

The Hydraulic CONNECTION

An Informative Industry Newsletter Published By:



Season's Greetings!

Season's Greetings from the Hercules Sealing Products staff. We would like to take this opportunity to thank you for your continued business. Hercules wishes you and your employees a joyous holiday season and a prosperous new year in 2012.

2012 Seal and Kit Catalogs

The 2012 Seal and Kit Catalogs are now available. If you are an existing Hercules customer, you will automatically receive your new catalogs by the last week in December. Pricing are effective as of October 17, 2011.

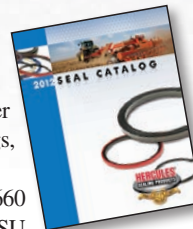
This year's 2012 Seal Catalog includes the following new products:

- New Inch Lines: KR-V and BRS Rod Buffer Seals, PFS Split Flange Seals and HS 568 Head Seals
- New Metric Lines: MCK53 Cushion Seals, MKR-V and MBRW Buffer Seals, MDPC-57 and MPSQ Piston Seal Assemblies, MDKP Wiper Rings, MOS – BABS L and BABS LV Shaft Seals
- Expanded Inch Lines: DYR, 568, SPR, DRU, RTU, TR, 606, 610, 612 and 660
- Expanded Metric Lines: MKR, MRT, MBT, MBY, MOR, MSPR, MPS, MPSU, MPS2000, MRTU, MRU, MRUN, MBN, MUSN, MUUL, MWRB, MWRT, MCKBI, MCWI, MSWE, MSWN, MCHD, and MCU
- Repair Accessories: Cap Plugs
- Kits and Tools – Splicing Tools, Cutting and Chopping Tools, Remanufacturing Tools and an expanded line of Hone Stones

The new 2012 Kit Catalog includes a total of 3028 new kits. Kits include:

- Case – 34 new kits for Excavators and Wheel Loaders
- Caterpillar - 477 new kits for Backhoe-Loaders, Crawler Dozers and Loaders, Excavators, Integrated Tool Carriers, Landfill Compactors, Wheel Loaders and Off-Hwy Trucks
- JCB – 74 new kits for Excavators and Compact Excavators
- John Deere – 147 new kits for Backhoe Loaders, Excavators, Compact Excavators and Feller Bunchers
- Kobelco Excavators – 2028 new kits for Excavators
- Komatsu – 64 new kits for Crawler Dozers, Articulated Dump Trucks, Excavators and Wheel Loaders
- Liugong – 33 new kits for Wheel Loaders
- Sandvik – 8 new kits for Wheel Loaders
- Volvo – 118 new kits for Backhoe Loaders, Excavators and Compact Excavators
- An Additional 24 kits including: Bobcat, Euclid, Hitachi, New Holland and Prentice Terex

Additional copies of the Seal and Kit Catalog, and 2012 Hercules Calendar can easily be ordered online at www.HerculesUS.com (Top Menu / under Corporate Literature). Please add the quantities you desire in the comment section of the Catalog Request Form. Additional quantities can also be ordered at any time through your regional sales representative. If you prefer the convenience of a CD catalog, the Seal and Kit catalogs are also available on mini CD. Show your customers that you carry quality sealing products with your own catalogs. Hercules offers customers a Generic Seal and Kit Catalog, without price, in hard copy formats. The cost is \$4.00 for Seal and \$6.75 for Kit Generic Catalogs. Orders can be placed by calling your regional sales representatives at **1-800-777-5617** or order online at www.HerculesUS.com.



FREE HAT IN JANUARY

**New Website Customers
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Hercules Hat
With A New Website
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www.HerculesUS.com
New Website Features Include:

- Faster speed
 - Real time inventory and pricing (must be logged in to view both)
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 - Add part numbers to the cart quickly through the "Quick Order Entry" button
 - Registration assistance – helpdesk@herculesus.com or 800-777-5617, ext 1026
- *Please allow 3-4 weeks delivery for free hat, one per company

50th Anniversary January Web Special Piston Seal Stretcher

Only \$50 (\$170.00 Retail Value)



Offer Available 1/01/2012 – 1/31/2012
While Supplies List
When ordering Online us
Part# SEAL STRETCHER PROMO
Assembly instructions and use available
online at www.HerculesUS.com

HOLIDAY HOURS

Monday 12/26 – Closed
Monday 1/2/2012 – Closed
Tuesday 1/3/2012
Open Regular Business Hours



50 YEARS OF QUALITY SEALS FAST

The coming year is a major milestone for Hercules Sealing Products as we celebrate our 50th year in business.



We would like to extend our thanks to all of our customers who have made our success possible. Hercules has served the Fluid Power Industry with quality cylinder seals, seal kits and replacement cylinders since 1962.

Founded in 1962 by the late Donald Rueger, the company first carved out a niche by serving the refuse industry. It later began marketing seals and related products for forklifts and construction equipment. In 1983, the company was sold to Britmar, a British holding company. The sales strategy, during this time, was to distribute product from many locations throughout the United States. This strategy was not only expensive, but turned out to be flawed, as customers received partial shipments and multiple packages. The various locations quickly ran out of stock, leaving the customers without the parts needed for next day repairs. Hercules worked quickly to rectify the problem by consolidating warehouses to the one facility in Clearwater, Florida (Enterprise photo). In 1996, Hercules was purchased by a London-based holding company Diploma PLC. Diploma's philosophy was to keep management in place and give Hercules the freedom to grow. With the company quickly growing, Hercules found a need to expand its warehouse facility. In 1998, 4 acres were

Enterprise location



Belcher location

purchased, and a 72,000 sq. ft. state-of-the-art warehouse facility was built on Belcher Rd. in Clearwater (Belcher photo). This new facility is the current location of Hercules Sealing Products, which houses over 35,000 catalog parts and employees over 150 staff members.

Hercules will be celebrating this milestone throughout the year with anniversary specials, limited edition 50th anniversary merchandise and an on-site anniversary event for customers who are able to make the trip to sunny Florida. The on-site anniversary celebration is scheduled for Spring 2012. Additional event details will be provided in the next (Spring) edition of the Hydraulic Connection newsletter.

We would not have been successful for the last 50 years without our loyal customers. All of us here at Hercules thank you for your continued business, and look forward to serving your seal, seal kit and replacement cylinder needs for many years to come!

Introducing the newest Hercules Team members

- Aaron Flinn and Michael Combley



Aaron Flinn has accepted the position of Domestic Sales Manager for Hercules Sealing Products. Aaron brings with him 15 years of management experience and 10 years of hydraulic industry experience. Most recently, Aaron managed the Tampa and St. Petersburg branch for Hydraulic Supply, a local Hercules customer. As the Domestic Sales Manager, Aaron will lead the inside sales team to assist customers with their product orders, standard and custom seal quotes, and technical information needs. Aaron currently resides in St. Petersburg, FL where he enjoys scuba diving, fishing and riding the various area bike trails.



Michael Combley will be representing Hercules as a Territory Manager in the Northwest. His newly formed territory will include Northern CA, OR, WA, WY, SD, KS, ND, NE, ID and MT. Michael brings with him 29 years of management and hydraulic industry experience, most recently, as Western Regional Manager for Bucher Hydraulics (formerly Monarch Hydraulics of Grand Rapids, MI.). Bucher Hydraulics is one of the largest producers of DC power units in the industry. In his new position, Michael will help Hercules customers meet their seal, kit and replacement cylinder needs in the Northwest Territory. Michael and his wife and two children, reside in Ripon California. He and his family enjoy boating / wakeboarding, R.V. camping and kite flying.

Hercules is pleased to bring Aaron and Michael on board at Hercules to ensure that Hercules will continue to deliver the value our customers have come to expect.

TURN TO HERCULES *For Your Cylinder Needs In 2012!*

HTR SERIES

2500 psi
Double Acting
Tie-Rod Cylinders



HSTR^(OLYMPUS) and PTR SERIES

3000 psi
Double Acting
Tie-Rod Cylinders
*(Available in both Hercules
and Prince Brands)*



HMW SERIES

2500 & 3000 psi
Double Acting
Welded Cylinders



HCW SERIES

2500 & 3000 psi
Double Acting
Welded Cylinders



SNOW PLOW CYLINDERS

Single Acting



TELESCOPIC CYLINDERS

*(Custom Hoists, Commercial,
Hycos and Southern)*



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**Hercules Gives You
More Than Just Parts...**

Hercules Offers:

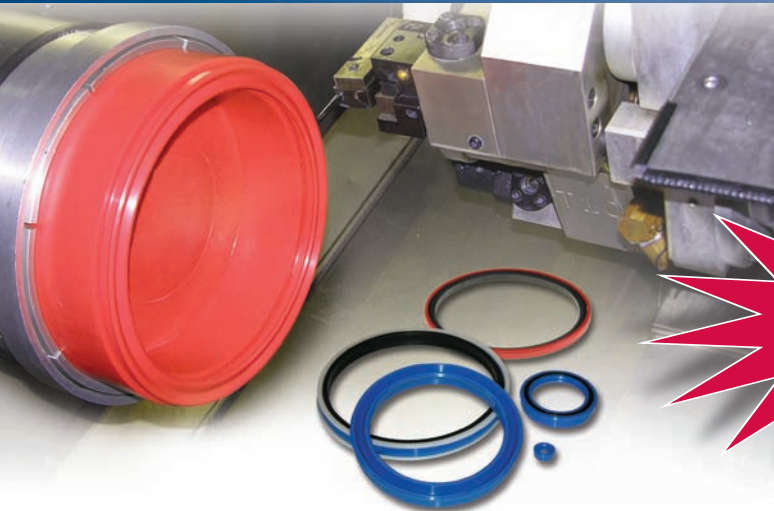
- Online Ordering - www.HerculesUS.com
- Technical Support
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- Cylinders and Cylinder Component Parts
- Extensive Annual Product Catalogs
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SEALS ON DEMAND *Program Expanded*



**We specialize in custom cut seals
using the latest technology and
guarantee the size,
material and finished
quality is exactly
to your specifications.**

**Orders Placed
By 3:00 EST
Ship Same Day
Guaranteed!***

Hercules has expanded the Seals On Demand program with a new cut-off time, additional machines and an expanded workforce to accommodate your custom seal needs. Our staff is now equipped to handle larger size orders (50-100 pieces) as well as your single requests. **Place your custom seals order by 3:00 p.m. EST and receive it the next day Guaranteed!***

Visit the **"Custom Seals"** link on our website (left menu bar) to receive a same day quote, or view a complete list of styles, materials, and size ranges.

| MATERIAL | SIZE RANGE |
|------------|---------------------------------|
| HPU | (0 - 24.80") (0 - 630mm) |
| Virgin-TFE | (0 - 10.00") (0 - 254mm) |
| Glass-TFE | (0 - 12.24") (0 - 311mm) |
| Bronze-TFE | (0 - 23.97") (0 - 609mm) |
| POM | (0 - 13.77") (0 - 350mm) |
| NBR | (0 - 24.60") (0 - 625mm) |
| FKM | (0 - 14.17") (0 - 360mm) |
| Nylon | (12.59" - 22.44") (320 - 570mm) |

www.HerculesUS.com or call 1-800-777-5617

*Orders placed by 3:00 p.m. EST ship Next Day Air or your freight is FREE! Standard styles and materials only. Limits on quantity, style, and materials.