

Darley Times

A Newsletter For Our Customers, Employees & Friends

TRUSTED WORLDWIDE
SINCE 1908



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CONTACT US

Pump Sales
Phone: 1.800.4DARLEY • 630.735.3500
Fax: 708.345.8993

Odin Foam
Phone: 1.877.634.6223 • 541.336.5067
Fax: 541.336.2545

Parts & Engineering
Phone: 1.800.634.7812 • 715.726.2650
Fax: 715.726.2656

On the Web
www.darley.com • www.edarley.com
The Darley Times is published by Darley
U.S.A. Headquarters: 325 Spring Lake Drive
Itasca, IL 60143-2072

Darley Named Family Business of the Year

W.S. Darley & Company was selected The Family Business Winner of the Annual Illinois Family Business of the Year Award sponsored by Loyola University Chicago Family Business Center.

This award program recognizes exceptional Illinois-based family businesses that dedicate a strong commitment to business development, family, and the greater Illinois community. This year's award had nearly 200 nominations in three business size categories and the winners were chosen based on positive family/business linkage, multi-generational family business involvement, contributions to industry and community, and innovative business practices and strategies. Darley won the Medium Size business category.

Over 40 members of the Darley family attended the award ceremony at the Four Seasons Hotel in Chicago, held on November 30, 2010.

Paul Darley, President and CEO, accepted the award on behalf of the Darley family and recognized the Darley employees, customers, key strategic partners, and previous generations. "The second generation instilled strong values in the third generation that is currently running the business. These values include Integrity, Service to Humanity, Family Unity and Stewardship. We all truly view ourselves as stewards of this business. It is our sincere hope to pass the company on to the fourth generation – there are currently 32, and a number are here tonight. Family businesses can be best of business or worst of business. Thanks to all of you, in our case, it's clearly the best."

Darley was featured in the Nightly Business Report television series, "All in the Family," on PBS. The show aired across the USA on January 31, 2011. If you missed it, you can watch it online at: www.pbs.org/nbr/site/features/specials/all_in_the_family/.



40 Darley family members attended the award ceremony.

Darley Launches New eDarley.com Website

In a recent Yahoo article entitled "Things Babies Born in 2011 Will Never Know", a number of items were cited that could be heading for extinction. This list included hand-written letters, fax machines, travel agents, watches, paper maps, encyclopedias and catalogs. Yes, catalogs, the lifeblood of Darley for the past century.

While future predictions are often incorrect, there is no mistaking the desire of millions to research and shop online. To best address these customers, Darley has made major changes to edarley.com and darleydefense.com based on a new state-of-the-art web platform. Our updated websites are loaded with functionality including Express Checkout, Product Comparisons, Add to Wishlist, Email a Friend, Product Reviews, Tags, Advanced Searches and links to Social Media. They will serve as a supercharged version of our print catalog with more products, images, tools, videos and content. We are currently working on new apps, so that you can stay in contact with Darley on mobile devices as well. Stay tuned: even more changes are in the works.



The new edarley.com features over 10,000 products and is easier to navigate.



Check out the new edarley.com. More features than ever before.

Our crystal ball tells us that by 2031 many of these infants will be living the Darley experience utilizing technology we can't even dream of today.

From the Office of

PAUL DARLEY

Eye of the Tiger



Each year our company sets a corporate theme to help guide us through the year. For 2011, our theme is "Eye of the Storm...Eye of the Tiger."

The "Storm" represents the difficult business environment with municipalities feeling the pinch like never before. By most indications, much of the the country seems to be headed out of the recession. Our market research shows that USA municipalities won't recover for another 18 – 24 months.

The "Tiger" represents how we, at Darley, are going to be more focused than ever on hunting down opportunities. We are going to be relentless in our pursuit of taking care of you – our customers. Our goal is to create raving customers – Darley Demanders as we like to call them.

We recently introduced to our employees our new 5-year strategic plan. The seven key objectives of our strategic direction are shown in the adjacent column.

In these difficult times, we are taking a much more analytical approach to our business. "Show me the data" is an axiom you will often hear at Darley these days. We are studying industry data, trends, customer surveys and concentrating our efforts on areas that really add value to our customers. This means introducing cost competitive products that meet the real needs of today's first responders and tactical communities.

It might come as a surprise to you to learn that in 2009, less than 5% of all fire service responses were actual fire calls. According to the NFPA statistics, roughly 65% of all calls were Medical Aid or EMS related. We would encourage you to download this complete report from the NFPA website at www.nfpa.org. The amount of statistical information on the fire service available in this report is extraordinary.

We are using data in the implementation of the 80/20 Rule. The premise of the Pareto Principle is that 20% of efforts result in 80% output. This applies to sales, inventory, employee production, etc. ITW has used this approach for years; and in doing so, they ensure that they are working hard and smart on the right thing. You can download more information on our January issue of Inside Darley on darley.com.

While we don't have a crystal ball on what the future will hold, we do take a lot of comfort in making sure that our data-driven decisions have us headed down the right trail. Like the tiger, Darley will avoid extinction by continuing to be highly adaptable and quick to respond to this changing environment. 🐅

Paul C. Darley
President and Chief Executive Officer
e-mail: pauldarley@darley.com

DARLEY AD CAMPAIGN

Darley Demander Ad Series Continues

Features Washington Fire Department

Darley has released our second advertisement in our Darley Demander feature. The first 2011 ad campaign features long time customer Yakima (WA) Fire Department.

Deputy Chief Bob Stewart of Yakima Fire Department "Demanded Darley" with his choice of our PSM1500 on his new tractor drawn aerial ordered from Crimson Fire Apparatus.

Chief Stewart says, "Darley pumps have proven to be efficient, reliable and offer ease of service. Although we have never had a problem, it's reassuring to see Darley's new 6 year warranty."

The Darley 6 year pump warranty is the longest and most comprehensive on the market. 🐅



Look for our second advertisement in publications such as Fire Chief, Fire Engineering and Fire Apparatus.

Core Values | Strategic Direction

<p>CORE VALUES</p> <p>Integrity We shall act in an honest, ethical manner, and we will do what we say we are going to do.</p> <p>Customer Focus Everything we do must be focused on taking care of our customers in a prompt and fair manner, while meeting or exceeding their quality expectations.</p> <p>Relationships Based on Respect We shall strive for relationships built on trust and mutual respect - with our employees, customers and suppliers.</p> <p>Empowerment / Recognition We shall encourage an atmosphere that empowers our employees to make the right decisions for our customers. We shall recognize the efforts of our employees on a job well done and encourage their input for continuous improvement while maintaining a family business environment.</p> <p>Innovation We shall continue to develop innovative products and embrace technological advancements based on solid engineering and testing.</p> <p>Celebration We shall take time to have fun and celebrate our Team Darley victories and special efforts.</p>	<p>VISION STATEMENT Our vision is to be the first choice of fire, emergency and tactical professionals worldwide.</p> <p>MISSION STATEMENT Our mission is to serve the world's first responder and tactical communities by providing high quality, safe and innovative products.</p> <p>STRATEGIC DIRECTION</p> <p>Defense / Government Focus We shall continue to pursue state and federal government opportunities, and to support our US military and homeland defense markets, to help make our country safer.</p> <p>Export We recognize and shall continue to build on our role in the global economy as we service emerging markets and pursue new emerging markets.</p> <p>Technology We shall continue to invest in new technologies to stay ahead of the competition, create new business and to bring products to market in a timely and cost effective manner.</p> <p>Core Market Expansion We shall continue to grow our core markets in the fire and pump industry, while expanding in high growth adjacent markets such as fire water trailers, CTR & Pumper.</p> <p>Employee Growth We shall continue to foster employee development and create an environment of trust and mutual respect in the workplace where our employees, take the opportunities, creativity and commitment from their actions. We shall ensure employees have the education and resources to achieve their potential.</p> <p>Partnerships We shall continue to form partnerships with our customers, suppliers and employees.</p> <p>Branding We shall continue to position ourselves as a provider of high value goods & services and continue to create demand for our products in the fire, emergency and tactical markets.</p>
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FEATURED PRODUCT

PuriFire® Water Purification Systems Expand

NEW



The PuriFire® 3S3S was first introduced at the FDIC show in 2009, and brought a lot of attention from users of Darley's Fast Attack firefighting units. Because it was designed to fit in the spare space on the Fast Attack skid unit, the unit can be easily retrofitted by adding a PuriFire® 3S3S, giving the Fast Attack the ability to produce drinking water.

The New PuriFire® 5S3P has all the key elements the previous 3S3S model has. Moreover, the stand-alone design of the new 5S3P gives users the freedom to run the unit with any pump and easily transport it by hand. The newly-added inline filter monitor records each filter's service life and automatically reminds users to change filters when needed.

Darley invites you to stop by our booth at the FDIC show to experience demonstrations of the PuriFire® product line, which we believe will be a great addition to fire departments. PuriFire® Systems not only provide emergency drinking water, but also help to reduce firefighter injuries and the risk of infectious diseases. Other new PuriFire® products Darley will introduce at this year's FDIC include the newly designed solar powered 3S3P model and two PuriFire® models utilizing advanced ozone technologies for disinfection and decontamination purposes. 🐅

Darley now offers 10 PuriFire water purification systems including the new 5 stage system, the 5S3P.

NEW PRODUCTS

NEW

Darley Wireless Smart Remote Control

The Darley Wireless Smart Remote Control Operating System is designed to allow remote starting, stopping, and throttle control of most portable and skid-mounted Darley pump units with electric start. This system allows for easy remote mounting of a panel in the cab of the truck without the trouble and expense of running wires long distances. Multiple transmitters can be easily configured to operate a single unit up to 75' away.

Contrary to remote push button starting on automobiles, when the need arises, through the use of the Darley wireless remote controller, the pump's engine can be choked, started, and the throttle can be ramped up and down for full operating control, and then shut down when pumping is complete. There is an onboard set of controls for immediate control right at the unit. Multiple sets of controls allow for the unit to be started from any location, then fully operated, and/or shutdown from any other location. 🚩



Darley's new smart control allows full pump engine operation from inside the cab or any location up to 75 feet away.

- ▶ Remote Start/Stop
- ▶ Full remote throttle control
- ▶ Remote choke control
- ▶ Remote transmitter range 75'+ (further with optional antenna)
- ▶ Designed for a wide variety of small and industrial style engines
- ▶ Potted enclosure provides vibration and waterproof environment
- ▶ FCC approved
- ▶ Large transmitters available for use with bulky gloves
- ▶ Small transmitters available for carrying in pockets

Description	Price
Darley Wireless Remote Control Panel	Starting at \$1600 *

* Price varies with engine model and number of, and type of, remote. Call for exact pricing.

Dolphin Floating Pump - Now Available with Honda Engine

NEW

For over 2 decades Darley has offered high volume floating pumps known as the "Dolphin," which have been powered by dependable Briggs & Stratton engines. This has continued to be a great product for taking advantage of streams, ponds, and swimming pools, but some customers have been asking us to offer an alternative brand of engine. We here at Darley have been listening, and now also offer a Honda powered "Dolphin."



The Darley Dolphin is now available with a Honda engine.

Measuring 32" (813 mm)L x 30" (762 mm)W x 20" (508 mm)H, this new offering is very similar in size to the Briggs powered "Dolphin." The Honda engine is a powerful 390 cc - EPA/CARB compliant - vertical shaft engine with a gravity-fed fuel system for easy starting, even after running out of fuel. Similar to the Briggs, the fuel system contains a supply of gasoline sufficient for 45+ minutes of operation. To minimize weight and maximize reliability both the Honda and the Briggs are recoil start. Both also come standard with adjustable throttle to maximize fuel economy.

Whether you prefer Honda or Briggs & Stratton, you can count on the Darley "Dolphin" to be dependable, easy-to-start, and simple-to-operate. 🚩

New AutoValve II Offers More Features

DON'T MISS THESE NEW PRODUCTS AT THE FDIC!



Nine light valve positions for fast reference.

CAFS has just been made easier with the Darley AutoValve II. We have built in all the best ideas for ease of use and informative display to offer the best CAF valve. Some of the improvements to the system include built-in PSI or Bar Pressure display for discharge. This is offered at an option.

The pressure display also functions as a valve position indicator in increments of 1 through 100. This allows for ultra fine adjustments that can be very exact.

Main settings of "Dry and Wet" CAFS now offer micro adjustments on the fly - just punch the decrease/increase buttons for small changes of foam consistency if desired.

Fully waterproof design with all sealed switches, protected by overlay membrane.

These improvements coupled with our standard quick to find "Dry and Wet" buttons will have you making CAFS Fast! 🚩

Darley Releases New Fire Catalog

99,000 Copies Mailed in February 2011

For over a century, the Darley catalog has been a fixture in fire stations across America and throughout the world. Even in the age of digital media, there's nothing like flipping through a catalog to look for the latest products from top industry brands. Since so many of our customers use both the catalog and website, check out the exclusive catalog QR tag on the back page that saves you 10% off your next online order. If you haven't received a copy, contact us toll free at 1-800-4-DARLEY or view it online at www.edarley.com. 🚩



The new Darley Fire Equipment catalog features 336 pages of the most reliable and innovative products available.

Mini Mongoose - Most Affordable CAFS Ever

NEW

One of the most popular small pumps at Darley has been the Davey two-stage portable. It is now available in a CAFS version that has the same patented drive system as the other systems manufactured at the Odin Foam Division.

Due to its smaller size and weight, this is the package for those lighter vehicles where every pound counts. It also hits a lower price point for those with limited budgets.

Like all Odin CAFS, the module is complete - with a full operation panel which calls out simplicity, loaded with features others have optional.

- ▶ 24 hp Kawasaki engine
- ▶ Davey two-stage water pump
- ▶ 30 cfm screw compressor
- ▶ Darley ATP (Around The Pump) foam injection
- ▶ Patented drive system
- ▶ Stainless steel plumbing/ 1/4" aluminum tube frame
- ▶ Walk duty lid
- ▶ Full operation panel - laser infused paint or stainless steel



The new Mini Mongoose is the most economical Odin CAFS ever offered.



ODIN FOAM

DARLEY DIVISIONS

← OHLER PUMPS

POLYBILT ↑

Ohler Awarded Coast Guard Contract



NEW

The Ohler P1 pump for the US Coast Guard will be used to save sinking vessels.

Ohler has manufactured pumps for the United States Coast Guard for decades. At the core of our business with the USCG is Ohler Model CG-P1 used in Search and Rescue for dewatering applications. Boats and ships in distress and taking on water look to the USCG to aid and save them. Typically the first responders to these distress calls are the USCG Search and Rescue Helicopters. Therefore, the CG-P1 pumps were designed to be compact and lightweight to allow for being stowed onboard the helicopters. Additional provisions were required to deploy the unit from the helicopter to the distressed ship. Ohler designed and builds Air-Deliverable watertight containers which allow for the pumps to be packaged inside them and dropped in the water next to the boat (for retrieval by the boat's crew) or to be lowered on to the boat's deck.

Ohler was again chosen by the USCG to build 156 of these dewatering pumps. A newly designed pump carrying the same model number as has been used for decades, the CG-P1 continues to save lives.

OHLER PUMPS

Ohler Pumps is a division of Darley acquired in 2007.

DARLEY DEFENSE

Attack Pak I - Economical Solutions



NEW



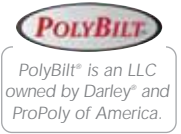
Peter Darley
Chief Operating Officer
e-mail: peterdarley@darley.com

The PolyBilt Attack Pak is ideal for skid units or as a rescue truck.

On display in the PolyBilt booth will be the new Attack Pak I, featuring spacious compartments, a 300/10 gallon integrated water/foam tank and our Mongoose CAF system. The Attack Pak I body can be painted to match a department's cab or existing fleet or it can be ordered with reflective tape as an effective cost-saving option. The Attack Pak I is designed to be shipped to a fire department or local shop for mounting on the department's chassis. This unique package is similar to a "drop-in" skid unit for a pick-up and now the same self-contained affordability can be provided as a "drop-on" unit.

On display in the Darley booth will be this year's PolyBilt demo truck that will house a variety of purification and disinfection products. PolyBilt technology can be used for a wide range of emergency and specialty response vehicles. Our patented recyclable technology provides users with lighter, stronger bodies that will never corrode and carry a lifetime warranty.

We hope to see you in Indy at the PolyBilt and Darley booths or visit us online anytime at www.polybilt.com.



DarleyDefense.com - More Products...More Choices

The Darley Defense outside sales team just returned from a very successful week at the Shot Show in Las Vegas. This year's Shot Show boasted an attendance of over 36,000 and many new manufacturing partners, as well as new customers were gained by the Darley Defense team.

TJ Gilroy had a very productive meeting with the Air Force's Battle Airman Management System on Nellis Air Force Base. As a result of these meetings and the ongoing product development by Darley Defense, we will have several new game-changing product technologies for our customers. These new products will be released over the next few months.

We are proud to announce the release of our new Darley Defense web site. It was launched just in time for the Shot Show and has several new features and a totally new look and feel.

We will be starting a new Darley Defense representative for the Southern California region. Daniel Lantis is joining us as an independent sales representative, and the Marine West show will be his first exposure to the Darley way of business. Daniel will make the seventh outside sales person for the Darley Defense Division. Together with a strong inside team, headed by Brandie Windham, we are confident that 2011 will be a banner year for us. For more information about our team and tactical product lines, please visit DarleyDefense.com.



Check out darleydefense.com for the latest in special operations gear.

GSA Contract Holder
Contract GS-07-0000



Darley Defense is a division of Darley started in 2008.



Michael C. Ruthy, VP Engineering
e-mail: mikeruthy@darley.com

JUST ASK ENGINEERING

Question?

What is happening with the 34 HP Briggs Vanguard engine and other small engine emission regulations?

*Asked by: Larry Segreto
Boise Mobile Equipment*

Answer.

Regulations on emissions have increased drastically and are scheduled to escalate at least into 2015, when there is a real whammy. The current and upcoming years are the bleakest in my experience. There are now two types: Exhaust Emissions and Evaporative Emissions. Evaporative Emissions refers to the fuel intake side of things. For customers interested in splicing off vehicle fuel supplies, we would like to advise you on a case-by-case basis. Labeling requirements change this year for Evaporative Emissions, and any changes to the fuel system may subject you to additional requirements.

Small gasoline engines are particularly hit this year, as all fuel system components must be certified non-permeable. A great deal of paperwork and executive orders need to be processed before you can legally change fuel system components. This has many industries scrambling to find solutions and get their paperwork in place.

Annual reporting to the EPA is a requirement for OEMs using some of the larger diesel engines. In certain cases substantial savings can be had for the next seven years by avoiding the Industrial Engine Tier 4i (Interim). Tier 4 Final kicks in over various power ranges over the next few years and it's a monster. An engine distributor brought us a demo trailer showing Tier 3 vs. Tier 4. Tier 4 had electronic controls, SCRs, PDFs, Regen cycles, Urea tanks...everything that stinks in the automotive world is starting to stink in the Industrial world. The cost penalty is estimated at 50%, or around \$10,000, depending on engine size. If you are quoting engine-powered trailers, skid mounts, or cross mounts, I urge you to be cautious, as certain sizes, like 173 HP and above, changed this year.

NEW



Most customers who have historically used the 34 HP Briggs & Stratton diesel are switching to the Kubota engine.

Darley can offer some special EPA exemptions on certain engine models, which may give you a competitive advantage when price is a major issue. Engines destined for export can also remain a lower Tier for companies quoting overseas.

But to get back to your original question of what is going on with the 34 HP Diesel Briggs: it's going away at the end of 2012. The 26 HP is going away next year, but with slightly more lenient rules. Manufacturers don't want to continue distribution of an engine that will not meet emissions, and meeting them is too costly. I have seen this reaction with other engine manufacturers that have left our market, such as Caterpillar. We have developed many great replacements powered by Kubota, Isuzu, Hatz, and a host of other engines.

We need to be orderly in this transition. My sales team reminded me that we are obligated by law to clear our floor of 34 HP engines by year's end. Get your orders in soon before they are all gone! Seriously – our understanding is that if we sell them to OEM's, everything is fine, but they need to have pumps mounted on them and off our premises by December 31, 2012. If you have outstanding quotes or possible orders, we need to know, and you may want to alert your customers or prospects. We have limited stock and may not replace it without firm orders.

These changes in emissions laws are challenging to say the least, but we are ahead of the pack and can help lead you to your best offering to your customer. This is what System Solutions is all about. 🚀

Fire Industry Mythbuster

In past pump discussions with customers at trade shows and OEMs on their production floors, I have heard a personally disturbing statement: "flowing over 1250 from the PTO is impossible." In many cases I have heard this followed by the statement that achieving such performance is "over-taxing the PTO."

These folks are believers in a myth which is untrue, at least with Darley Pumps.

They have been led to believe that rating a pump at 1500 GPM could lead to a failure of the shaft itself and even potentially pose a risk to the firefighter. This is not a risk Darley takes lightly. An impeccable record of warranty claims on our PTO pumps at some of the hardest working departments in the world is evidence of just that.

To evaluate the myth, we first need to break things down. We'll need to evaluate a specific pump; in this case we'll use a Darley PSP pump. Next, we need to focus on what is driving the pump. The consideration of a pump's ability to perform flows in a PTO application is relative to the model of pump itself and the output and capability of: the engine, the transmission, and the PTO shaft. For the combination of the above, we will take some common choices in the industry today: a 300 HP engine governed at 2200 RPM with the Allison 3000 series Alli-10 model transmission and a Muncie CS-41 122% PTO shaft.

Through vigorous testing of the above combination, it has been proven that the Darley PSP can meet and/or exceed the NFPA test points required for a 1500 GPM rating without overtaxing the PTO. In this specific combination, the pump can be driven and meet approval when the PTO shaft is mounted to the transmission in both the 1 o'clock (top) and 8 o'clock (side) PTO ports. Darley has had the approval for 1500 ratings since the 1990s.

Darley ISO 9001 certification requires that we have at least a 15% margin in our pump performance. We exceed that in this application with NFPA allowable dual 6" suction hose from a lift condition up to 10'.

There will be apparatus on display from many builders at this year's FDIC and the demo circuit throughout North America featuring the PSP 1500. These innovative vehicles will allow for the same big flow capabilities your fleet requires while taking up less space for equipment and water, reducing weight from the total GVWR of the vehicle, and allowing easier access when performing regular maintenance.

The Darley PSP pump is ratable up to 1500 in many configurations in both 2 and 3 gear transmission configurations: both pump forward and pump rear and with options for adding CAFS or High Pressure to your capabilities. For an application approval specific to your fleet or your customer's needs covered by a standard letter of application approval from the PTO manufacturer and an unmatched 6 Year Warranty from Darley, contact Darley today at 800-4-DARLEY or contact me directly at jasondarley@darley.com. 🚀



Jason Darley
Accounts Manager, Pump Division
e-mail: jasondarley@darley.com



The Darley PSP has approval as a 1500 GPM rating from Allison and Muncie.

INSIDE DARLEY

From the Office of

BILL DARLEY



As a first rate company, Darley deserves a first rate strategic plan which has been established. We need goals this generation can reach for in the future. Our team is doing just that with our revised strategic five year plan.

Some might question why Darley should be addressing issues/strategy that have perhaps previously been addressed saying "we have already been there." Perhaps at times, I've been one of them. However, then I think of 16th century monarchs who might have proclaimed that "we need not go to the new world, we have already been there." I feel this applies to Darley today. It's a new world.

Some companies have a strategy "if we build it, customers will come." I somewhat agree with that; however, we at Darley have a strategy more towards "if customers have a need, we will build it."

Our revised strategic direction has changed, our core values have not.

At Darley we continue to "Make" time to do things that must be done rather than "Take" time to do them. "Make" acknowledges that it must be done!

Our marketing philosophy is directed to always put the customer first – not just allocating our advertising budget. We have a goal to enhance our brand so that people recognize us and want to do business with us.

I always liked the idea that I wanted to be "nose in, fingers out" after I implemented my succession plan that started 20 years ago. Now I want this generation to do what they decide is best for our company. My generation has done its job.

The idea that one cannot be replaced is proven wrong by just looking at gravestones.

It's not the critic that really counts. Credit belongs to those at Darley who are in the arena, who strive valiantly with great efforts to accomplish growth and goals for the benefit of those we serve.

Change is essential for continued success and at Darley we are changing while retaining values implemented over the course of 100 plus years of service to our customers who we serve throughout the world. 🚩

Bill Darley
Chairman of the Board
e-mail: billdarley@darley.com
cell: 708-902-0021

William J. "Bill" Darley is Chairman of the Board for W.S. Darley & Co. He holds a B.S. in Engineering from Purdue University and has been at Darley® since 1950.

Meet Our Web Team

By: Ray Mayfield, Darley Web Director

As Web Director at Darley, I am proud to say that we have recently added a number of full-time members to our team. We are doing so in order to help Darley meet our strategic direction initiative of embracing technology – "We shall continue to invest in new technologies to stay ahead of the competition, scale our business, and bring products to market in a timely and cost-effective manner."

I am proud to introduce the Darley Web and Multimedia Department. Continuing a long tradition of industry leadership in technological innovation, Darley maintains a full-time staff of four consisting of a developer, designer and database managers. Joe, Christi, and Mike work with me for the ever-growing and evolving Darley web presence. This includes:

- ▶ Darley.com
- ▶ Edarley.com
- ▶ DarleyDefense.com
- ▶ PurifireSystems.com
- ▶ PolyBilt.com
- ▶ OhlerPumps.com
- ▶ OdinFoam.com



Ray Mayfield
Web Director

Joe Catania
Web Designer



Christi Verbick
Web Product Mgr.

Mike Mocerino
Web Product Specialist

A rapidly-expanding family of e-commerce and multimedia projects continues to be developed. From video to mobile apps for iPhone and Android, these are the folks who make Darley an internet industry leader. Recently, the team launched a completely redesigned edarley.com and darleydefense.com using the most cutting-edge commerce software platform available to bring features such as real-time search, one-page checkout and full social media integration to an overall enhanced online shopping experience. Check in frequently to all our Darley websites to see what innovation they come up with next! Look for our new website, homelandsecurityequipment.com in 2011. 🚩

EMPLOYEE PROFILE



Amanda Normand joined the Darley Team first as an Engineering Intern in 2006 and then as a Design Engineer in 2008 joining her father, Lairy Normand (Sales Application Engineer), Uncle, Gene Normand (Assembly Plant Manager), and Cousin, Dan Normand (Assembler). She has received an Associate degree in Arts and Sciences from UW-Barron County, a Bachelors Degree in Engineering Technology from UW-Stout, and a Masters

Degree in Manufacturing Engineering from UW-Stout.

Amanda is also actively involved in the Society of Women Engineers, Wisconsin Chapter, where she chairs the Scholarship Committee. In addition, Amanda is a member of the Young Professionals of the Chippewa Valley, where she volunteers at the post office for Stamp Out Hunger.

Through the Northern Wisconsin Manufacturing Outreach Center (NWMOC), Amanda has obtained certifications in Lean Manufacturing which she now brings to the table as we begin our Lean Initiatives at Darley. "Leading the Lean Initiatives is about creating a cultural shift to empower all employees to make positive changes. We are focusing on more than just the bottom line. This is about giving every employee the resources that they need to make their job a little easier and a lot more fulfilling."

In her spare time, Amanda enjoys reading and spending time with her two English Mastiffs, Diesel and Delilah, and renovating a newly-purchased home with her longtime boyfriend, Chris. 🚩

PUMP SCHOOL

Darley provides a comprehensive class that covers everything from pump theory to hands-on maintenance and repair of Darley pumps and accessories. Pump School is absolutely free. Students only pay for transportation, room and meals. All OEM and Service Centers are encouraged to attend at least every five years. Classes are held the first full week of May and October each year. Call Elesha Schimmel at [1-800-634-7812](tel:1-800-634-7812) for more details or to sign-up.

CAFS ACADEMY

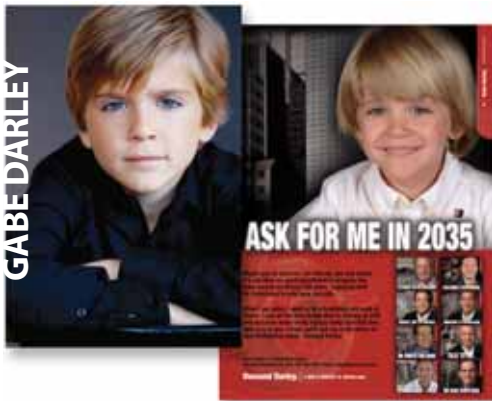
The annual Darley CAFS Academy is a great way to learn more how to maintain, service and operate your CAFS. Cost is free to all pump school attendees or only \$75 for the 2-day school, \$50 for a 1-day pass. Contact Troy Carothers at cafs@darley.com for more details or to sign-up. 📞

- May 2 - 4 Darley Pump School - SOLD OUT
- May 5 - 6 Darley CAFS Academy
- Oct. 3 - 5 Darley Pump School



October 2010 Pump School graduates.

A LOOK AT A NEXT GENERATION DARLEY



You may remember Gabe, oldest of four children of Jim and Christina Darley, from his "Ask For Me In 2035" ad that ran in 2005.

Gabe is one of 32 fourth-generation Darley family members who are descendants of William S. Darley, who founded the company in 1908.

Gabe is now in 5th grade and not only an avid reader, writer and piano player, but has also landed lead roles in local children's theatre programs as well as a role at a local University's production of Ragtime. 📞

DARLEY INTERNATIONAL DEALER SPOTLIGHT

Quiroga Trucks - Mexican Truck Builder Expands Globally

Just south of the border in central Mexico is a growing family company (similar to the Darley family). Quiroga Trucks was founded in 1980 by Fire Chief Juan Antonio Quiroga, in Salamanca, GTO, Mexico. Similar to many small US and Canadian family companies in the fire truck business, growth has been slow and steady. Second generation, Juan Carlos Quiroga is now at the helm in the leadership role directing sales, production, and engineering aspects of the company.



These wildland units feature the Darley HM 500.

The company product line is very broad in scope: initial attack vehicles, commercial and custom pumpers and aerials, tankers, wildland units, industrial pumpers, light and heavy rescues, ambulances of all types, special service support vehicles, and finally aircraft rescue and firefighting ARFF vehicles of all sizes.



The Darley LSPH 1000 is at the heart of this Quiroga wildland truck built to NFPA.

The Quiroga family and business practices are based on Christian values. They probably are the only manufacturer to have a small church within their plant! A new plant expansion and lobby area, including a full-size fire truck cab built at their plant, welcomes new visitors to the facility!

Today, they have a new plant with over 90,000 square feet of production area. The facility features a UL pump test facility and NFPA compliant "tilt table" testing area. A recent delivery of two tankers to Nigeria, Africa featured both a Darley HM500 power-take-off pump and a Pro Poly water tank. Recent deliveries also included several ARFF vehicles in Mexico, using Freightliner 4 x 4 chassis, 1500 gallon Pro Poly tanks, and Darley 1500 gpm diesel-driven rear mounted fire pumps.

Heavy duty off-road 4x4 wildland initial attack vehicles using Darley pumps were delivered to Costa Rica. The order included several commercial and industrial pumpers. One of the company's specialties is the production of very specialized industrial pumpers for PEMEX and other oil companies in Latin America. These units use Darley fire pumps as well!



Quiroga has invested in a tilt table for NFPA 1901 testing.

It is interesting to note that over 80% of Quiroga materials come from US and Canadian companies, like Darley, Akron, Weldon, Kocheck, FRC, Propoly, Hannay, Pryo-Lance, NewMar, Trident, and other major suppliers. In addition, with the aid of American consulting companies, Quiroga is now compliant to NFPA standards and UL certification of pump and aerial testing at the facility.

The company is expanding exports throughout the world, with primary focus on Latin and South America.



Pump and roll is achieved with the Darley PSE 1500.

Quiroga is attending the FDIC for the 4th year with their introduction of a new ultra high pressure combination pumper! The growth of the company has been hand-in-hand with the Darley family; expect to see more of Quiroga! To learn more about them, visit: www.quiogatrucks.com. 📞

Visit **DARLEY** at the



FDIC SHOW

- Indianapolis, IN
- March 24 - 26
- Booths 2323 & 2223



MOBILE

Download the Darley mobile app for iPhone and Android

Save 10% till March 31st on all online edarley.com orders using our QR code



Industry Calendar

Please Visit us at These Upcoming Trade Shows and Events

2011 Trade Shows

Feb. 28 - Mar. 2	Firehouse World 2011	San Diego, CA
Mar. 15 - 16	Naval Expeditionary	Virginia Beach, VA
Mar. 24 - 26	FDIC 2011	Indianapolis, IN
Apr. 6 - 7	CFSI Annual Dinner	Washington DC
Apr. 12 - 15	Spec Ops East	Fayetteville, NC
Apr. 27 - 28	Marine South	Camp Lejeune, NC
Apr. 30 - May 2	Ontario Fire Chiefs	Toronto, Canada
May 4 - 5	Ft. Bragg Expo	Ft. Bragg, NC
May 10 - 12	Spec Ops West	Tacoma, WA
May 13 - 14	Northwest Fire Rescue	Portland, OR
May 14 - 19	Metropolitan Fire Chiefs Conf.	Charlotte, NC
May 18 - 21	IAFC HAZMAT Conference	Baltimore, MD
May 20 - 22	PA Fire Expo	Harrisburg, PA
June 16 - 18	NY Fire Chiefs Conf. - Fire 2011	Verona, NY
July 22 - 23	Firehouse Expo	Baltimore, MD
July 24 - 29	Texas A & M School	College Station, TX
Aug. 20 - 31	AFAC	Sydney, Australia
Aug. 26 - 27	IAFC Fire Rescue	Atlanta, GA
Sept. 27 - 29	Modern Day Marine	Quantico, VA
Oct. 25 - 27	AUSA Expo	Washington, DC

* This is a partial list of trade shows. Darley will exhibit at over 85 trade shows this year.

WEB



SIGN UP

Contact Dawn Hjelmgren at 1.800.323.0244 x337 to be added to our mailing list

FIND US ON



facebook.com/wsdarley



twitter.com/edarley



youtube.com/user/darleyvideo

We welcome your comments, suggestions and questions for upcoming issues of the Darley Times

Darley Times

A Newsletter For Our Customers, Employees & Friends

TRUSTED WORLDWIDE
SINCE 1908



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CONTACT US

Pump Sales

Phone: 1.800.4DARLEY • 630.735.3500
Fax: 708.345.8993

Odin Foam

Phone: 1.877.634.6223 • 541.336.5067
Fax: 541.336.2545

Parts & Engineering

Phone: 1.800.634.7812 • 715.726.2650
Fax: 715.726.2656

On the Web

www.darley.com • www.edarley.com

The Darley Times is published by Darley
U.S.A. Headquarters: 325 Spring Lake Drive
Itasca, IL 60143-2072

Darley Named Family Business of the Year

W.S. Darley & Company was selected The Family Business Winner of the Annual Illinois Family Business of the Year Award sponsored by Loyola University Chicago Family Business Center.

This award program recognizes exceptional Illinois-based family businesses that dedicate a strong commitment to business development, family, and the greater Illinois community. This year's award had nearly 200 nominations in three business size categories and the winners were chosen based on positive family/business linkage, multi-generational family business involvement, contributions to industry and community, and innovative business practices and strategies. Darley won the Medium Size business category.

Over 40 members of the Darley family attended the award ceremony at the Four Seasons Hotel in Chicago, held on November 30, 2010.

Paul Darley, President and CEO, accepted the award on behalf of the Darley family and recognized the Darley employees, customers, key strategic partners, and previous generations. "The second generation instilled strong values in the third generation that is currently running the business. These values include Integrity, Service to Humanity, Family Unity and Stewardship. We all truly view ourselves as stewards of this business. It is our sincere hope to pass the company on to the fourth generation – there are currently 32, and a number are here tonight. Family businesses can be best of business or worst of business. Thanks to all of you, in our case, it's clearly the best."

Darley was featured in the Nightly Business Report television series, "All in the Family," on PBS. The show aired across the USA on January 31, 2011. If you missed it, you can watch it online at: www.pbs.org/nbr/site/features/specials/all_in_the_family/.



40 Darley family members attended the award ceremony.

Darley Launches New eDarley.com Website

In a recent Yahoo article entitled "Things Babies Born in 2011 Will Never Know", a number of items were cited that could be heading for extinction. This list included hand-written letters, fax machines, travel agents, watches, paper maps, encyclopedias and catalogs. Yes, catalogs, the lifeblood of Darley for the past century.

While future predictions are often incorrect, there is no mistaking the desire of millions to research and shop online. To best address these customers, Darley has made major changes to edarley.com and darleydefense.com based on a new state-of-the-art web platform.

Our updated websites are loaded with functionality including Express Checkout, Product Comparisons, Add to Wishlist, Email a Friend, Product Reviews, Tags, Advanced Searches and links to Social Media. They will serve as a supercharged version of our print catalog with more products, images, tools, videos and content. We are currently working on new apps, so that you can stay in contact with Darley on mobile devices as well. Stay tuned: even more changes are in the works.

The new edarley.com features over 10,000 products and is easier to navigate.



Check out the new edarley.com.
More features than ever before.

Our crystal ball tells us that by 2031 many of these infants will be living the Darley experience utilizing technology we can't even dream of today.

From the Office of

PAUL DARLEY

Eye of the Tiger



Each year our company sets a corporate theme to help guide us through the year. For 2011, our theme is "Eye of the Storm...Eye of the Tiger."

The "Storm" represents the difficult business environment with municipalities feeling the pinch like never before. By most indications, much of the the country seems to be headed out of the recession. Our market research shows that USA municipalities won't recover for another 18 – 24 months.

The "Tiger" represents how we, at Darley, are going to be more focused than ever on hunting down opportunities. We are going to be relentless in our pursuit of taking care of you – our customers. Our goal is to create raving customers – Darley Demanders as we like to call them.

We recently introduced to our employees our new 5-year strategic plan. The seven key objectives of our strategic direction are shown in the adjacent column.

In these difficult times, we are taking a much more analytical approach to our business. "Show me the data" is an axiom you will often hear at Darley these days. We are studying industry data, trends, customer surveys and concentrating our efforts on areas that really add value to our customers. This means introducing cost competitive products that meet the real needs of today's first responders and tactical communities.

It might come as a surprise to you to learn that in 2009, less than 5% of all fire service responses were actual fire calls. According to the NFPA statistics, roughly 65% of all calls were Medical Aid or EMS related. We would encourage you to download this complete report from the NFPA website at www.nfpa.org. The amount of statistical information on the fire service available in this report is extraordinary.

We are using data in the implementation of the 80/20 Rule. The premise of the Pareto Principle is that 20% of efforts result in 80% output. This applies to sales, inventory, employee production, etc. ITW has used this approach for years; and in doing so, they ensure that they are working hard and smart on the right thing. You can download more information on our January issue of Inside Darley on darley.com.

While we don't have a crystal ball on what the future will hold, we do take a lot of comfort in making sure that our data-driven decisions have us headed down the right trail. Like the tiger, Darley will avoid extinction by continuing to be highly adaptable and quick to respond to this changing environment. 🐅

Paul C. Darley
President and Chief Executive Officer
e-mail: pauldarley@darley.com

DARLEY AD CAMPAIGN

Darley Demander Ad Series Continues

Features Washington Fire Department

Darley has released our second advertisement in our Darley Demander feature. The first 2011 ad campaign features long time customer Yakima (WA) Fire Department.

Deputy Chief Bob Stewart of Yakima Fire Department "Demanded Darley" with his choice of our PSM1500 on his new tractor drawn aerial ordered from Crimson Fire Apparatus.

Chief Stewart says, "Darley pumps have proven to be efficient, reliable and offer ease of service. Although we have never had a problem, it's reassuring to see Darley's new 6 year warranty."

The Darley 6 year pump warranty is the longest and most comprehensive on the market. 🐅



Look for our second advertisement in publications such as Fire Chief, Fire Engineering and Fire Apparatus.

Core Values | Strategic Direction

<p>CORE VALUES</p> <p>Integrity We shall act in an honest, ethical manner, and we will do what we say we are going to do.</p> <p>Customer Focus Everything we do must be focused on taking care of our customers in a prompt and fair manner, while meeting or exceeding their quality expectations.</p> <p>Relationships Based on Respect We shall strive for relationships built on trust and mutual respect - with our employees, customers and suppliers.</p> <p>Empowerment / Recognition We shall encourage an atmosphere that empowers our employees to make the right decisions for our customers. We shall recognize the efforts of our employees on a job well done and encourage their input for continuous improvement while maintaining a family business environment.</p> <p>Innovation We shall continue to develop innovative products and embrace technological advancements based on solid engineering and testing.</p> <p>Celebration We shall take time to have fun and celebrate our Team Darley victories and special efforts.</p>	<p>VISION STATEMENT Our vision is to be the first choice of fire, emergency and tactical professionals worldwide.</p> <p>MISSION STATEMENT Our mission is to serve the world's first responder and tactical communities by providing high quality, safe and innovative products.</p> <p>STRATEGIC DIRECTION</p> <p>Defense / Government Focus We shall continue to pursue state and federal government opportunities, and to support our US military and homeland defense markets, to help make our country safer.</p> <p>Export We recognize and shall continue to build on our role in the global economy as we service emerging markets and pursue new emerging markets.</p> <p>Technology We shall continue to invest in new technologies to stay ahead of the competition, create new business and to bring products to market in a timely and cost effective manner.</p> <p>Core Market Expansion We shall continue to grow our core markets in the fire and pump industry, while expanding in high growth adjacent markets such as fire water trailers, CIG & Pumps.</p> <p>Employee Growth We shall continue to foster employee development and create an environment of trust and mutual respect in the workplace where our employees, take the opportunities, rewards and consequences of their actions. We shall ensure employees have the education and resources to achieve their potential.</p> <p>Partnerships We shall continue to form partnerships with our customers, suppliers and employees.</p> <p>Branding We shall continue to position ourselves as a provider of high value goods & services and continue to create demand for our products in the fire, emergency and tactical markets.</p>
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FEATURED PRODUCT

PuriFire® Water Purification Systems Expand

NEW



The PuriFire® 3S3S was first introduced at the FDIC show in 2009, and brought a lot of attention from users of Darley's Fast Attack firefighting units. Because it was designed to fit in the spare space on the Fast Attack skid unit, the unit can be easily retrofitted by adding a PuriFire® 3S3S, giving the Fast Attack the ability to produce drinking water.

The New PuriFire® 5S3P has all the key elements the previous 3S3S model has. Moreover, the stand-alone design of the new 5S3P gives users the freedom to run the unit with any pump and easily transport it by hand. The newly-added inline filter monitor records each filter's service life and automatically reminds users to change filters when needed.

Darley now offers 10 PuriFire water purification systems including the new 5 stage system, the 5S3P.

Darley invites you to stop by our booth at the FDIC show to experience demonstrations of the PuriFire® product line, which we believe will be a great addition to fire departments. PuriFire® Systems not only provide emergency drinking water, but also help to reduce firefighter injuries and the risk of infectious diseases. Other new PuriFire® products Darley will introduce at this year's FDIC include the newly designed solar powered 3S3P model and two PuriFire® models utilizing advanced ozone technologies for disinfection and decontamination purposes. 🐅

NEW PRODUCTS

NEW

Darley Wireless Smart Remote Control

The Darley Wireless Smart Remote Control Operating System is designed to allow remote starting, stopping, and throttle control of most portable and skid-mounted Darley pump units with electric start. This system allows for easy remote mounting of a panel in the cab of the truck without the trouble and expense of running wires long distances. Multiple transmitters can be easily configured to operate a single unit up to 75' away.

Contrary to remote push button starting on automobiles, when the need arises, through the use of the Darley wireless remote controller, the pump's engine can be choked, started, and the throttle can be ramped up and down for full operating control, and then shut down when pumping is complete. There is an onboard set of controls for immediate control right at the unit. Multiple sets of controls allow for the unit to be started from any location, then fully operated, and/or shutdown from any other location. 🚩



Darley's new smart control allows full pump engine operation from inside the cab or any location up to 75 feet away.

- ▶ Remote Start/Stop
- ▶ Full remote throttle control
- ▶ Remote choke control
- ▶ Remote transmitter range 75'+ (further with optional antenna)
- ▶ Designed for a wide variety of small and industrial style engines
- ▶ Potted enclosure provides vibration and waterproof environment
- ▶ FCC approved
- ▶ Large transmitters available for use with bulky gloves
- ▶ Small transmitters available for carrying in pockets

Description	Price
Darley Wireless Remote Control Panel	Starting at \$1600 *

* Price varies with engine model and number of, and type of, remote. Call for exact pricing.

Dolphin Floating Pump - Now Available with Honda Engine

NEW

For over 2 decades Darley has offered high volume floating pumps known as the "Dolphin," which have been powered by dependable Briggs & Stratton engines. This has continued to be a great product for taking advantage of streams, ponds, and swimming pools, but some customers have been asking us to offer an alternative brand of engine. We here at Darley have been listening, and now also offer a Honda powered "Dolphin."



The Darley Dolphin is now available with a Honda engine.

Measuring 32" (813 mm)L x 30" (762 mm)W x 20" (508 mm)H, this new offering is very similar in size to the Briggs powered "Dolphin." The Honda engine is a powerful 390 cc - EPA/CARB compliant - vertical shaft engine with a gravity-fed fuel system for easy starting, even after running out of fuel. Similar to the Briggs, the fuel system contains a supply of gasoline sufficient for 45+ minutes of operation. To minimize weight and maximize reliability both the Honda and the Briggs are recoil start. Both also come standard with adjustable throttle to maximize fuel economy.

Whether you prefer Honda or Briggs & Stratton, you can count on the Darley "Dolphin" to be dependable, easy-to-start, and simple-to-operate. 🚩

New AutoValve II Offers More Features

DON'T MISS THESE NEW PRODUCTS AT THE FDIC!



Nine light valve positions for fast reference.

CAFS has just been made easier with the Darley AutoValve II. We have built in all the best ideas for ease of use and informative display to offer the best CAF valve. Some of the improvements to the system include built-in PSI or Bar Pressure display for discharge. This is offered at an option.

The pressure display also functions as a valve position indicator in increments of 1 through 100. This allows for ultra fine adjustments that can be very exact.

Main settings of "Dry and Wet" CAFS now offer micro adjustments on the fly - just punch the decrease/increase buttons for small changes of foam consistency if desired.

Fully waterproof design with all sealed switches, protected by overlay membrane.

These improvements coupled with our standard quick to find "Dry and Wet" buttons will have you making CAFS Fast! 🚩

Darley Releases New Fire Catalog

99,000 Copies Mailed in February 2011

For over a century, the Darley catalog has been a fixture in fire stations across America and throughout the world. Even in the age of digital media, there's nothing like flipping through a catalog to look for the latest products from top industry brands. Since so many of our customers use both the catalog and website, check out the exclusive catalog QR tag on the back page that saves you 10% off your next online order. If you haven't received a copy, contact us toll free at 1-800-4-DARLEY or view it online at www.edarley.com. 🚩



The new Darley Fire Equipment catalog features 336 pages of the most reliable and innovative products available.

Mini Mongoose - Most Affordable CAFS Ever

NEW

One of the most popular small pumps at Darley has been the Davey two-stage portable. It is now available in a CAFS version that has the same patented drive system as the other systems manufactured at the Odin Foam Division.

Due to its smaller size and weight, this is the package for those lighter vehicles where every pound counts. It also hits a lower price point for those with limited budgets.

Like all Odin CAFS, the module is complete - with a full operation panel which calls out simplicity, loaded with features others have optional.

- ▶ 24 hp Kawasaki engine
- ▶ Davey two-stage water pump
- ▶ 30 cfm screw compressor
- ▶ Darley ATP (Around The Pump) foam injection
- ▶ Patented drive system
- ▶ Stainless steel plumbing/ 1/4" aluminum tube frame
- ▶ Walk duty lid
- ▶ Full operation panel - laser infused paint or stainless steel



The new Mini Mongoose is the most economical Odin CAFS ever offered.



ODIN FOAM

DARLEY DIVISIONS

← OHLER PUMPS

POLYBILT ↑

Ohler Awarded Coast Guard Contract



NEW

The Ohler P1 pump for the US Coast Guard will be used to save sinking vessels.

Ohler has manufactured pumps for the United States Coast Guard for decades. At the core of our business with the USCG is Ohler Model CG-P1 used in Search and Rescue for dewatering applications. Boats and ships in distress and taking on water look to the USCG to aid and save them. Typically the first responders to these distress calls are the USCG Search and Rescue Helicopters. Therefore, the CG-P1 pumps were designed to be compact and lightweight to allow for being stowed onboard the helicopters. Additional provisions were required to deploy the unit from the helicopter to the distressed ship. Ohler designed and builds Air-Deliverable watertight containers which allow for the pumps to be packaged inside them and dropped in the water next to the boat (for retrieval by the boat's crew) or to be lowered on to the boat's deck.

Ohler was again chosen by the USCG to build 156 of these dewatering pumps. A newly designed pump carrying the same model number as has been used for decades, the CG-P1 continues to save lives.

OHLER PUMPS

Ohler Pumps is a division of Darley acquired in 2007.

DARLEY DEFENSE

Attack Pak I - Economical Solutions



NEW



Peter Darley
Chief Operating Officer
e-mail: peterdarley@darley.com

The PolyBilt Attack Pak is ideal for skid units or as a rescue truck.

On display in the PolyBilt booth will be the new Attack Pak I, featuring spacious compartments, a 300/10 gallon integrated water/foam tank and our Mongoose CAF system. The Attack Pak I body can be painted to match a department's cab or existing fleet or it can be ordered with reflective tape as an effective cost-saving option. The Attack Pak I is designed to be shipped to a fire department or local shop for mounting on the department's chassis. This unique package is similar to a "drop-in" skid unit for a pick-up and now the same self-contained affordability can be provided as a "drop-on" unit.

On display in the Darley booth will be this year's PolyBilt demo truck that will house a variety of purification and disinfection products. PolyBilt technology can be used for a wide range of emergency and specialty response vehicles. Our patented recyclable technology provides users with lighter, stronger bodies that will never corrode and carry a lifetime warranty.

We hope to see you in Indy at the PolyBilt and Darley booths or visit us online anytime at www.polybilt.com.



DarleyDefense.com - More Products...More Choices

The Darley Defense outside sales team just returned from a very successful week at the Shot Show in Las Vegas. This year's Shot Show boasted an attendance of over 36,000 and many new manufacturing partners, as well as new customers were gained by the Darley Defense team.

TJ Gilroy had a very productive meeting with the Air Force's Battle Airman Management System on Nellis Air Force Base. As a result of these meetings and the ongoing product development by Darley Defense, we will have several new game-changing product technologies for our customers. These new products will be released over the next few months.

We are proud to announce the release of our new Darley Defense web site. It was launched just in time for the Shot Show and has several new features and a totally new look and feel.

We will be starting a new Darley Defense representative for the Southern California region. Daniel Lantis is joining us as an independent sales representative, and the Marine West show will be his first exposure to the Darley way of business. Daniel will make the seventh outside sales person for the Darley Defense Division. Together with a strong inside team, headed by Brandie Windham, we are confident that 2011 will be a banner year for us. For more information about our team and tactical product lines, please visit DarleyDefense.com.



Check out darleydefense.com for the latest in special operations gear.

GSA Contract Holder
Contract GS-07-0000



Darley Defense is a division of Darley started in 2008.



Michael C. Ruthy, VP Engineering
e-mail: mikeruthy@darley.com

JUST ASK ENGINEERING

Question?

What is happening with the 34 HP Briggs Vanguard engine and other small engine emission regulations?

*Asked by: Larry Segreto
Boise Mobile Equipment*

Answer.

Regulations on emissions have increased drastically and are scheduled to escalate at least into 2015, when there is a real whammy. The current and upcoming years are the bleakest in my experience. There are now two types: Exhaust Emissions and Evaporative Emissions. Evaporative Emissions refers to the fuel intake side of things. For customers interested in splicing off vehicle fuel supplies, we would like to advise you on a case-by-case basis. Labeling requirements change this year for Evaporative Emissions, and any changes to the fuel system may subject you to additional requirements.

Small gasoline engines are particularly hit this year, as all fuel system components must be certified non-permeable. A great deal of paperwork and executive orders need to be processed before you can legally change fuel system components. This has many industries scrambling to find solutions and get their paperwork in place.

Annual reporting to the EPA is a requirement for OEMs using some of the larger diesel engines. In certain cases substantial savings can be had for the next seven years by avoiding the Industrial Engine Tier 4i (Interim). Tier 4 Final kicks in over various power ranges over the next few years and it's a monster. An engine distributor brought us a demo trailer showing Tier 3 vs. Tier 4. Tier 4 had electronic controls, SCRs, PDFs, Regen cycles, Urea tanks...everything that stinks in the automotive world is starting to stink in the Industrial world. The cost penalty is estimated at 50%, or around \$10,000, depending on engine size. If you are quoting engine-powered trailers, skid mounts, or cross mounts, I urge you to be cautious, as certain sizes, like 173 HP and above, changed this year.

NEW



Most customers who have historically used the 34 HP Briggs & Stratton diesel are switching to the Kubota engine.

Darley can offer some special EPA exemptions on certain engine models, which may give you a competitive advantage when price is a major issue. Engines destined for export can also remain a lower Tier for companies quoting overseas.

But to get back to your original question of what is going on with the 34 HP Diesel Briggs: it's going away at the end of 2012. The 26 HP is going away next year, but with slightly more lenient rules. Manufacturers don't want to continue distribution of an engine that will not meet emissions, and meeting them is too costly. I have seen this reaction with other engine manufacturers that have left our market, such as Caterpillar. We have developed many great replacements powered by Kubota, Isuzu, Hatz, and a host of other engines.

We need to be orderly in this transition. My sales team reminded me that we are obligated by law to clear our floor of 34 HP engines by year's end. Get your orders in soon before they are all gone! Seriously – our understanding is that if we sell them to OEM's, everything is fine, but they need to have pumps mounted on them and off our premises by December 31, 2012. If you have outstanding quotes or possible orders, we need to know, and you may want to alert your customers or prospects. We have limited stock and may not replace it without firm orders.

These changes in emissions laws are challenging to say the least, but we are ahead of the pack and can help lead you to your best offering to your customer. This is what System Solutions is all about. 🚀

Fire Industry Mythbuster

In past pump discussions with customers at trade shows and OEMs on their production floors, I have heard a personally disturbing statement: "flowing over 1250 from the PTO is impossible." In many cases I have heard this followed by the statement that achieving such performance is "over-taxing the PTO."

These folks are believers in a myth which is untrue, at least with Darley Pumps.

They have been led to believe that rating a pump at 1500 GPM could lead to a failure of the shaft itself and even potentially pose a risk to the firefighter. This is not a risk Darley takes lightly. An impeccable record of warranty claims on our PTO pumps at some of the hardest working departments in the world is evidence of just that.

To evaluate the myth, we first need to break things down. We'll need to evaluate a specific pump; in this case we'll use a Darley PSP pump. Next, we need to focus on what is driving the pump. The consideration of a pump's ability to perform flows in a PTO application is relative to the model of pump itself and the output and capability of: the engine, the transmission, and the PTO shaft. For the combination of the above, we will take some common choices in the industry today: a 300 HP engine governed at 2200 RPM with the Allison 3000 series Alli-10 model transmission and a Muncie CS-41 122% PTO shaft.

Through vigorous testing of the above combination, it has been proven that the Darley PSP can meet and/or exceed the NFPA test points required for a 1500 GPM rating without overtaxing the PTO. In this specific combination, the pump can be driven and meet approval when the PTO shaft is mounted to the transmission in both the 1 o'clock (top) and 8 o'clock (side) PTO ports. Darley has had the approval for 1500 ratings since the 1990s.

Darley ISO 9001 certification requires that we have at least a 15% margin in our pump performance. We exceed that in this application with NFPA allowable dual 6" suction hose from a lift condition up to 10'.

There will be apparatus on display from many builders at this year's FDIC and the demo circuit throughout North America featuring the PSP 1500. These innovative vehicles will allow for the same big flow capabilities your fleet requires while taking up less space for equipment and water, reducing weight from the total GVWR of the vehicle, and allowing easier access when performing regular maintenance.

The Darley PSP pump is ratable up to 1500 in many configurations in both 2 and 3 gear transmission configurations: both pump forward and pump rear and with options for adding CAFS or High Pressure to your capabilities. For an application approval specific to your fleet or your customer's needs covered by a standard letter of application approval from the PTO manufacturer and an unmatched 6 Year Warranty from Darley, contact Darley today at 800-4-DARLEY or contact me directly at jasondarley@darley.com. 🚀



Jason Darley
Accounts Manager, Pump Division
e-mail: jasondarley@darley.com



The Darley PSP has approval as a 1500 GPM rating from Allison and Muncie.

INSIDE DARLEY

From the Office of

BILL DARLEY

As a first rate company, Darley deserves a first rate strategic plan which has been established. We need goals this generation can reach for in the future.



Our team is doing just that with our revised strategic five year plan.

Some might question why Darley should be addressing issues/strategy that have perhaps previously been addressed saying "we have already been there." Perhaps at times, I've been one of them. However, then I think of 16th century monarchs who might have proclaimed that "we need not go to the new world, we have already been there." I feel this applies to Darley today. It's a new world.

Some companies have a strategy "if we build it, customers will come." I somewhat agree with that; however, we at Darley have a strategy more towards "if customers have a need, we will build it."

Our revised strategic direction has changed, our core values have not.

At Darley we continue to "Make" time to do things that must be done rather than "Take" time to do them. "Make" acknowledges that it must be done!

Our marketing philosophy is directed to always put the customer first – not just allocating our advertising budget. We have a goal to enhance our brand so that people recognize us and want to do business with us.

I always liked the idea that I wanted to be "nose in, fingers out" after I implemented my succession plan that started 20 years ago. Now I want this generation to do what they decide is best for our company. My generation has done its job.

The idea that one cannot be replaced is proven wrong by just looking at gravestones.

It's not the critic that really counts. Credit belongs to those at Darley who are in the arena, who strive valiantly with great efforts to accomplish growth and goals for the benefit of those we serve.

Change is essential for continued success and at Darley we are changing while retaining values implemented over the course of 100 plus years of service to our customers who we serve throughout the world. 🚀

Bill Darley
Chairman of the Board
e-mail: billdarley@darley.com
cell: 708-902-0021

William J. "Bill" Darley is Chairman of the Board for W.S. Darley & Co. He holds a B.S. in Engineering from Purdue University and has been at Darley® since 1950.

Meet Our Web Team

By: Ray Mayfield, Darley Web Director

As Web Director at Darley, I am proud to say that we have recently added a number of full-time members to our team. We are doing so in order to help Darley meet our strategic direction initiative of embracing technology – "We shall continue to invest in new technologies to stay ahead of the competition, scale our business, and bring products to market in a timely and cost-effective manner."

I am proud to introduce the Darley Web and Multimedia Department. Continuing a long tradition of industry leadership in technological innovation, Darley maintains a full-time staff of four consisting of a developer, designer and database managers. Joe, Christi, and Mike work with me for the ever-growing and evolving Darley web presence. This includes:

- ▶ Darley.com
- ▶ Edarley.com
- ▶ DarleyDefense.com
- ▶ PurifireSystems.com
- ▶ PolyBilt.com
- ▶ OhlerPumps.com
- ▶ OdinFoam.com



Ray Mayfield
Web Director

Joe Catania
Web Designer



Christi Verbick
Web Product Mgr.

Mike Mocerino
Web Product Specialist

A rapidly-expanding family of e-commerce and multimedia projects continues to be developed. From video to mobile apps for iPhone and Android, these are the folks who make Darley an internet industry leader. Recently, the team launched a completely redesigned edarley.com and darleydefense.com using the most cutting-edge commerce software platform available to bring features such as real-time search, one-page checkout and full social media integration to an overall enhanced online shopping experience. Check in frequently to all our Darley websites to see what innovation they come up with next! Look for our new website, homelandsecurityequipment.com in 2011. 🚀

EMPLOYEE PROFILE



Amanda Normand joined the Darley Team first as an Engineering Intern in 2006 and then as a Design Engineer in 2008 joining her father, Lairy Normand (Sales Application Engineer), Uncle, Gene Normand (Assembly Plant Manager), and Cousin, Dan Normand (Assembler). She has received an Associate degree in Arts and Sciences from UW-Barron County, a Bachelors Degree in Engineering Technology from UW-Stout, and a Masters

Degree in Manufacturing Engineering from UW-Stout.

Amanda is also actively involved in the Society of Women Engineers, Wisconsin Chapter, where she chairs the Scholarship Committee. In addition, Amanda is a member of the Young Professionals of the Chippewa Valley, where she volunteers at the post office for Stamp Out Hunger.

Through the Northern Wisconsin Manufacturing Outreach Center (NWMOC), Amanda has obtained certifications in Lean Manufacturing which she now brings to the table as we begin our Lean Initiatives at Darley. "Leading the Lean Initiatives is about creating a cultural shift to empower all employees to make positive changes. We are focusing on more than just the bottom line. This is about giving every employee the resources that they need to make their job a little easier and a lot more fulfilling."

In her spare time, Amanda enjoys reading and spending time with her two English Mastiffs, Diesel and Delilah, and renovating a newly-purchased home with her longtime boyfriend, Chris. 🚀

PUMP SCHOOL

Darley provides a comprehensive class that covers everything from pump theory to hands-on maintenance and repair of Darley pumps and accessories. Pump School is absolutely free. Students only pay for transportation, room and meals. All OEM and Service Centers are encouraged to attend at least every five years. Classes are held the first full week of May and October each year. Call Elesha Schimmel at [1-800-634-7812](tel:1-800-634-7812) for more details or to sign-up.

CAFS ACADEMY

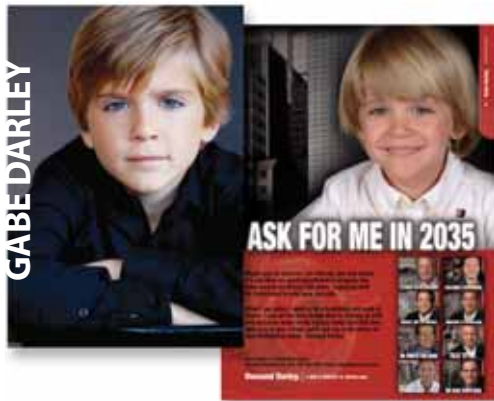
The annual Darley CAFS Academy is a great way to learn more how to maintain, service and operate your CAFS. Cost is free to all pump school attendees or only \$75 for the 2-day school, \$50 for a 1-day pass. Contact Troy Carothers at cafs@darley.com for more details or to sign-up. 📞

- May 2 - 4 Darley Pump School - SOLD OUT
- May 5 - 6 Darley CAFS Academy
- Oct. 3 - 5 Darley Pump School



October 2010 Pump School graduates.

A LOOK AT A NEXT GENERATION DARLEY



You may remember Gabe, oldest of four children of Jim and Christina Darley, from his "Ask For Me In 2035" ad that ran in 2005.

Gabe is one of 32 fourth-generation Darley family members who are descendants of William S. Darley, who founded the company in 1908.

Gabe is now in 5th grade and not only an avid reader, writer and piano player, but has also landed lead roles in local children's theatre programs as well as a role at a local University's production of Ragtime. 📞

DARLEY INTERNATIONAL DEALER SPOTLIGHT

Quiroga Trucks - Mexican Truck Builder Expands Globally

Just south of the border in central Mexico is a growing family company (similar to the Darley family). Quiroga Trucks was founded in 1980 by Fire Chief Juan Antonio Quiroga, in Salamanca, GTO, Mexico. Similar to many small US and Canadian family companies in the fire truck business, growth has been slow and steady. Second generation, Juan Carlos Quiroga is now at the helm in the leadership role directing sales, production, and engineering aspects of the company.



These wildland units feature the Darley HM 500.

The company product line is very broad in scope: initial attack vehicles, commercial and custom pumpers and aerials, tankers, wildland units, industrial pumpers, light and heavy rescues, ambulances of all types, special service support vehicles, and finally aircraft rescue and firefighting ARFF vehicles of all sizes.



The Darley LSPH 1000 is at the heart of this Quiroga wildland truck built to NFPA.

The Quiroga family and business practices are based on Christian values. They probably are the only manufacturer to have a small church within their plant! A new plant expansion and lobby area, including a full-size fire truck cab built at their plant, welcomes new visitors to the facility!

Today, they have a new plant with over 90,000 square feet of production area. The facility features a UL pump test facility and NFPA compliant "tilt table" testing area. A recent delivery of two tankers to Nigeria, Africa featured both a Darley HM500 power-take-off pump and a Pro Poly water tank. Recent deliveries also included several ARFF vehicles in Mexico, using Freightliner 4 x 4 chassis, 1500 gallon Pro Poly tanks, and Darley 1500 gpm diesel-driven rear mounted fire pumps.

Heavy duty off-road 4x4 wildland initial attack vehicles using Darley pumps were delivered to Costa Rica. The order included several commercial and industrial pumpers. One of the company's specialties is the production of very specialized industrial pumpers for PEMEX and other oil companies in Latin America. These units use Darley fire pumps as well!



Quiroga has invested in a tilt table for NFPA 1901 testing.

It is interesting to note that over 80% of Quiroga materials come from US and Canadian companies, like Darley, Akron, Weldon, Kocheck, FRC, Propoly, Hannay, Pryo-Lance, NewMar, Trident, and other major suppliers. In addition, with the aid of American consulting companies, Quiroga is now compliant to NFPA standards and UL certification of pump and aerial testing at the facility.

The company is expanding exports throughout the world, with primary focus on Latin and South America.



Pump and roll is achieved with the Darley PSE 1500.

Quiroga is attending the FDIC for the 4th year with their introduction of a new ultra high pressure combination pumper! The growth of the company has been hand-in-hand with the Darley family; expect to see more of Quiroga! To learn more about them, visit: www.quiogatrucks.com. 📞

Visit **DARLEY** at the



FDIC SHOW

- Indianapolis, IN
- March 24 - 26
- Booths 2323 & 2223



MOBILE

Download the Darley mobile app for iPhone and Android

Save 10% till March 31st on all online edarley.com orders using our QR code



Industry Calendar

Please Visit us at These Upcoming Trade Shows and Events

2011 Trade Shows

Feb. 28 - Mar. 2	Firehouse World 2011	San Diego, CA
Mar. 15 - 16	Naval Expeditionary	Virginia Beach, VA
Mar. 24 - 26	FDIC 2011	Indianapolis, IN
Apr. 6 - 7	CFSI Annual Dinner	Washington DC
Apr. 12 - 15	Spec Ops East	Fayetteville, NC
Apr. 27 - 28	Marine South	Camp Lejeune, NC
Apr. 30 - May 2	Ontario Fire Chiefs	Toronto, Canada
May 4 - 5	Ft. Bragg Expo	Ft. Bragg, NC
May 10 - 12	Spec Ops West	Tacoma, WA
May 13 - 14	Northwest Fire Rescue	Portland, OR
May 14 - 19	Metropolitan Fire Chiefs Conf.	Charlotte, NC
May 18 - 21	IAFC HAZMAT Conference	Baltimore, MD
May 20 - 22	PA Fire Expo	Harrisburg, PA
June 16 - 18	NY Fire Chiefs Conf. - Fire 2011	Verona, NY
July 22 - 23	Firehouse Expo	Baltimore, MD
July 24 - 29	Texas A & M School	College Station, TX
Aug. 20 - 31	AFAC	Sydney, Australia
Aug. 26 - 27	IAFC Fire Rescue	Atlanta, GA
Sept. 27 - 29	Modern Day Marine	Quantico, VA
Oct. 25 - 27	AUSA Expo	Washington, DC

* This is a partial list of trade shows. Darley will exhibit at over 85 trade shows this year.

WEB



SIGN UP

Contact Dawn Hjelmgren at 1.800.323.0244 x337 to be added to our mailing list

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We welcome your comments, suggestions and questions for upcoming issues of the Darley Times