



Profiles In Alignment

Success Stories in Laser Alignment from Alignment Supplies, Inc.

We make it easy!™

Q1 2009

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Meet our Customers!

Established in 1956 and now in Germantown, WI, Furey Filter & Pump, Inc. provides fluid handling and filtration solutions for their customers throughout the Midwest. Whether you need a Product, Service, or System, Furey has a solution for you!

Contact Furey Filter & Pump today!

800.236.3037

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ASI Representative Spotlight:

JL Griffin LLC

Jim Griffin



For over 20 years, Jim Griffin has been a Wisconsin-based resource for Predictive Maintenance. As the Easy-Laser representative for WI, IA, and Northern IL, Jim can help you determine which Easy-Laser system will best suit your needs.

Pump Supplier / Service Co. Adds Laser Alignment Revenue Stream



Have you ever had to turn away good, profitable business because you just didn't have the right equipment to do the job? Well, that was the situation for Furey Filter & Pump of Germantown, WI. Since 1956, Furey Filter & Pump has had a reputation as the fluid-handling and filtration supply and service resource of choice for their customers. They are committed to helping their customers minimize downtime, and offer repair solutions for over 35 different lines of pumps, blowers, and filters.

However, Furey Filter & Pump was receiving calls from potential customers who were looking for laser shaft alignment service. As you can imagine, it's hard turning down good business opportunities when you know the money is on the table. Although they'd never gotten into laser alignment before, Furey Filter & Pump knew that they were going to need to make an investment in their company and in their equipment - they would need a laser alignment system if they were going to capture these potential service opportunities.

But where do you begin? Purchasing your first laser alignment system can seem like a complicated decision. What features should you look for? What do you really need? What's a fair price to pay for a system?

With all this in mind, Furey Filter & Pump contacted Jim Griffin of JL Griffin LLC, the Easy-Laser® Representative for Wisconsin, Iowa, and Northern Illinois. Jim has represented Easy-Laser® in his region for almost 10 years, and is regarded as a very knowledgeable Preventative Maintenance resource for customers throughout the Midwest.

They came to Jim with a few problems to solve. They wanted to start doing laser alignments for motors and pumps as soon as possible. In addition, they had a new Service Manager who had not previously used any laser alignment systems. Furey Filter & Pump needed a system that was easy-to-learn, easy-to-use, and even easy-to-own. They had seen some other systems that had complicated processes, unnecessary features, and price tags much bigger than what they wanted to spend.

Contact Jim Griffin today!
262.241.4451

[Visit JL Griffin LLC](#)

Local Reps



Alignment Supplies, Inc. has a nationwide network of independent representatives. Call one today for a free demo!

[Our representatives!](#)

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www.alignmentsupplies.com

:: 419-887-5890

Since 1985, Alignment Supplies, Inc. has served the rotating machinery industry with a complete line of alignment-related products for shaft and machinery alignment. As the US Master Distributor for Easy-Laser®, Alignment Supplies, Inc. has the experience, resources, and equipment to address any alignment need. Contact us at 800.997.4467 or at alignmentsupplies.com.

Jim came out to do a demonstration for Furey Filter & Pump, intent on showing them just why Easy-Laser® systems are regarded as the "best quality / best value" laser alignment system on the market. He showed them just how easy it was to set up and take measurements - and using Easy-Laser® was so quick, too - an important consideration when performing service work. The support services offered were second-to-none, including totally free software that Furey Filter & Pump could use in documenting their work for their customers. But best of all was the price. While not the cheapest system available on the market, Easy-Laser® was far from the pricey models, offering a persuasive combination of quality design, easy-to-use programs, and valuable features like built-in (and customizable) Tolerance Tables and a Measurement Value Filter, used to eliminate error readings. Furey Filter & Pump could have paid more for a system that was more difficult to use and charged them for software, options, and seat licenses - they just chose not to.

Since purchasing their Easy-Laser® system, Furey Filter & Pump has captured new laser alignment opportunities, and they have seen quicker, better servicing of their customers, leading to overall improved customer satisfaction. Jim even provided start-up training and fast-response assistance on an alignment for a gasoline tank farm. Furey Filter & Pump has responded by recommending Easy-Laser® and JL Griffin LLC to others, practically selling 2 Easy-Laser® systems by themselves! With Easy-Laser®, Furey Filter & Pump has added value to their service offering and opened up new revenue streams - and their customers love it.

