

Franklin Pump Systems Introduces J-Class™ Brand

Contributed by
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Franklin Pump Systems Introduces J-Class™ Brand to replace Jacuzzi™ Water Systems Products Franklin Pump Systems announced recently that water systems products bearing the Jacuzzi brand name will be replaced by products bearing Franklin's new J-Class brand. Franklin began using the former brand name in October 2004 after acquiring the assets of JBD, Inc., the former Jacuzzi brand pump company. Products bearing the J-Class brand will include 4" and 6" submersible (excluding turbines), jet, self-priming and end suction centrifugal, and 4" and 6" vertical and horizontal booster pumps. The submersible pumps are, of course, powered by Franklin Electric motors. Customers will be pleased to know that the affected product's features, as well as popular product names such as SandHandler, Hurricane, RM2, Cyclone, and Typhoon will not be changed. Further, the product's part numbers and model numbers will not be changed. All of these factors will contribute to a smooth brand transition. Franklin will aggressively promote the J-Class brand products. National advertising will begin by year end and a J-Class dealer program will be introduced early 2006.