

2017

**every drop matters**





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*"The added value of DAB has always been knowing when to combine long experience and tradition with the quest for technological innovation".*

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This challenge has been overcome thanks to the commitment of internal resources and the constant care of client relations.

Because the important thing is to always look at the origins, to never forget where you started.

The simple and effective solutions are the biggest form of innovation. The technology of our products speak the same language of those who buy or use them. This is our strength.

DAB has grown along with its employees and its clients over the years, developing a clear and unambiguous identity and providing a complete 360° service.

We have always invested a lot and we want to continue to do so. In the moments of aggregation with the client, we want to create not only a professional environment, but also a friendly one, forming a team that pursues a common objective.

The relationship with the client is not only essential, but it is also a virtuous model that keeps and maintains solid human relationships.

Because when you choose a DAB, you also choose the company, its continued support, communication and cooperation to achieve total client satisfaction.



**Sandro Stramare**  
Chief Executive Officer



## every drop matters

To combine over 40 years of business tradition with the technological evolution that the sector of handling and water management requires, is the goal that DAB has settled on bringing forth an ambitious and challenging project.

A commitment that has borne fruit and a result, that today's, was created by combining all the forces that make up DAB, from its people to its clients.

These are the reasons that led us to explain how, since it was founded in 1975, "Every Drop Matters".

The drops are the tangible symbol of our work, the handling and management of the most precious resource of the world: water.

The drops are symbolic of all our people, partners and the sales network: each of them with their own experience, determination and professionalism, every day form that sea of solutions that is DAB.

The drops, finally, are the clients, but also those who give confidence to a constantly growing company, those who firmly believe in the same values in which DAB believes: communication, cooperation and involvement.

**1.570**

**DAB PEOPLE**

**285**  
MILLION €

**TOTAL SALES**

**42**

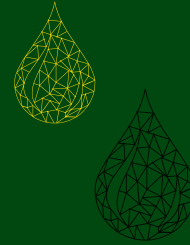
**YEARS**

**20**

**COMPANIES  
AROUND THE  
GLOBE**

OVER  
**2,6**  
MILLION

**PIECES  
PRODUCED**



## water-transparent identity

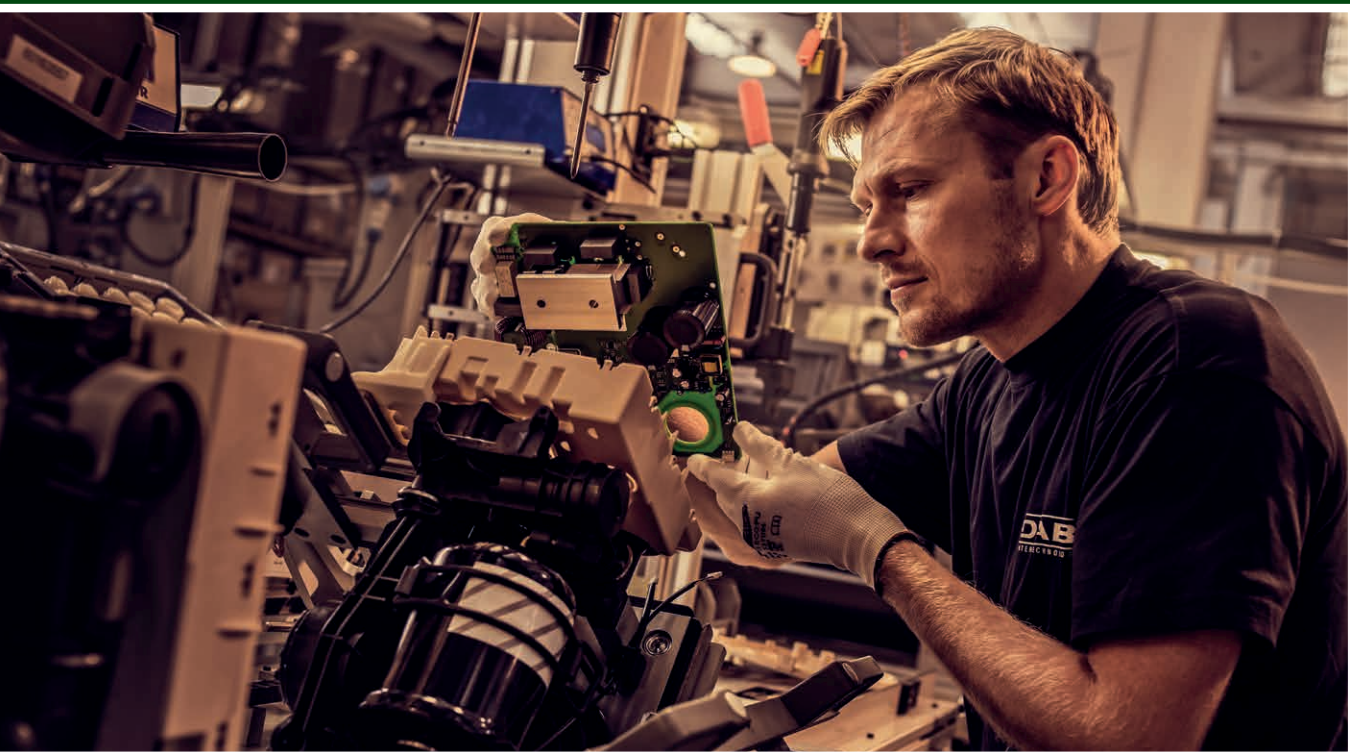
The profound desire to focus on technological evolution without losing its roots, has brought DAB to value a very important company aspect: the Italian identity of the products, bringing it around the world.

The Italian identity through which the company exports its products consists of the combination of process know-how, design, techniques and technologies that have always

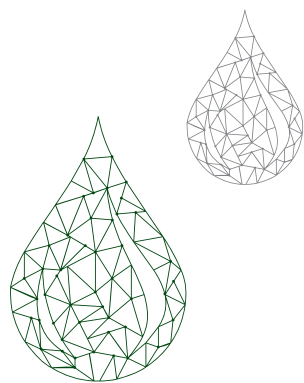
distinguished the Italian excellence as DAB.

One aspect that has led the company towards one of the most important achievements: the integration of production technologies.

In fact the real added value of DAB is precisely the integration of technologies and know-how.



**Alex**  
PCB assembly



## brand

### core brand



### tactical brands



With several acquisitions in recent years, DAB has reached the goal of being identified as a unique partner in the market of electronic pumps, motors for submerged pumps and electronic solutions for pumping systems.

The ability to count, internally, on the different technologies means, not only greater agility of the production facilities, but also for better control of the products themselves.

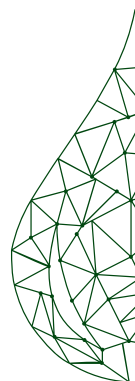
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*Technological integration, design and passion: this is DAB.*

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The secret of lasting success is the ability to shape oneself according to the changes in the market, to always be

ready to grasp opportunity, anticipate their demands and to be a source of innovative ideas.





## **built-in quality system**

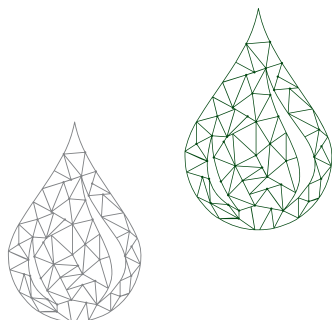
It is thanks to the integration, that DAB has long sought and obtained, that today the company can talk about; an innovative quality control assurance system.



**Matteo**

Motor sleeve shearing





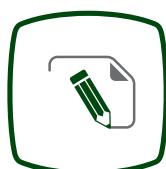
The Built in Quality control system, that begins from the control within the design, to assembly, to purchasing and finally to sales, is not common.

But company support doesn't end there; in fact, the post sale is followed closely through constant assistance, both immediate and direct. This allows DAB to always ensure excellence.

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*The accuracy and precision of the processes lead to a single result: the satisfaction of the client.*

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**PRODUCTION  
FLEXIBILITY**



**PUNCTUAL ORDER  
FULFILLMENT**



**IMMEDIATE  
ASSISTANCE**

In DAB production is never an end in itself, but constantly takes a look outside.

Maximum attention is given to the final client and to keep it that way, the recipient's name is visible on the piece that is being produced on the production line for those who are working on it.

This not only allows for the customization of the order, but it also supports timelines and fulfillment of the order, streamlining the production mechanisms and proving for better service, to always aim to maximum client satisfaction.

## made by people for people

DAB invests and believes in its workforce, in the contribution that each person can give in terms of skills and expertise.

Each DAB resource is part of the company, each DAB resource is the company itself.

There are over 1500 people distributed worldwide. Human Resources is the face and heart of the group and each individual is strategic and essential to the general competitive advantage.

The ability to share goals and teamwork combined with responsibility of their work and active participation in decision making are the values that characterize the people working for DAB.



## DAB corporate management

From top left:

**PAOLO MONTANARI**  
Chief Marketing Officer

**SANDRO STRAMARE**  
Chief Executive Officer

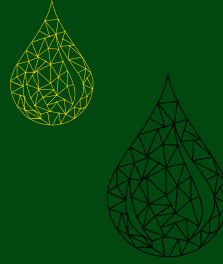
**BJARNE VOGNSEN**  
Chief Financial Officer

From bottom left:

**FRANCESCO SINICO**  
R&D Director

**PAOLO MENON**  
Chief Operation Officer





## drop after drop



Every single step in the history of DAB has led it to become the solid reality that it is today, drop by drop.

Each acquisition or expansion of the production line has been strongly desired and meticulously studied to the smallest detail.

The achievement by DAB in more than 40 years of history demonstrates how values such as passion, pursuit of simplicity and collaboration both with clients, suppliers, employees and partners of our Group.

The Group's structure reflects the shared strategic vision and the integration of business processes that exploits internal synergies to garrison with the strength on market dynamics and establish itself as an excellent partner in the international field of water handling.



## BEGINNINGS

DAB was founded as a trading company of a group of four companies dealing respectively in stainless steel stamping, lamination stamping, cast iron casings, winding of motors and molding of plastic components for pumps.



**DAB**



## DIFFERENTIATION

As the market leader in cold water pumps, DAB looked to differentiate the production and with the acquisition of Vema, began the production of heating pumps, centrifuges of considerable sizes and vertical pumps.



1975

1977

1985

1990

## EXPANSION

In these years Dab has boosted its production and sales network: it has opened six sales subsidiaries in Belgium, Holland, UK, Switzerland, Austria and USA, it also starts a production of pumps in Indonesia and opens a warehouse in Panama.

## INTEGRATION

DAB understands that the markets would be oriented on the domestic pump, therefore through the integration of its productive forces it succeeded in making the "Jet" pump, imposing itself on the domestic pump industry.



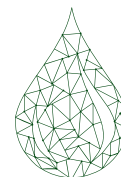
## GLOBALIZATION

DAB in recent years has pushed towards globalization through entry into the most important multinational group of the pump sector with which DAB has established a relationship based on a clear separation strategy that guarantees the full autonomy in the management and the development of the business.



## INTEGRATION OF TECHNOLOGIES "E.SYBOX"

e.sybox perfectly integrates everything that DAB can and should offer. This patented booster pump system is high performing, efficient, compact and easy and satisfying to use for both the installer and the end user. It represents a real revolution in the field of water pressurisation.



1996

1998  
2009

2013

2017

## ACQUISITIONS

In this complete decade, DAB completes a run of acquisitions to be able to internally produce all the components that form the finished product, through the integration of companies such as Leader Pumps (plastic molding), Tesla (submersible motor technology), Brisan (submersible pumps for agriculture and gardening), Wacs (electronics) and Alma (Drainage and waste water). The run of acquisitions culminated in the creation of The Dab Water Technology Group, a holding company that retains ownership of all the companies.

**LEADER**  
PUMPS

**tesla**  
submersible motors

**BRISAN**  
TURBO

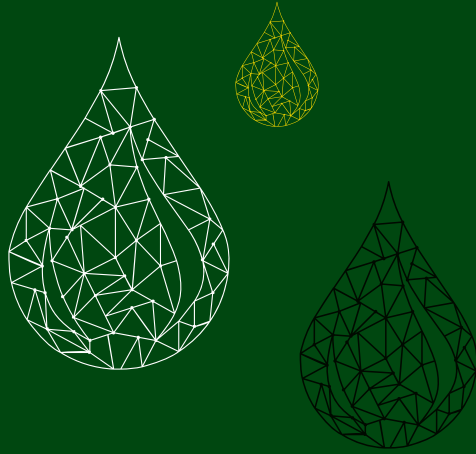
**WACS**  
Inverter Solutions for Pumps

**Alma**  
pumps

**DAB**  
WATER • TECHNOLOGY

## TODAY... TOMORROW

Today DAB is a structured organization constantly growing with more than 1500 collaborators and it produces over 3 million pumps per year. The new strategic plan for 2020 was formalized in January 2016. It began a four year period in which the group has been called to confirm the ability to grow together with their partners, to establish and follow a clear and shared direction.



## solutions

DAB offers a complete range of solutions that can be found in domestic residential, civil, commercial and agricultural use.

Each of these technological innovations blends a profound company know-how gained over the years and the most revolutionary production techniques.

This is to provide the best service possible and satisfy any water related needs in every field.





**DON'T WORRY!  
DAB HAS A SOLUTION.**



**RESIDENTIAL  
BUILDING  
SERVICE**



**COMMERCIAL  
BUILDING  
SERVICE**



**AGRICULTURE  
AND IRRIGATION**

[DABPUMPS.COM](http://DABPUMPS.COM)



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WATER • TECHNOLOGY





## RESIDENTIAL BUILDING SERVICE

DAB produces reliable products, technologically advanced, easy to install and efficient, ensuring high energy savings in the following domestic and residential application sectors: heating and air conditioning, water supply and pressurization, irrigation and gardening, use of rain water, drainage, collection and disposal of waste water, circulation and filtration of swimming pool water.



### WATER BOOSTING



E.SYBOX  
E.SYBOX MINI<sup>3</sup>



### GARDENING AND IRRIGATION



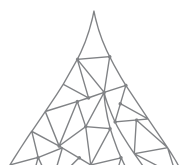
JET

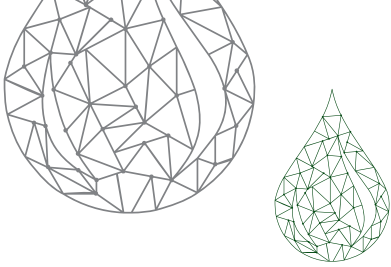


### HEATING



EVOSTA





**CONDITIONING**



EVOTRON



**WASTEWATER**



NOVA



**SWIMMING  
POOLS**



E.SWIM



**SHREDDERS**



GENIX



**RAIN  
WATER**



DIVERTRON



e.syline





# WATER PUMPS HAVE EVOLVED

## BOOSTING LOW WATER PRESSURE AROUND YOUR BUILDING HAS NEVER BEEN SO EASY.

**Simple to install and operate, ultra quiet with advanced energy efficient motor technology.**

A uniquely patented, high performance autoclave system that is compact and easy to use. e.sybox is the ideal solution for water pressurization, both in small dwellings and in villas and condominiums.

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**DAB**<sup>®</sup>  
WATER • TECHNOLOGY





## COMMERCIAL BUILDING SERVICE

DAB develops technologically advanced solutions, highly efficient and reliable for many commercial application sectors: from heating and air condition circulation systems, to water supply and fire fighting system pressurization, to the disposal of wastewater.



### HEATING



EVOPLUS



### CONDITIONING



KDN



### WASTEWATER



FK



### WATER BOOSTING



2-3 NKVE



### FIRE FIGHTING



KDN  
COMPACT



# FK

RELIABILITY IN  
YOUR HAND



## SUBMERSIBLE PUMPS

FOR BUILDING AND INDUSTRIAL WASTEWATER

*2.2-11 kW 2-4 POLES DN65-DN150*



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The FK line can guarantee, efficiency and ease of maintenance, suitable for collection stations in public buildings, condominiums, hospitals and industries. FK pumps are designed for the pumping of liquids with suspended solids.

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## AGRICULTURE AND IRRIGATION

DAB offers pumping solutions for extraction of water from the subsoil for agricultural and irrigation applications. High quality submersible pumps and motors, reliable and capable of guaranteeing high energy efficiency. A wide range of products to meet the needs of any type of plant



## GROUNDWATER



MOTORS  
FROM 3 TO 14"



SUBMERSIBLE  
PUMPS FROM  
3 TO 12"



## WATER BOOSTING



KDNE



## WASTEWATER



FEKA-DRENAG



# SMC/SS

THE EFFICIENT RANGE



## SUBMERSIBLE PUMPS FOR AGRICULTURE AND IRRIGATION

6"-12"



DABPUMPS.COM



The SMC line of electronic submersible pumps for wells is designed for lifting, pressurization and distribution of industrial water systems, supplying autoclaves and cisterns, firefighting and irrigation systems.



WATER • TECHNOLOGY



## some references



TERNI (ITALY)

### UPGRADING OF THE FIRE-FIGHTING SYSTEM OF THE CENTRAL WAREHOUSE BY LAW EN12845

#### **THE REQUEST: UPGRADING OF THE FIRE-FIGHTING SYSTEM**

The upgrading of the fire-fighting system of the general warehouse has been implemented with a pressure boosting system for extinguishing fires. Two motor-driven pumps designed to be coupled together have been installed. The project was done in collaboration with NG.EN.I.A. Group associated professionals.



DOHA (QATAR)

### ALFARDAN PRESSURIZATION FOR AN UPSCALE NEIGHBORHOOD IN DOHA

#### **THE REQUEST: FIRE-FIGHTING AND PRESSURE BOOSTING SYSTEMS**

The booster units installed supply units: spas, swimming pools, several public buildings and irrigation of green areas. The construction company that oversaw the work is "Bukshisha Building Construction Co. LLC", with engineering consultation from "CEG Consulting Engineering International".



TBILISI (GEORGIA REP.)

### EAS COMPLETE DESIGN FOR THE PLUMBING OF THE COMMERCIAL CENTER

#### **THE REQUEST: A 360° PROJECT**

The project of this commercial center was followed in all possible fields, staking advantage of the complimentary offer of DAB products, which could then provide the boosting system pumps, the heating and air conditioning system, the waste water draining system and the fire-fighting group.



ARIZONA (USA)

### SUBMERSIBLE MOTOR FOR THE WATER SUPPLY OF GOLDEN VALLEY

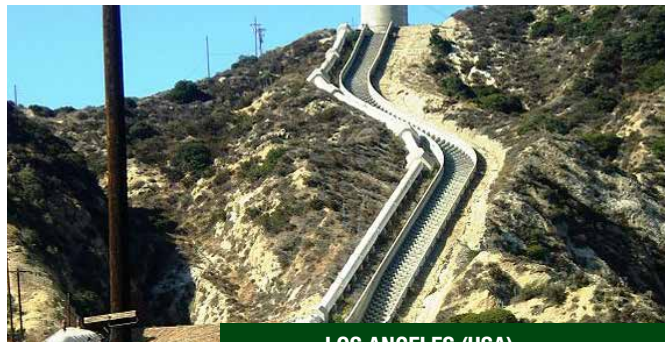
#### **THE REQUEST: SUBMERSIBLE MOTOR FOR THE WATER SUPPLY OF GOLDEN VALLEY**

A custom TR 14350 rewindable submersible motor, 14" 350Hp 4 pole power source 2300V 60Hz was provided to manage the water flow in the region. The motor was coupled with a pump of the National Pumps a 17 stage model J11HC 850gpm with a prevalence of 1068ft.

## SUBMERSIBLE MOTOR FOR THE WATER SUPPLY OF THE LOS ANGELES ACQUEDUCT

### THE REQUEST: SUBMERSIBLE MOTOR FOR THE ACQUEDUCT OF THE CITY OF LOS ANGELES

The order concerned a TR14200 submersible rewinding pump 14" 200Hp 4 pole power source 2300V 60Hz. The motor was coupled with a pump constructed by Hydroflo and installed by General Pumps, a contractor from Los Angeles.

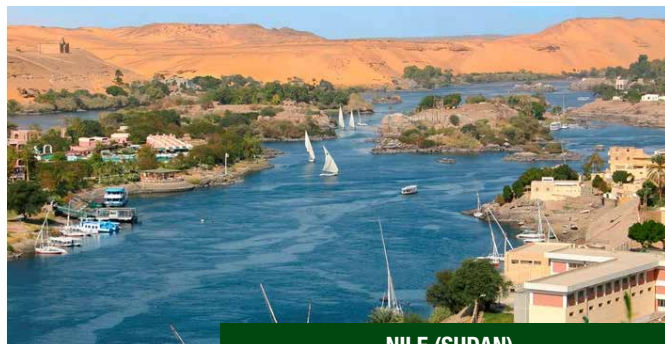


LOS ANGELES (USA)

## FIRST LIFTING OF WATERS FROM THE NILE TOWARDS A WATER PURIFICATION STATION

### THE REQUEST: REPLACING SIX CENTRIFUGAL PUMPS

The water from the Nile is withdrawn and re-launched to a water purification station by six normalized single stage centrifugal pumps suitable for transfer of liquids in agriculture, horticulture and industries.



NILE (SUDAN)

## RECONSTRUCTION OF THE CIRCULATION SYSTEM FOR THE MAGALINI HOSPITAL

### THE REQUEST: CENTRAL HEAT PUMPS AND WASTE WATER MODERNIZATION

In the project it was considered an intervention for both the circulation for climate control and regarding cold water, installing multiple pumps, CM and KLP, NKM-G, KDN and a group of 3 inverter pumps.



VERONA (ITALY)

## INSTALLATION OF THE CENTRAL HEATING PLANT FOR THE MILAN STADIUM, HEATED PLAYING FIELD

### THE REQUEST: CENTRAL HEATING PLANT FOR THE MILAN STADIUM WITH A HEATED PLAYING FIELD

The playing field has been heated by an underground with single-head inline electronic pumps. For climate control in the additional rooms, an underground central heating system with wet rotor and electronic inline pumps was installed.



MILAN (ITALY)





D.Training is a DAB training institute designed to develop and spread the knowledge of water displacement technologies.

DAB, aware of the importance of constant training, in 2013 inaugurated a business training department that aims to train all those involved in the supply of service to clients, and to the sales force.

The excellence of the Italian engineering field, the ductility of the new technologies and a team of professionals who take technical courses in six languages with different levels of detail and tailored to the participants, make D.Training the feather in the cap of the DAB training world.

In D.Training specialized staff works closely with the DAB sales force, this is to ensure that research and technology can merge with the knowledge of the market.

D.Training able to offer a flexible and personalized teaching proposal, thanks to the participation in training courses in the classroom, visits to production sites and updating seminars online, to ensure harmonious development of skills and knowledge.



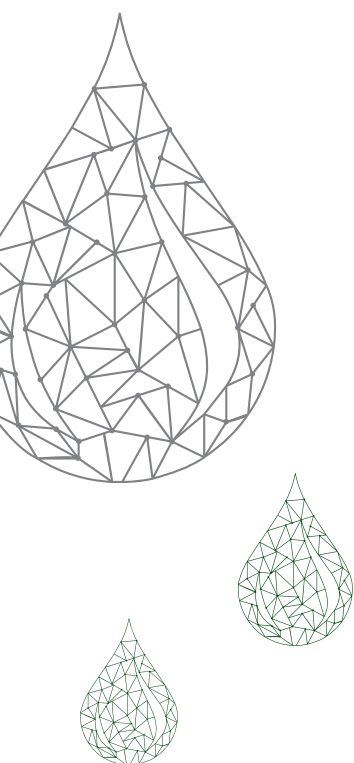


DAB's choice to always closely follow the client during the entire sales cycle of the product, is confirmed by its pre and post sales service.

In fact the technical and commercial guarantees consultation and information that allows the client to locate the best product for their needs, accompanying him throughout the sales process and carefully evaluating the feasibility of installing the product selected.

In fact to meet the needs of the clients, DAB relies on an extensive of technical centers located throughout the Italian territory.

The company thus becomes a partner of the client itself, guaranteeing and renewing his trust through the quality of its products often translated in the services related to them.





# ALWAYS BY YOUR SIDE!

## WITH D.CONNECT YOU CAN:

- MONITOR YOUR INSTALLATIONS
- RECEIVE REAL TIME ALERTS
- ACT PROMPTLY FROM REMOTE
- MANAGE EMERGENCIES QUICKLY
- SCHEDULING MAINTENANCE

## WHEN?

- 24/7

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## sustainability

The attention on environmental issues is one of the peculiar aspects of the DAB philosophy.

There are several initiatives promoted by the company to reduce the environmental impact of its production, in fact, 100% of the process water is filtered and reused

In 2009, it was the first company to win the Environmental Award for innovative system of reusing hot air produced by the compressors.

In 2011, it created the project DAB Green Friend, an initiative to promote a better use of resources whether they be water, electricity or heat.

Eventually the proof of our green approach to the environment is surely the A+ Hungarian plant.



## certifications

DAB, to confirm its productive and environmental attention, has obtained the ISO 9001 and ISO 14001 certifications in the area of low environmental impact and the ISO 18001 certification for safety and health at work

ISO  
9001

ISO  
14001

ISO  
18001



## think global, act local

DAB is present in many countries; production capacity and capillary distribution worldwide allow extreme effectiveness and timelessness in the processing of orders. The consequence of coordinated and optimized processes allows us to guarantee the same performance

and results anywhere in the world.

This allows DAB to provide a timely 360° service, providing constant support before and after sales while always maintaining the same level of quality.



### 6 PRODUCTION PLANTS

4 PLANTS DAB ITALY  
DAB HUNGARY  
DAB CHINA

### 12 SALES COMPANIES

DAB UK	DAB SOUTH AFRICA
DAB GERMANY	DAB POLAND
DAB BELGIUM	DAB USA
DAB NETHERLANDS	DAB MEXICO
DAB SPAIN	DAB OCEANIA (Melbourne)
DAB RUSSIA	DAB CHINA

### 2 REPRESENTATIVE OFFICES

DAB UKRAINA  
DAB KENYA (Nairobi)





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