

Made in the Mid-Willamette Valley: Godwin Pumps

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Company name: Godwin Pumps

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Business description: With home offices on two continents, 33 U.S. rental branches, and a network of distributors worldwide, Godwin Pumps offers portable pumps and related equipment for use in construction, mining, quarry dewatering, water supply and wastewater bypass, fire suppression and chemical processing in industrial and environmental markets around the world. Godwin manufactures, sells, and rents all of its products, maintains a fleet of over 6,000 portable pumps and 3,200 pieces of related equipment, and offers 24/7 availability of its parts inventory. The business has expanded its operations to six continents.

Employees: 850

Business specialties: Key products include the Godwin Dri-Prime® pump, which features automatic self-priming, up to 28 feet of static suction lift, dry-running capabilities, solids handling and high discharge heads; hydraulic submersible Heidra® in sizes from 3" to 12"; gasoline-driven Wet-Prime pumps; Flygt electric submersible pumps for construction and mine dewatering; and a broad line of generators and portable light towers.

Business history: With 35 years as an industry leader in pump manufacturing, Godwin Pumps is an immediately recognizable name in the international portable pump industry by way of its innovative approach to pump manufacturing, rental, sales, and service.

In 2010, ITT Corporation announced its acquisition of Godwin Pumps and its intent to earn more of the world's \$3 billion dewatering market by increasing Godwin's global footprint. The Godwin culture is built on having the very best equipment and the very best people. ITT has fully invested in this culture and is anticipating tremendous growth opportunities for Godwin and its distribution network.

What is the biggest advantage of doing business in the Mid-Willamette Valley: By strategically aligning our business with associates like SEDCOR, we are able to maximize our opportunities in the Mid-Willamette Valley.



Special to the Statesman Journal
Godwin Pumps offers portable pumps and related equipment.

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

Essential business philosophy: To provide value to our customer base in the Mid-Willamette Valley through better processes, increased efficiency, and cost savings in addition to the availability of emergency-response products and a commitment to delivery and service whenever and wherever necessary.

Best way to stay competitive: Godwin sets the pace for the range and versatility of pumping solutions available worldwide because it designs, manufactures, services, sells, and rents products that are economical, reliable, and targeted to the specific needs of its clients.

What is most challenging in work: Education of our customer base on how Dri-Prime pumps like Godwin pumps can benefit their business, and on the importance of pumping solutions that weigh a variety of factors in determining the right equipment for the job at-hand, as opposed to over- or under-sized equipment. Godwin products cross industry lines and are well-suited for a variety of market segments.

Best business decision: Hiring local employees that are familiar with the needs of the area and local industries has been the key to our success across the United States. Our employees buy into our customer commitment.

Toughest business decision: To stay true to who we are, and not be all things to all people. We strive to stay true to our core business and be the very best we can be in that business.

What trends do you see happening in your industry: We see an increased need for electric pumps and greener solutions to provide energy savings to the end user and decrease the carbon footprint on both temporary and permanent installations.

Company affiliations: Godwin Pumps is a direct, wholly-owned subsidiary of ITT Corporation. We have a very strong network of distributors throughout North America and are partnered with ITT sales companies throughout the rest of the world.

For additional information contact SEDCOR at 503-584-7303 or email sappleby@sedcor.com.