

THE INSIDER

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First Quarter 2024

A Note from the CEO

I want to thank all of our customers for making 2023 the best year yet for Ace Pumps!

It seems like New Year's was just yesterday and here we are already into February. The new year has come in like a lion for most of North America and, unfortunately, we southerners here in Memphis were not spared these joys. We experienced more than a week of sub-freezing temperatures plus snow and freezing rain, on top which caused major transportation disruptions. Now, I can just hear so many of our northern friends (you know who you are), saying "buck up buttercup", but we southerners and our southern cities just aren't equipped for 0° F. The team has done a great job in getting caught up and we certainly hope the remainder of the winter will be milder.



**ANNOVI
REVERBERI**
GROUP

In 2024, we are also starting our seventh year as a member of the Annovi Reverberi (AR) Group. I want to tell you a little more about how this has been a great force of growth for Ace and what it means for you as a customer.

The AR Group has been providing the best high pressure pumps to the world since 1958. During this time, they have developed an incredibly strong network of customers and branches worldwide. Ace Pumps has transitioned our international sales network in recent years to take advantage of their experienced and extremely capable network. As a result, Ace Pumps are currently stocked and distributed internationally from warehouses in Modena, Italy; Shanghai, China; and new this year, Curitiba, Brazil.

I am very happy to announce the latest addition to the AR Group, Annovi Reverberi Latin America. Brazil is one of the fastest growing agricultural markets in the world and this branch in Curitiba, Brazil is perfectly located to supply the market. We are really excited to be working with Miguel Tale and his team to provide Ace Pumps to this growing market.



Our affiliation with the AR Group has great impact for our North American customers as well. This cooperation ensures that Ace Pumps and parts are available for quick delivery to most markets around the world. If your company is currently active in exporting or considering expansion into foreign markets, Ace has service parts and partners already in place to assist in supporting your equipment. Give us a call anytime and we will be happy to connect you with someone who can help.

Thank you again for a great year and we look forward to serving you in 2024!



Tradeshow Calendar

We will be active in several shows in the first quarter of 2024, both in the US and abroad. Please stop by to visit with us and learn more about our new products and why you should spray with Ace.

DATE	EVENT	LOCATION
Jan 17 - 18	LAMMA	Birmingham, UK Billericay Farm Services
Jan 24 - 26	Sioux Falls Farm Show	Sioux Falls, SD Booth #'s 815-817
Jan 30-Feb 1	Iowa Ag Expo	Des Moines, IA Booth #1047
Feb 13 - 15	World Ag Expo	Tulare, CA Booth #'s C3000-C3003
Feb 14 - 17	National Farm Machinery Show	Louisville, KY Booth #4338
Mar 1 - 2	Mid-South Farm & Gin Show	Memphis, TN Booth #3464
Mar 4 - 8	Expoagro	San Nicolas, Argentina Spraytec Stand
Apr 29-May 3	Agrishow	Ribeirao Preto, Brazil Stand C024 Arena de Soluções de Agro

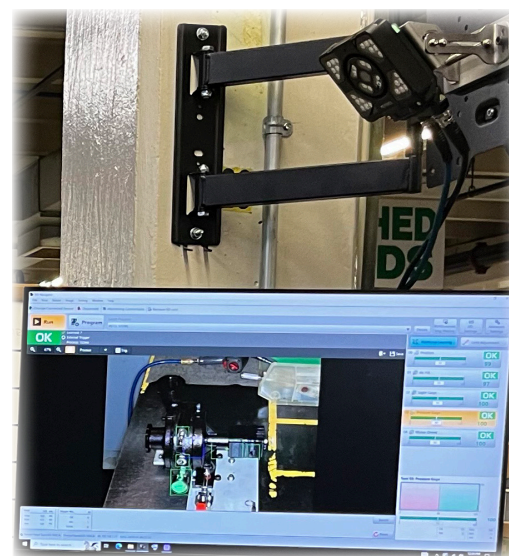
We will also have this new display with a new look at the National Farm Machinery Show and Mid-South Farm and Gin Show:



New Vision System

We have implemented a new vision system in our assembly area as part of our quality system's continuous improvement program. The system uses a camera and smart AI program to inspect features of the pump, including component orientation, external fittings and other features. The assembler is alerted to correct any issues that may be detected.

This is just one more way that Ace is working to provide the highest quality and most reliable centrifugal pumps for the mobile equipment market.



Customer Focus: World Ag Expo Top 10 Winner



Congratulations to GUSS Automation for receiving a 2024 Top 10 New Product Award for their Electric GUSS unit. This is the first electric autonomous herbicide orchard sprayer in the world and Ace Pumps is proud to be a part of their success. Please stop by their booth RD5 in Tulare to see the unit in action and learn more about the GUSS product range