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**BRAND
BOOK**

PUMPMAN
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TABLE OF CONTENTS

01

BRAND STORY

02

COMPANY PROFILE

03

COMPANY STRENGTH

04

BRAND IMAGE

05

VISUAL BRAND LANGUAGE

PUMPMAN





BRAND STORY

① "The Mysterious Statues (Moai) of Easter Island." Traveling Sobemales

② Magazine, Smithsonian. "Easter Island Statues May Have Marked Sources of Fresh Water." Smithsonian.Com, 11 Jan. 2019.

③ "Ahu Akivi - the Seven Explorers: Imagine Easter Island." Imagina Rapa Nui Easter Island, 6 Oct. 2021, imagarapanui.com/en/easter-island-sightseeing/easter-island-archaeology/ahu-akivi/.

Hundreds of years later, the posteriiies of the seven explorers built the sevenAhu Akivi statues near the seashore facing toward the ocean to express the sincere homage to their adventurous ancestors who dedicated their lives to the exploration of sea and nature. **The scientific research also shows that most of the moai indicate the presence of fresh water source underground. In other words, moai symbolizes life and vitality.**②

As an essential part of the mysterious ocean, water can be the source for life while it can also compose to cause perils claiming human's lives. Inspired by these seven explorers' story related to water, Pumpman uses the Ahu Akivi moai's portrait as its brand logo, **symbolizing our strong determination dealing with water resource. We are determined to make better water pumps to help human optimally utilize water**, just as early Polynesians firmly choose the sea. ③

Easter Island, the Easternmost island in the South Pacific Sea, is known for the numerous stone statues called moai scattered among its land. The moai are in various shapes and heights, representing different meanings such as paying respect to the nature and clan. The most special and renowned moai are called Ahu Akivi located on the southwest flank of the Maunga Terevaka volcano. Unlike any other moai on the Easter Island, Ahu Akivi are the only moai that look at the sea. According to Akivi literature, the seven Ahu Akivi statues represent seven young people who were sent to explore the island before its first colonization by King Hotu Matua.

In 4th century, seven young Polynesian people sailed a boat heading to the East Pacific Sea. In early human civilization when there was no advanced navigation system and reliable ship, long distance sailing can be extremely dangerous. Their limited food can only supply them for a few months and they did not know where their destination will be. After two months of sailing, the exhausted and starving crew finally spotted an island appeared on sea level. They land on the beach with wild excitement; However, the crew members soon desperately realized One thing:

This island does not have a single tree, meaning that they do not have wooden materials to repair their leak boat. They can never escape from the island. Fortunately, there were plenty of wild birds which can be a good source for food. They also unexpectedly spotted some fresh water source which can fulfill their daily needs. The seven explorers develop agriculture and animal husbandry becoming the first colonizers of the island.

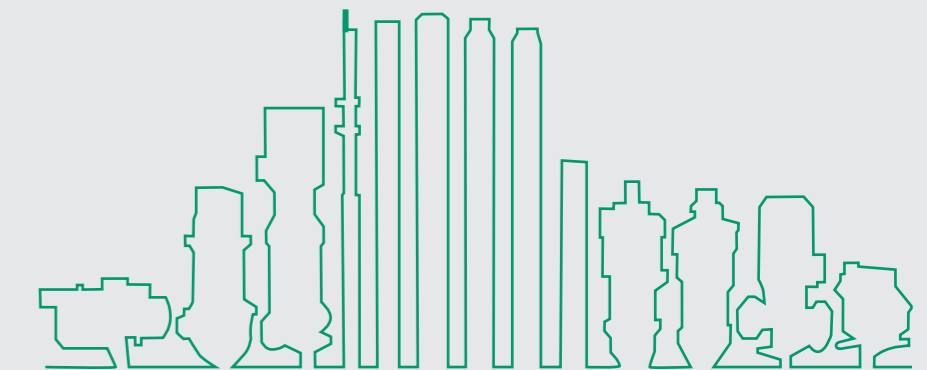


COMPANY PROFILE



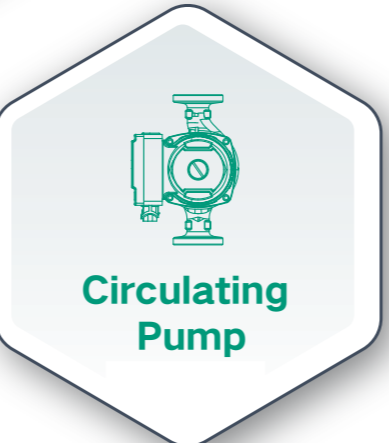
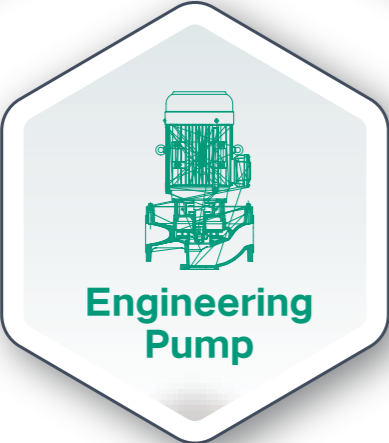
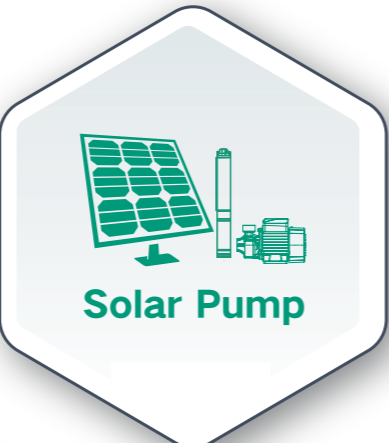
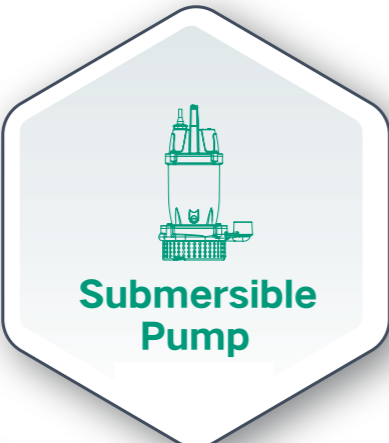
As a pump brand of USA, Pumpman dedicates to enhance the product competitiveness and develops the notions of “Proficiency (dedicates to producing pumps), Comprehensive (All products & Whole Production Chain), More than 40 years in manufacturing pumps of High Values (Delicate Pump Appearance, Extraordinary Pump Quality, High Cost Performance Ratio).”

We have an international and systematic R&D team led by doctors and senior engineers, implements a talent training mechanism of "introducing and going out, combines production, learning and research with universities and colleges in USA and carries out research on new energy, new materials and new technologies.



COMPANY STRENGTH

FRAMEWORK OF SIX BUSINESS UNITS



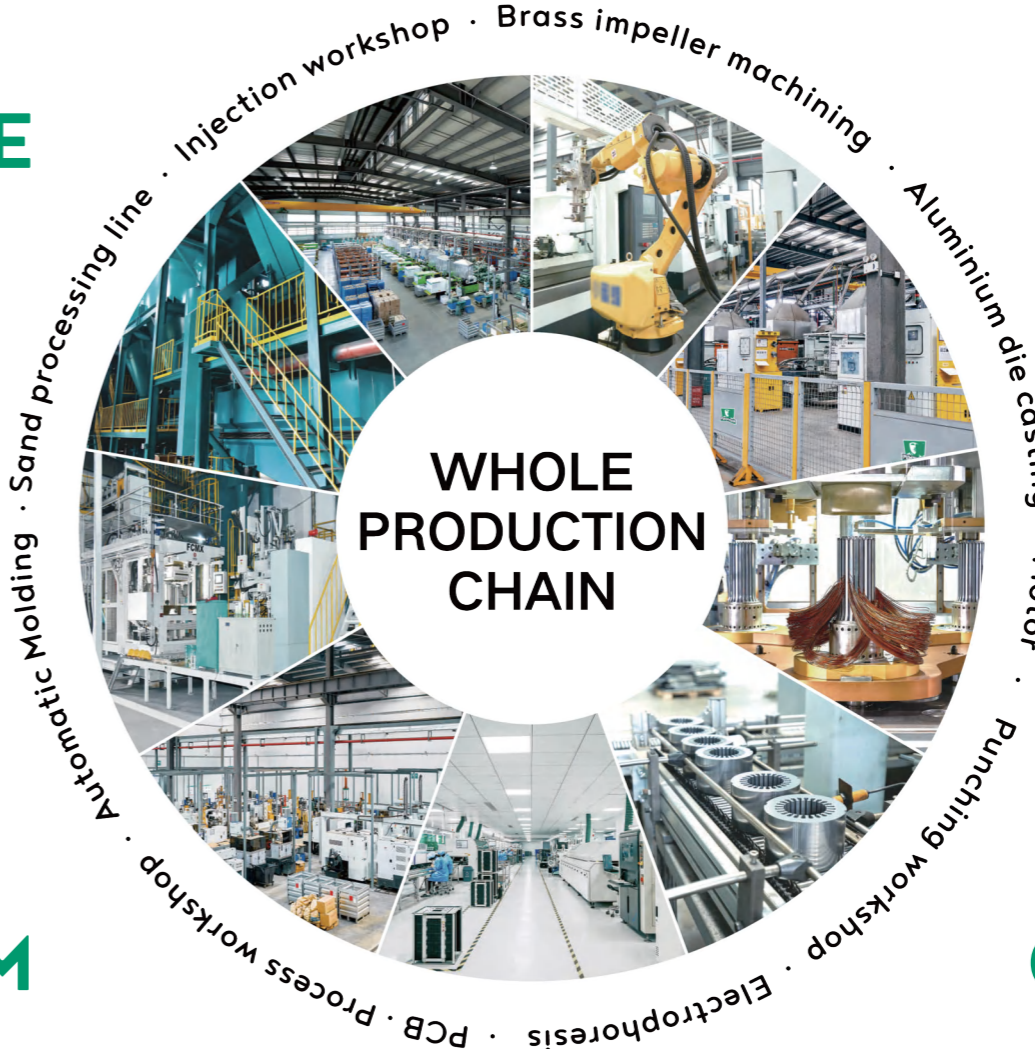
QUALITY CONTROL THROUGHOUT THE WHOLE PROCESS

MADE

PUMP

FROM

0 TO 1



FULL CATEGORY PRODUCT LAYOUT DRIVES INDUSTRIAL UPGRADING

80%

80% automatic production
of core components

PUMPMAN has achieved 80% automatic production of core components and 90% of spare parts through continuously automatic updated production equipments.

90%

90% of spare parts production

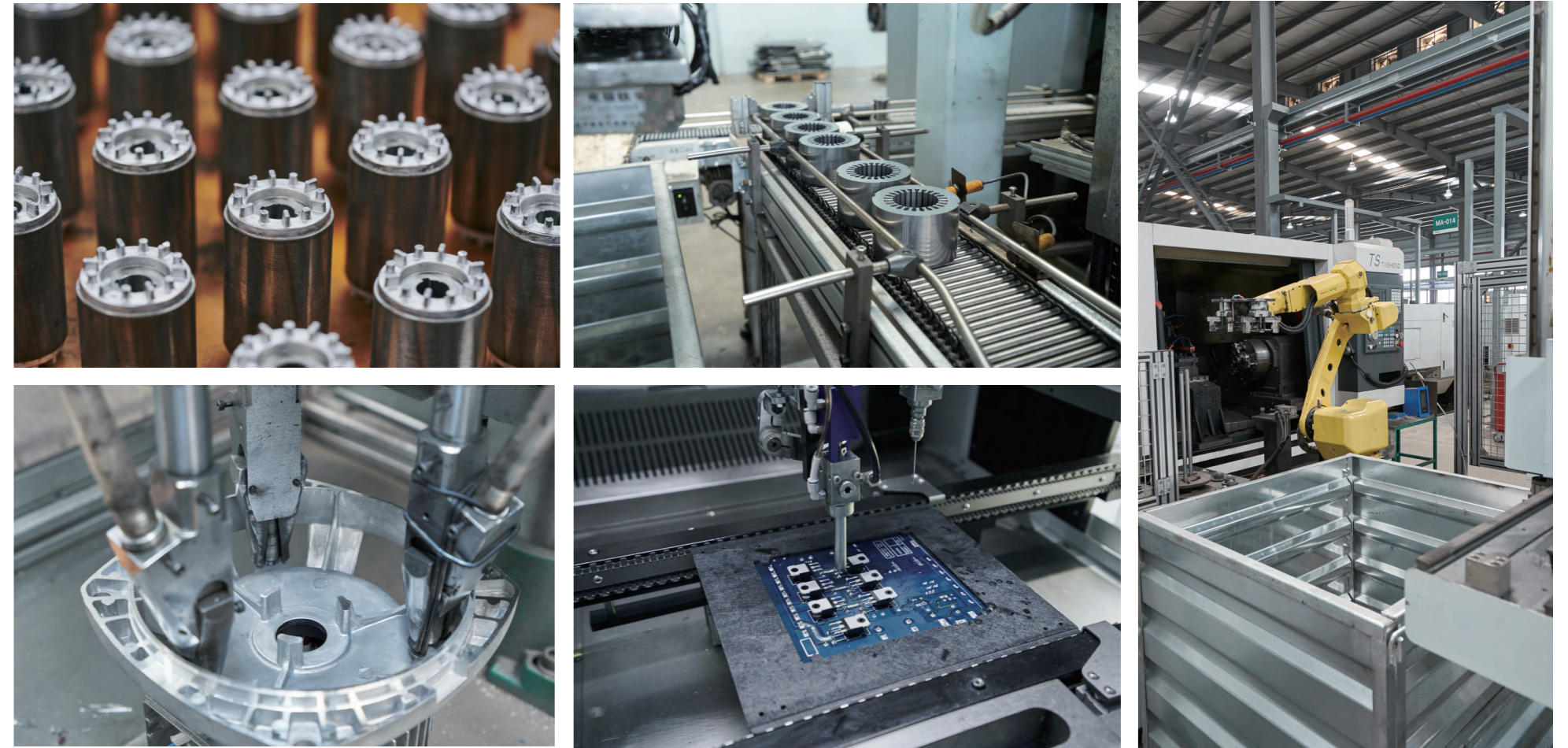
High-end equipments can ensure effective control of products' quality, make the production more advanced, significantly improve the production efficiency, greatly improve working environment, and continuously improve products' quality and market competitiveness.





Not only do we have high quality pumps, but we also have a comprehensive service guarantee for our products, a longer warranty period and a warranty commitment to give you and your customers peace of mind when using PUMPMAN pumps.

In order to pursue the quality concept of processing, standardizing, refinement and branding, PUMPMAN will make solid progress towards the goal of becoming a smart factory !



BRAND IMAGE

LOGO



LOGO INTERPRETATION



The Ahu Akivi moai's portrait



Drew the figures in outline

We are determined to **make better water pumps to help human beings** optimally utilize water just as early Polynesians firmly choose the sea

COLOR INTERPRETATION



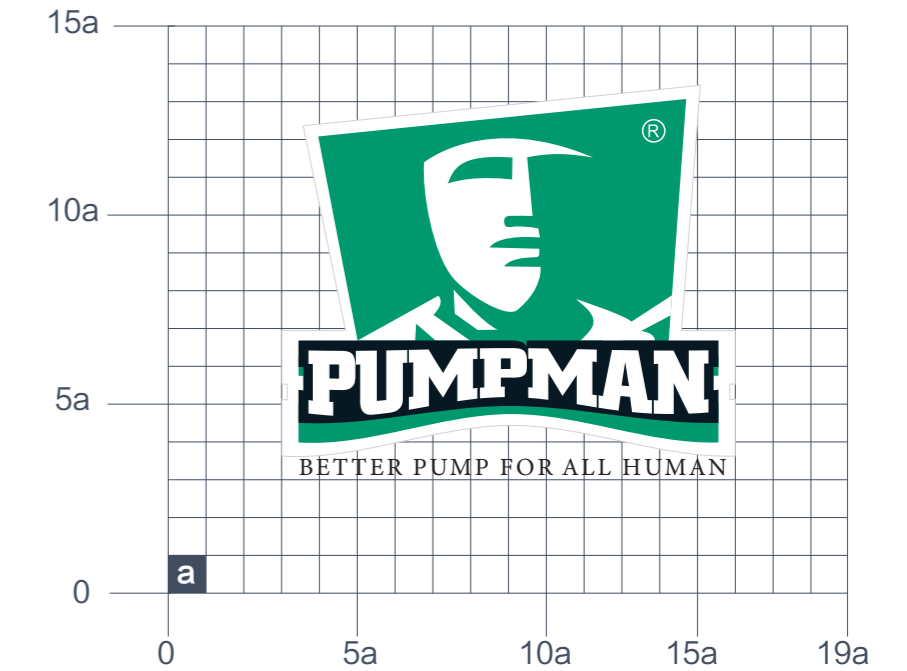
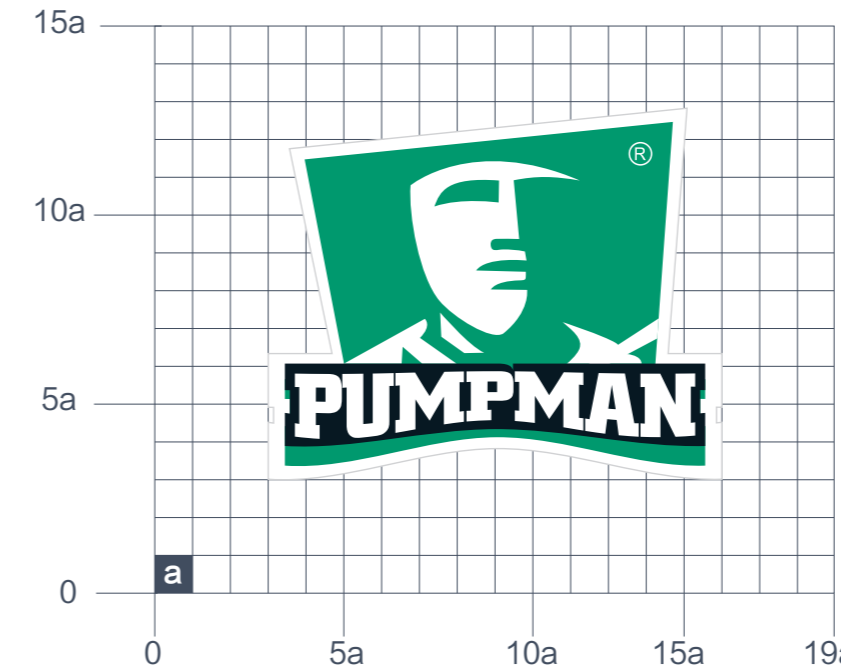
Nature



Vitality



Environmental protection



VISUAL BRAND LANGUAGE

color

PUMPMAN Product color

BSD黑



科技灰



Label selection color

绿色



VISUAL BRAND LANGUAGE

label

Horizontal version



Vertical version



VISUAL BRAND LANGUAGE

label

Pump body label element



Submersible Pump

VISUAL BRAND LANGUAGE

label

Pump body label element



Sewage Pump

VISUAL BRAND LANGUAGE

label

Pump body label element



Auto Peripheral Pump

VISUAL BRAND LANGUAGE

label

Pump body label element



Rear cowl

VISUAL BRAND LANGUAGE

label

Pump body label element



Centrifugal Pump

VISUAL BRAND LANGUAGE

label

Pump body label element



Deep Well Pump

VISUAL BRAND LANGUAGE

Package Dimensions

Expanded graph



Color box

VISUAL BRAND LANGUAGE

Package Dimensions

Effect picture

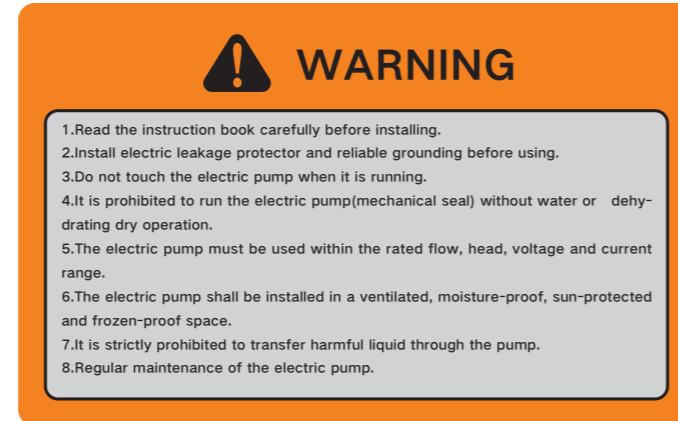
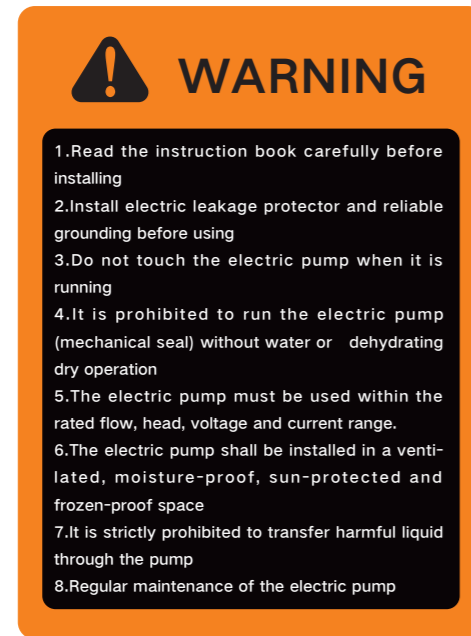


Color box

VISUAL BRAND LANGUAGE

label

Warning label



VISUAL BRAND LANGUAGE

label

Warning label



Pump body label element

