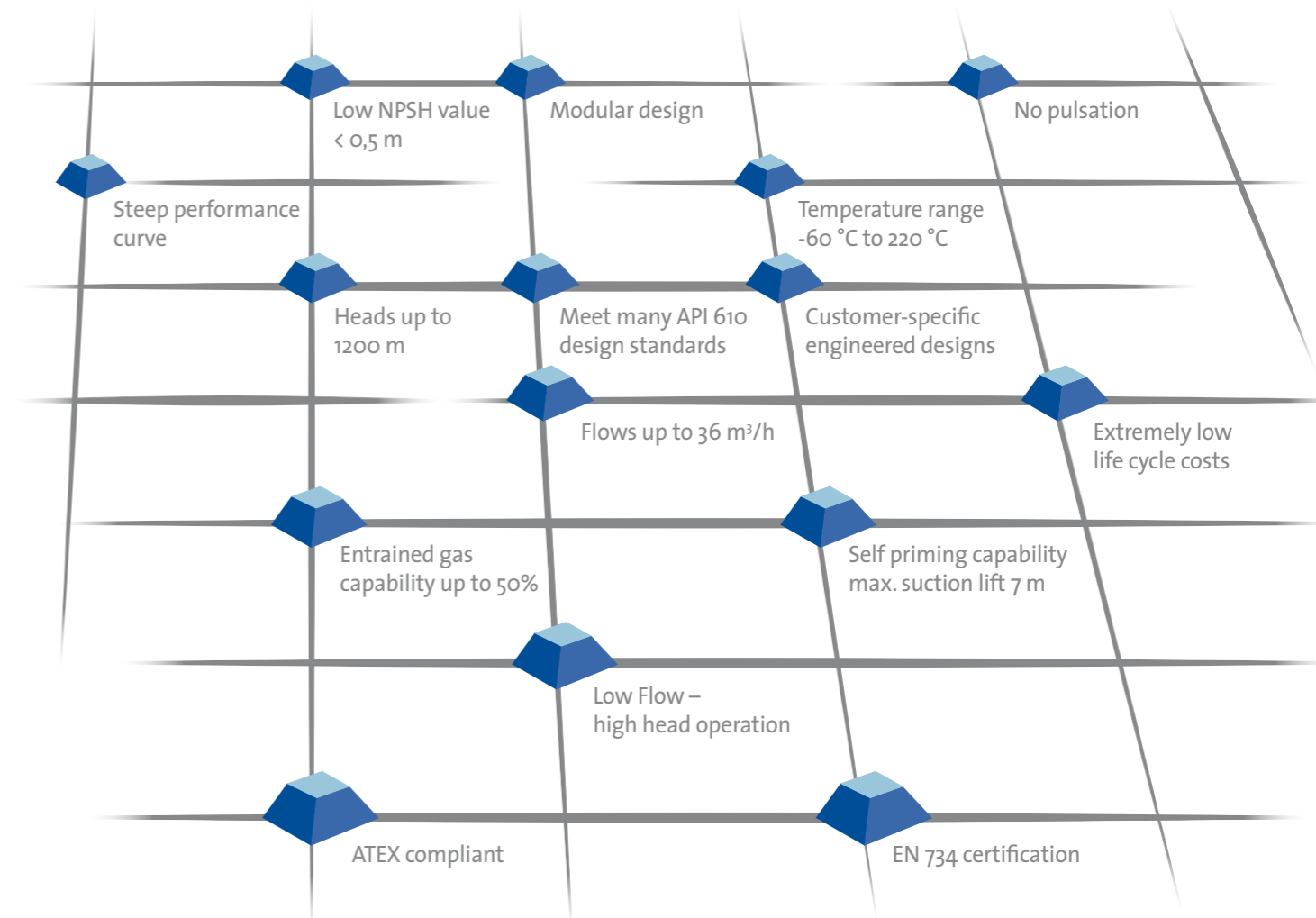


SERO provides efficiency and safety in handling low flows and high heads. Our side channel pumps are designed to meet the unique requirements of industrial applications and in processing plants where self-priming capability, handling of gas entrainment and low NPSH values are required. Development and design

of our pump systems focuses on technological advancements and “Made in Germany” quality. Technical support, process safety, equipment design and unique application factors are some of the challenges that inspire us and we never cease our efforts to redefine technological limits. Low life cycle costs and prompt service combined with a worldwide distribution network define our commitment when we state “Process safety without compromise.”



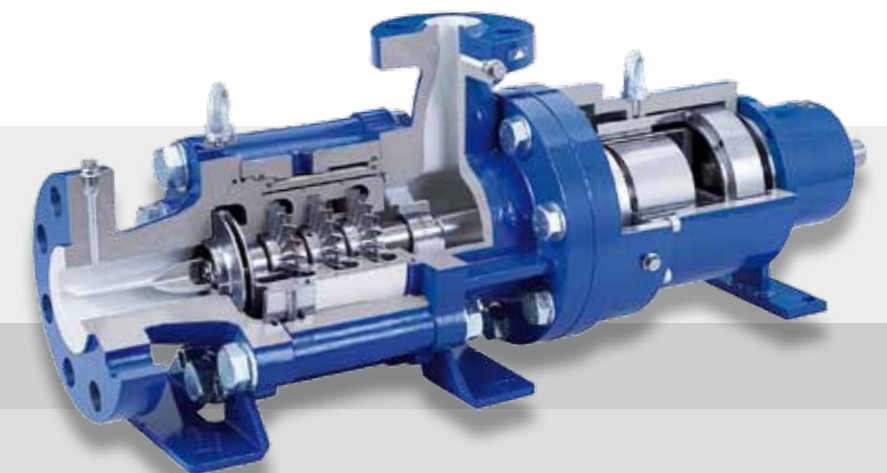
Beate Zientek-Strietz,  
Managing Director  
SERO PumpSystems GmbH



## Core Competence in Side Channel Pumps.

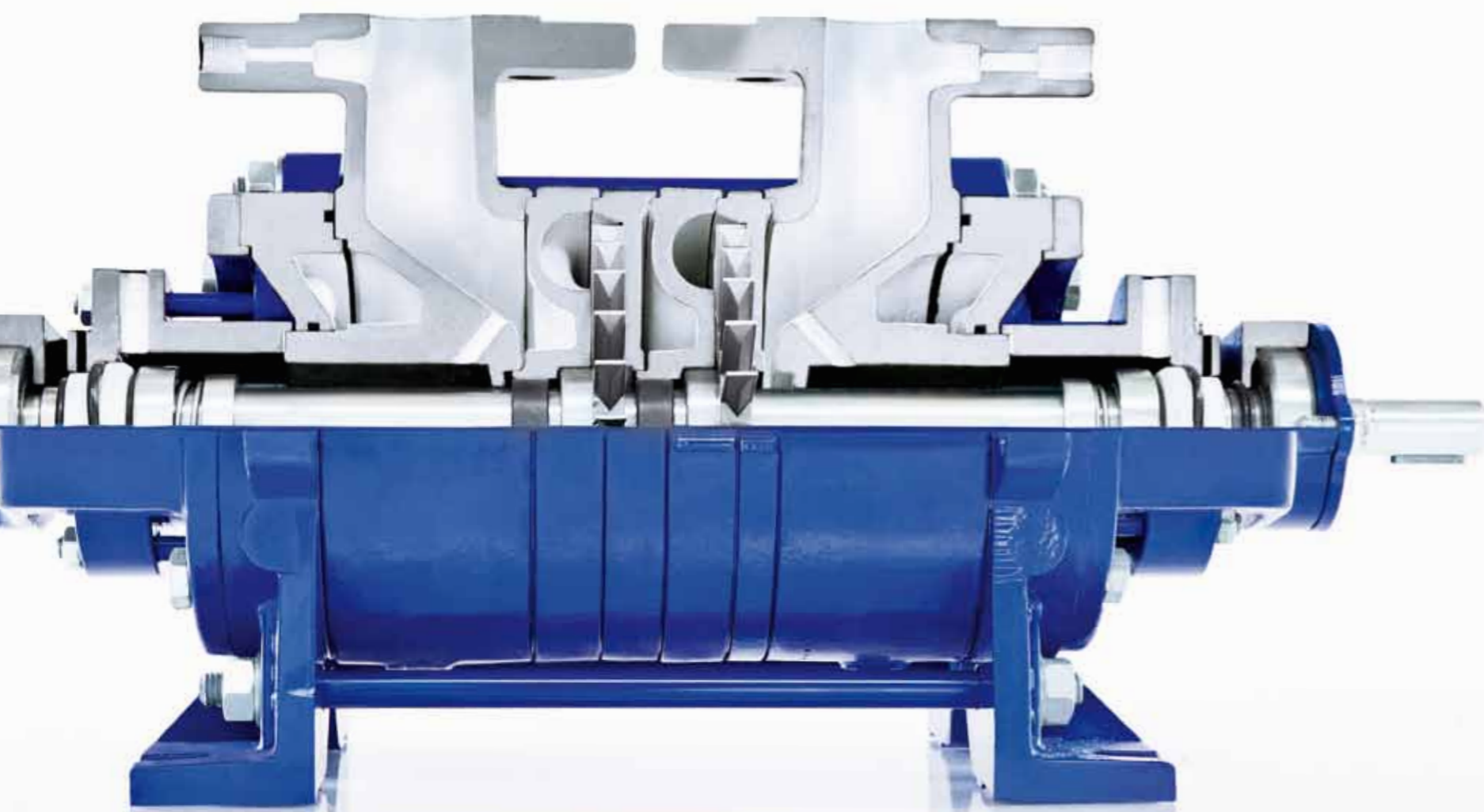
# Process Safety without Compromise.

- Low flows
- High heads
- Low NPSH values

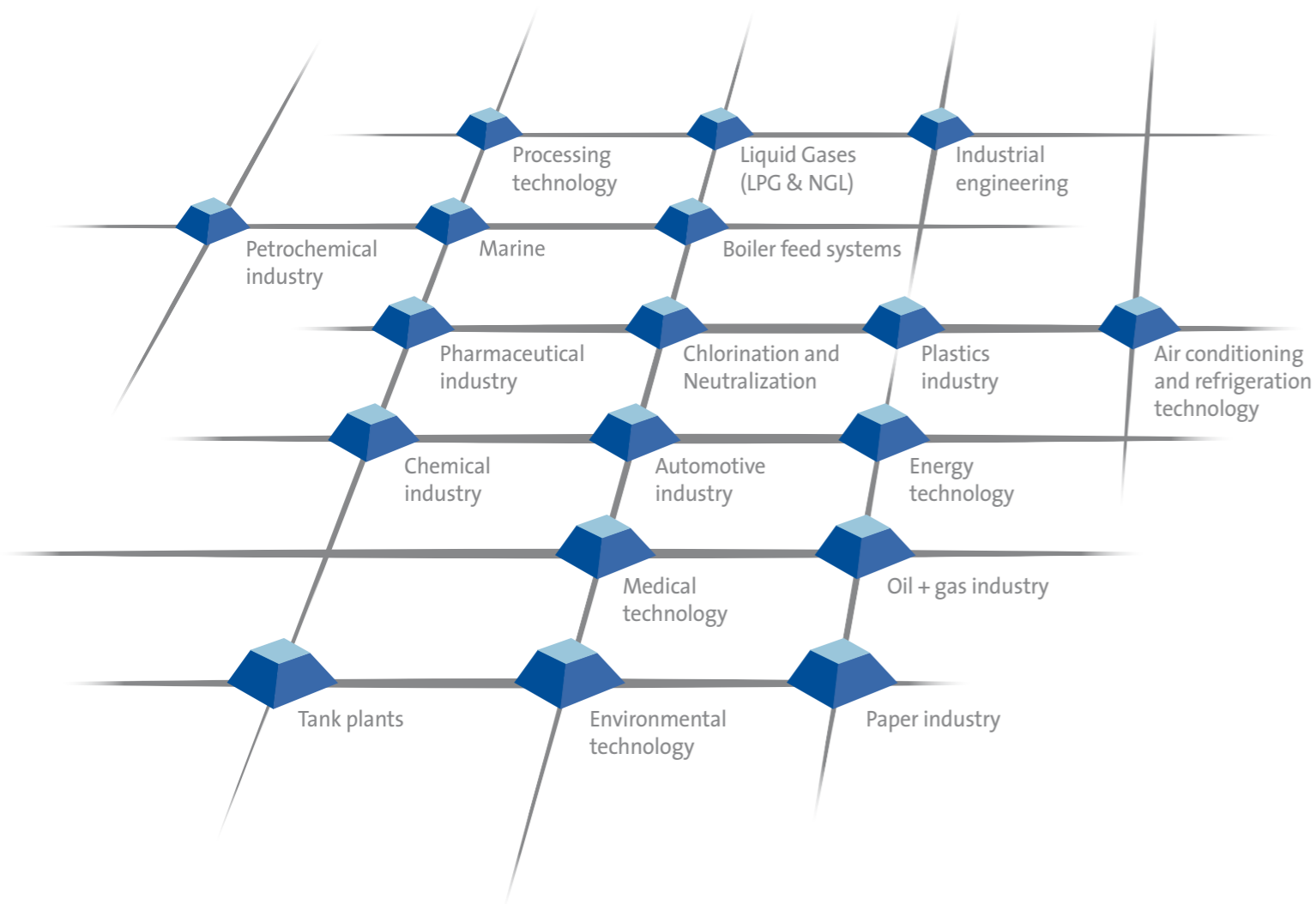


# Uncompromising Safety and Versatile Performance. Good is not Enough.

SERO Side Channel Pumps provide a great solution to safely handle clean or slightly contaminated liquids such as acids, bases, solvents and various chemical and petrochemical raw liquids. Other typical applications include high vapor pressure liquids used in process technology such as refrigerants, liquid gases, condensates, light hydrocarbons and many process fluids with entrained gas. Designed to deliver capacities from 0,3 to 36 m<sup>3</sup>/h and differential heads up to 1200 m, numerous configurations are available from a horizontal sealed unit to a sealless mag drive option. Pumps that meet EN or many API standards allow customers to select systems adapted exactly to their needs. SERO's Multi-function pumps provide a solution when particularly low NPSH availability exists as our NPSH requirements are very low!



SERO Side Channel Multifunction Pumps. Specialty pumps that can include many API 610 features are designed to meet your needs of increased operational efficiency and process optimization.



# High Level of Flexibility in Process Engineering.

**More than 10 000 Variations due to Modular Design.**



**Technological Diversity.**

# Simply Everywhere.

SERO's technological competence as the world's foremost manufacturer of side channel pumps is the basis for the most comprehensive side channel pump range in the market. A variety of materials and a broad range of pump sizes highlight our expertise and helps us provide a high level of flexibility in process engineering. Pump construction in cast iron, spheroidal graphite iron (Ductile Iron), high grade stainless steel and carbon steel materials in combination with numerous shaft seal or sealless mag drive options make SERO side channel pumps highly versatile for even most challenging processes.

The modular pump design and a specifically adapted inventory structure, plus a manufacturing organization oriented toward on-time performance metrics, make SERO side channel pumps readily available. Shipments within one to two weeks after receipt of order are virtually unrivalled in the marketplace.

# Competence in Side Channel Pumps.

# SERO. Future with History.



We are proud of our core competence in side channel pumps. SERO customers can count on our high level of expertise in all aspects of industrial processes, side channel pump design and our experience in the reliable handling of liquid-gas mixtures. With a portfolio of more than 10 000 pump variations, we are a trusted business partner in many industries. Flexibility, quality, reliability and short delivery times for pumps and spare parts together with a solid business structure, all form the basis of our company's success.

Established originally as Berliner Pumpenfabrik AG in 1894 by Max Brandenburg, the issuance of our first side channel pump patent in 1929 marked the birth of the new trademark and the "SERO" company name (SE – self priming, RO – rotating). After relocation from Berlin, SERO Pumpenfabrik was established in Meckesheim. In 2003 the company name was changed to SERO PumpSystems.

Customers appreciate our superior technological competence and the outstanding flexibility and reliability in service of our family-owned medium-sized company. Since 2005 we added the SMW Service and Pumpentechnik as a strong and competent service partner to our business group. Another milestone in our company history was in 2007 with the founding of SERO PumpSystems Inc. located in Houston, Texas, encompassing sales, marketing, technical support and a parts distribution center for North America. Meanwhile SERO has further expanded its international presence with Singapore-based SERO PumpSystems Pte. Ltd. a new subsidiary serving as a hub to strengthen SERO's operations in Asia. In 2014, SERO completed a major investment in a new office building and production facilities at our site in Meckesheim, Germany. SERO has now laid the foundation for future growth, providing an environment for enhanced manufacturing, innovative designs, increased reliability and strong technical support - values that our customers expect and deserve.

## Engineering Competence and Expert Know How. Experience = Confidence & Performance!

Pump technology	Variety of products for virtually any application
<ul style="list-style-type: none"> <li>• 120 years of experience</li> <li>• Cooperative partnerships with renowned research institutes</li> </ul>	<ul style="list-style-type: none"> <li>• Production based on modular design</li> <li>• Standard pumps</li> <li>• Special customized designs to meet specific requirements.</li> </ul>
Production	People and work
<ul style="list-style-type: none"> <li>• Cutting-edge production units and utilizing modern machining centers</li> <li>• Customized production</li> <li>• Fast and flexible deliveries</li> </ul>	<ul style="list-style-type: none"> <li>• Constant optimization of all working processes</li> <li>• Staff training programs and development competences and qualifications</li> <li>• Respect and high service orientation</li> </ul>
Quality	Service
<ul style="list-style-type: none"> <li>• Total Quality Management</li> <li>• ISO 9001</li> <li>• Made in Germany</li> <li>• Competent assistance and comprehensive support in technical and commercial matters</li> </ul>	<ul style="list-style-type: none"> <li>• Superior on-time performance</li> <li>• Guaranteed spare parts supply</li> <li>• Repair and maintenance</li> <li>• Worldwide distribution network</li> <li>• Fast response times and services</li> </ul>

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# Learn more about SERO.

Explore how to Increase Safety and Reliability of your Processes.

- Learn about the versatility and the capabilities of the side channel pump.
- Why the common handling of liquids and gases is no contradiction.
- How to further improve your plant reliability.
- Why we can effectively pump volatile liquids in petrochemical applications.

**SERO**  
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