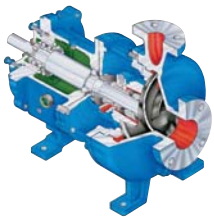


Consider our 600,000 installed units as the ultimate beta test for your pump.



About 95 percent of a pump's life-cycle costs come from installation, operation, and maintenance. Goulds helps you control these costs with features such as:

- Increased impeller wear area
- Severe-duty power frames
- Patented seal chamber technology

When you purchase a Goulds 3196, you're buying the most proven and time-tested process pump in history. Many have been pumping away for over fifty years. Our latest design features X-series power frames with heavy-duty shaft and bearings, patented TaperBore™ Plus seal chamber, and rugged baseplate systems. Plus a combination of low-maintenance features and high efficiencies that give them exceptionally low life-cycle costs. Just ask any one of the thousands of engineers and specifiers who've made the Goulds 3196 *their* pump of choice. For more information, visit www.ittindustrialproducts.com or call 1-800-734-PUMP.

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