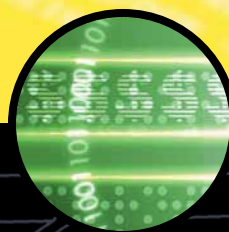


# AnviLink™

your e-connection to distribution efficiency

April 2012

For the most current product/pricing information on Anvil products, please visit our website at [www.anvilintl.com](http://www.anvilintl.com).



**ANVIL**®  
INTERNATIONAL  
*Building Connections That Last*

[www.anvilintl.com](http://www.anvilintl.com)



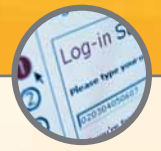
# supply chain excellence

Distributors of wholesale products today face constant pressure to reduce costs and improve service in a hyper-competitive marketplace. To succeed in this environment, forward-thinking distributors are embracing new technologies and strategic partnerships to achieve a higher level of supply chain excellence.

Introducing AnviLink™, a comprehensive e-services package developed by Anvil International, the world's leading manufacturer and supplier of pipe fittings, hangers and grooved piping products. Designed to meet the specific needs of distributors, AnviLink™ incorporates the latest in IT technology, including:

- Electronic Data Interchange (EDI)
- Vendor Managed Inventory (VMI)
- Electronic Funds Transfer (EFT)
- Warehouse Management System (WMS)  
*an internal AnviLink™ support capability*
- Traffic Management System (TMS)  
*an internal AnviLink™ support capability*

Through AnviLink™, Anvil International is able to help our wholesale partners become more efficient providers of goods and services.



Distributors will realize immediate benefits by taking advantage of AnviLink™.

### increase efficiency

- Your orders are processed and shipped faster.
- Problems are identified and solved before they impact your customer.
- Duplicate processes between trading partners are eliminated.

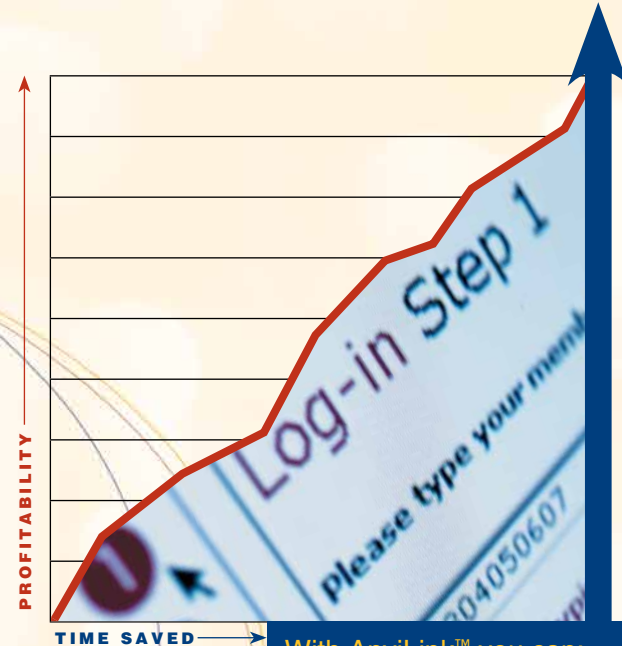
### improve accuracy

- Electronic transmission of orders eliminates entry errors, reducing incorrect shipments.
- Bar coding and warehouse management systems ensure that correct product is picked and loaded into the truck.

### enhance profitability

- Your employees spend less time on order entry and receiving orders and more time on core activities.
- AnviLink™ shifts the burden of replenishment orders to Anvil, freeing your purchasing staff for other assignments.

If you want to get your business connected to a new level of service excellence, Anvil's IT and sales departments are fully prepared to assist you in the implementation of AnviLink™.



- With AnviLink™ you can:
- Increase inventory turns
  - Reduce warehousing requirements
  - Reduce back office costs





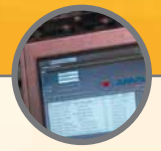
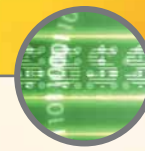
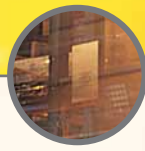
# clicking with AnviLink™

The foundation technology upon which AnviLink™ is built is industry standard; what makes AnviLink™ different is the experience and expertise of Anvil's people.

## The Electronic Commerce Transaction between You and Anvil

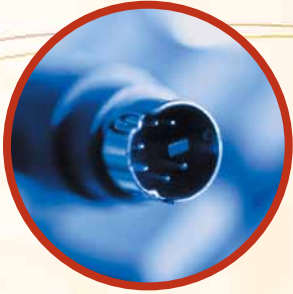
- ① Data Synchronization → The First Step
- ② Your needs *identified* → Vendor Managed Inventory
- ③ Your order *created* → Vendor Managed Inventory
- ④ Your order *entered* → EDI
- ⑤ Your order *reviewed* → agreed upon terms entered electronically
- ⑥ Your order *processed* → instant transmission to our shipping point
- ⑦ Your order *picked* → using bar code technology
- ⑧ Notification of *shipment details* → EDI advanced shipping notice
- ⑨ Our invoice *sent* → EDI invoice
- ⑩ Transaction *settlement* → EDI electronic remittance/funds transfer

For more information on the AnviLink™ Program, please contact our Technology Services Department at 603-422-8064 or email [anvilink@anvilintl.com](mailto:anvilink@anvilintl.com).



# EDI

## ELECTRONIC DATA INTERCHANGE



EDI is the technology that makes it possible for the computer applications of two trading partners to communicate directly. EDI translation software converts the language into a usable format for each partner.

### **Distributor Benefits**

- Virtually eliminates the chance of error in the order entry process.
- Faster order processing which results in faster shipment of product.
- EDI opens the door to a wide range of additional electronic processes and information.
- Reduces infrastructure costs.

### **What is EDI?**

EDI is the transmission of common business documents from computer application to computer application in a standard processable format. Typically, a third party *value added network* (VAN) is involved as the conduit for the transaction. Internet transmissions are also available.

In more general terms, EDI is the mechanism that allows trading partners to trade documents without changing internal applications. EDI *translation software* converts the language into a usable format for each partner. EDI technology is not proprietary thus providing the user the ability to communicate electronically with unlimited partners.

Once a *trading partnership* has been established, each trader sends and receives documents in a standard format as delivered by the translation software. Transmissions take seconds and are available virtually instantly.

Once a purchase order is entered using EDI, other documents such as *Advanced Shipping Notices* and *Invoices* may be transmitted as well. This provides many opportunities for each partner to share in the benefits.

We look forward to an EDI partnership with you whether it is traditional EDI, non-traditional EDI, Internet based, or based in new technology.





## Steps to an EDI Partnership

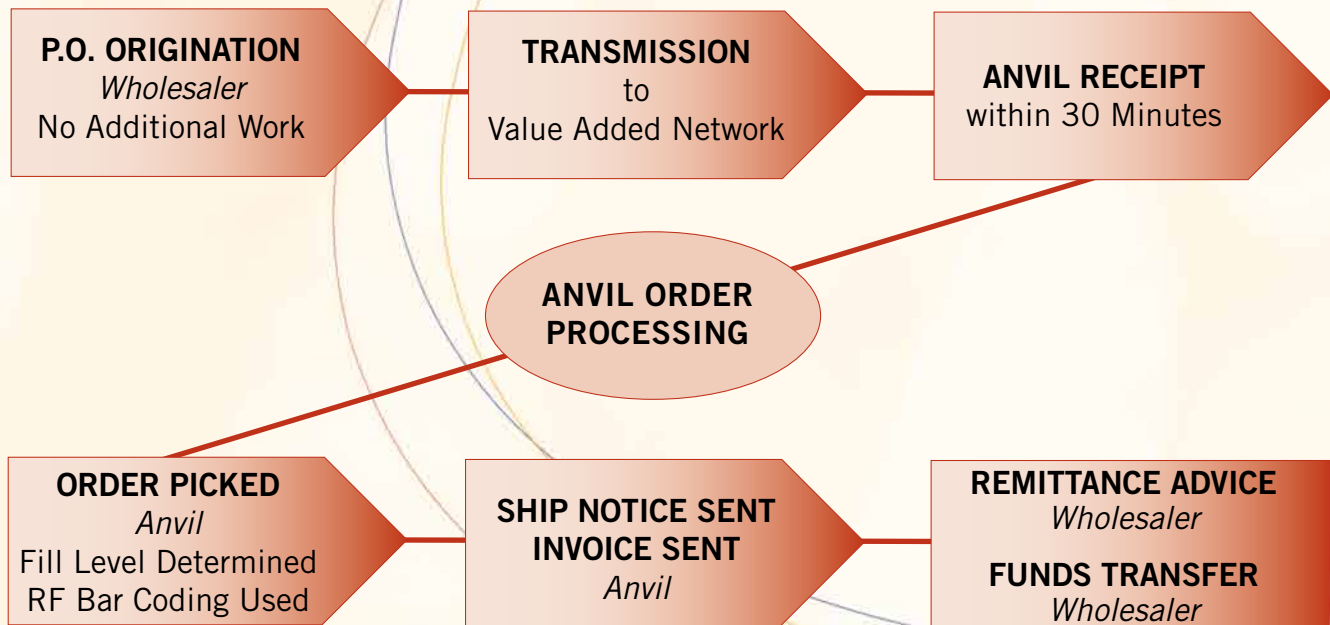
An EDI Partnership with Anvil will bring many benefits to our business relationship. It is not difficult to begin, and becomes easier thereafter as we all take advantage of the program.

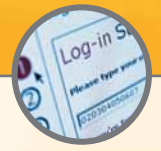
The steps to an EDI Partnership are:

- ① Generate a list of your items that can be provided by Anvil International. This list should include your part number and description. Our EDI Response Team will cross reference your items with ours. This ingredient allows each of us to continue dealing with our own information and the software together with the cross reference, then translates the transmission into the other trading partner's language. (Alternatively, you may transmit the Anvil UPC Number if you prefer)
- ② Your computer technician and ours will work together to get the mapping piece in place and will conduct a test EDI transaction.
- ③ Once the cross reference and the testing has been done, we are ready to begin this mutually rewarding program.

**Contact your local Anvil representative to get started with this tremendous opportunity.**

## Typical Flow of an EDI Purchase Order Transaction (Traditional EDI)





## EDI Transaction List

EDI transactions provide many benefits to all trading partners. These benefits result in a prompt order cycle that contributes to lower distribution costs.

### TRANSACTION

- 1 *Product Activity Data (852)*
- 2 *Price Sales Catalog (832)*
- 3 *Purchase Order (850)*
- 4 *Advanced Shipping Notice (856)*
- 5 *Invoice (810)*
- 6 *Remittance Advice/Payment (820)*
- 7 *Functional Acknowledgement (997)*

### BENEFITS

- Inventory Activity Analysis
- Vendor Managed Inventory
- Data Synchronization
- Timely Data Updates
- Error Free Order Entry
- Prompt Order Processing
- Timely Details of Shipments
- Inventory Management Opportunities
- Timely Receipt of Invoices
- Reduction of Paper
- Business Planning Opportunities
- Reduction of Paper
- Labor Savings
- Business Planning Opportunities
- Certainty of Communication
- Tracking Capability

**TIME SAVINGS • RESOURCE SAVINGS • COST SAVINGS**

We look forward to talking with you about these and any other EDI transactions that interest you.

# ASN

## ADVANCE SHIP NOTICE



The ASN quickly transmits customer purchase order details, quantities shipped, shipment details, carrier name, tracking number and shipping date.

### *Distributor Benefits*

- Shipping information is provided when order is ready to ship, giving distributor additional time to plan.
- ASN may be used to automate the “receiving” process, reducing errors and saving time.
- Improves visibility for manpower and equipment allocations.

# ELECTRONIC INVOICE

## EDI 810 or EMAIL

### *Distributor Benefits*

- Distributor receives the invoice more quickly.
- Provides the opportunity to match invoice with P.O. electronically.
- Reduces processing costs.
- Simplifies financial planning.

**Customer specific,  
bar-coded labeling is  
available upon request.**

# EFT

## Electronic Funds Transfer



EFT technology transfers payment for goods electronically.

### *Distributor Benefits*

- Distributor can be certain that payment is made correctly and plan finances more efficiently.

**Anvil also offers a  
suite of customized  
E-commerce solutions**

# VMI

## VENDOR MANAGED INVENTORY

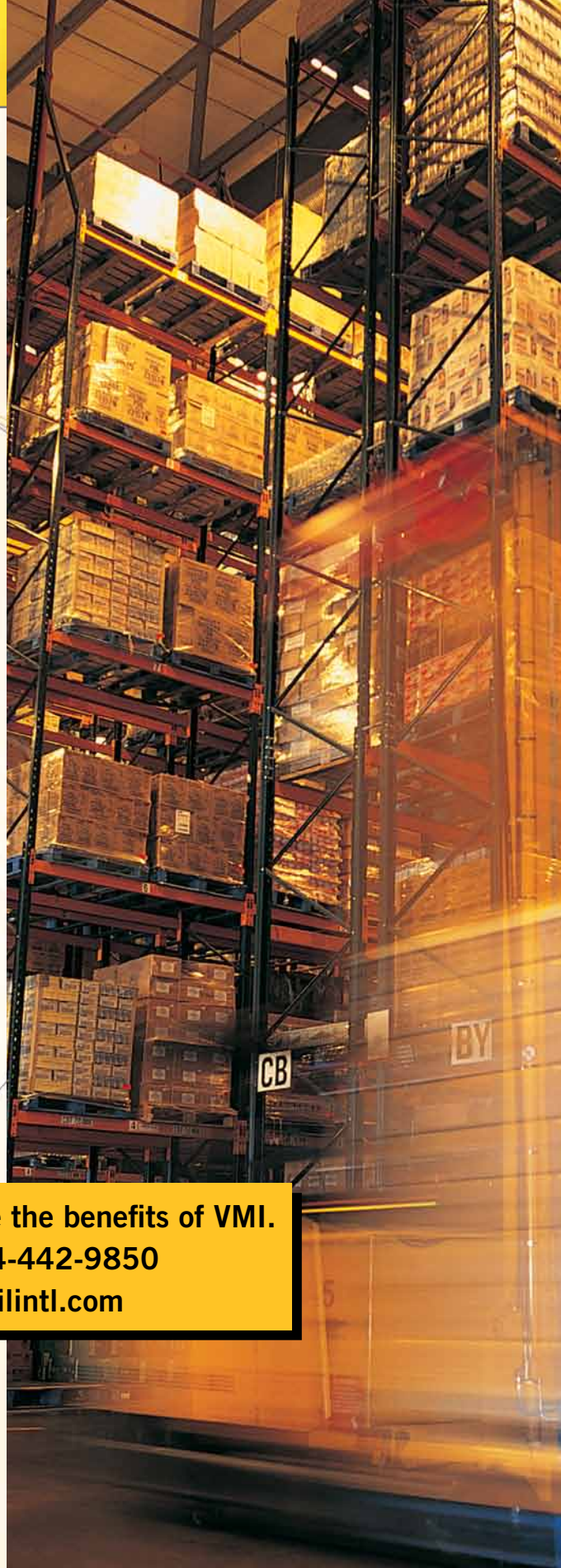


Anvil uses a traditional VMI solution to provide our customers with the most accurate ordering information possible. The basis of the program is regular communication of key inventory data from the wholesaler to Anvil's VMI process. The program is flexible to provide for the best possible VMI relationship.

### *Distributor Benefits*

- **More efficient ordering** – automated to reduce the resources you have to dedicate to manage your inventory levels.
- **Defined order timing** – you set the order schedule to meet your needs and plan your business.
- **Improved inventory turns** – helps you maximize ROI.
- **Reduced inventory costs** – use your warehouse space most efficiently.
- **Reduced inventory stock outs** – avoids emergency orders and rush shipping, while keeping customers happier.
- **Reduced processing costs** – saves paperwork, reduces errors, and lets your people concentrate on more critical business matters, such as sales and service.
- **Improved service level** – gives your customers a higher level of service that makes you their preferred source.

**Join with Anvil and together realize the benefits of VMI.  
Call Kevin McBride at 704-442-9850  
or email [kmcbride@anvilintl.com](mailto:kmcbride@anvilintl.com)**



**The WMS and TMS functions are internal Anvil capabilities developed to support the AnviLink™ Program.**

## **TMS** TRAFFIC MANAGEMENT SYSTEM



## **WMS** WAREHOUSE MANAGEMENT SYSTEM

Anvil uses bar coding to identify each product; bar codes are also used to identify the locations of products in our Regional Service Centers. Every item is scanned as it is picked for a customer order.

### **Distributor Benefits**

- More accurate picking and shipping of orders, reducing the need to verify at receiving dock.
- Confidence in Anvil's ability to manage inventory and
- Faster inventory visibility.



Anvil electronically matches the order and shipping details to the shipping document (Bill of Lading). We collect and process all critical information from picking through shipment.

### **Distributor Benefits**

- More accurate information and better tracking capability.
- Promotes standardized receiving techniques.

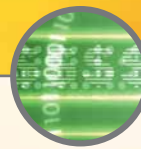


## **EPI** ELECTRONIC PHYSICAL INVENTORY

Anvil utilizes bar code technology and electronic collection devices in the physical inventory process.

### **Distributor Benefits**

- More accurate wall to wall counts.
- More accurate inventory for order fulfillment.
- Less interruption in regional service center order processing.



# DATA SYNCHRONIZATION

Data Synchronization is the initial step to accurate transactions. In electronic commerce the certainty of an item's identity is absolutely essential. Whether the identity is a number, a description, a quantity, a unit of measure, or the price, an error free transaction depends upon the item identity.

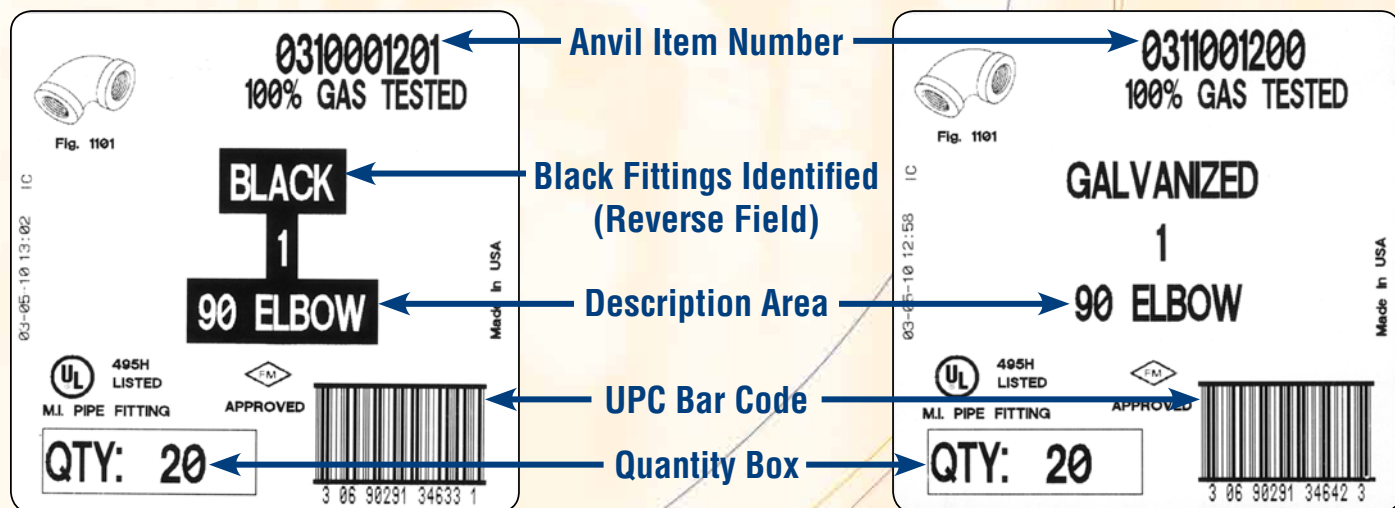
GTIN (*Global Trade Item Number*) is now used for the definition of a global item identity. The UPC number is a GTIN. We encourage you to research the GTIN and how it affects you or contact us with any questions.

EDI and bar coding often utilize a UPC number as the GTIN of a specific item. Following is a brief explanation of UPC:

The UPC Number is a manufacturer specific identity. A UPC number is unique to the manufacturer. The "root" portion of a UPC number is eleven characters long. A mathematical check digit suffix is added to arrive at the item level UPC number. A two character packaging indicator prefix and a mathematical check digit suffix are added to create the carton level UPC identity. All UPC Number configurations are available in a data file for your use.

**An example for the hierarchy of a UPC number for Anvil's 1/2 x Close Black Steel Nipple is:**

- 6 90291 34924**      **Root UPC Number**
- 6 90291 34924 9**      **Item Level UPC Number**
- 3 06 90291 34924 0**      **Inner Box UPC Identity**
- 5 06 90291 34924 4**      **Master Carton UPC Identity**
- 7 06 90291 34924 8**      **Pallet Level UPC Identity**



Anvil's standard carton label is designed to make the receiving and shipping of Anvil products easier and more efficient. We have designed the label to be consistent regardless of the product line. The location of the Anvil Item Number, Description, UPC Bar Code identity, and the Quantity is the same on each label. Note also that for black product the description field is reversed for instant recognition while the field for galvanized product is not.

# **ELECTRONIC COMMERCE**

## **REAL SOLUTIONS FOR TODAY'S BUSINESS NEEDS**

### **Electronic Data Sharing**

Anvil provides information about our products in electronic format. Whether you are looking to match up our description, load our UPC numbers, load our price lists, or even our item weights and carton quantities, we can provide the information to you in a variety of formats. We also encourage you to provide us with your part numbers so we can match them to ours. Once Data Synchronization has been accomplished, we can provide you with files that include your part numbers as well.

ANVIL International recognizes that electronic commerce is a continuously evolving method of communicating and trading business documents. We also believe that it is important to offer a variety of options and solutions in electronic commerce.

Our goal for electronic commerce is to provide you, our customer, with the most effective and efficient opportunities we offer while, at the same time, remaining flexible to being partners with you in any solutions you have determined to be best for you. We look forward to working with you in any of our electronic commerce solutions. We also look forward to hearing from you concerning any electronic commerce plans you may have.

## **your preferred partner**

Anvil International is the largest and most complete manufacturer of pipe fittings and hangers in the world. Our long history of exceptional product performance, combined with innovative new programs such as AnviLink™, make Anvil the preferred partner for many U.S.-based distributors.

Manufacturing excellence is a top priority at Anvil. Our ISO 9001:2000 facilities are constantly investing in new processing technology. Anvil's manufacturing facilities are located in: Columbia, PA; Pottstown, PA; Waynesboro, PA; Henderson, TN; Longview, TX; Houston, TX; North Kingstown, RI; and Simcoe, Ontario.



Our products are designed to meet the requirements of specific markets, including: plumbing, mechanical, fire protection, mining, and oil and gas.



Anvil® product lines include malleable and cast iron fittings, unions and flanges; seamless steel pipe nipples; steel pipe couplings; universal anvilets; forged steel fittings and unions; pipe hangers and supports; threaded rod; and engineered hangers.



Catawissa™ NACE and API approved wing unions for Standard Service are offered in non-pressure seal ends as well as threaded and butt weld, and are interchangeable with most leading union manufacturers. Fully traceable and available with complete mill certifications, Catawissa's oilfield wing union product line includes the standard ball-and-cone design plus our unique Figure 300 Flat Face design, where space and pipe line separation are a consideration.



The Merit® product line includes a variety of tee-lets, drop nipples, and steel welding flanges for fire protection applications. Most Merit products are UL/UIC Listed, FM Approved, and rated from 175 to 300 psi.



Steel pipe nipples and steel pipe couplings are manufactured in accordance with the ASTM A733 Standard Specification for Welded and Seamless Carbon Steel and Stainless Steel Pipe Nipples. Steel pipe couplings are manufactured in accordance with the ASTM A865 Standard Specification for Threaded Couplings, Steel, Black or Zinc-Coated (Galvanized) Welded or Seamless, for Use in Steel Pipe Joints. API couplings are manufactured in accordance with the API Specification for line pipe.



Anvil-Strut™ products include a complete line of channel in stock lengths of 10 and 20 feet, with custom lengths available upon request. A variety of fittings and accessories are also offered. All products can be ordered in an assortment of finishes and material choices including SupR-Green™, Zinc Trivalent Chromium, pre-galvanized, hot-dipped galvanized, electro-galvanized, aluminum, plain, and stainless steel.



The Gruvlok® product line consists of couplings for grooved and plain-end fittings, butterfly valves and check valves; flanges; pump protection components; pipe grooving tools; as well as copper and stainless steel system components.



The SPF/Anvil™ product line includes a variety of internationally sourced products such as grooved couplings, fittings and flanges, cast iron, malleable iron and ductile iron threaded fittings, steel pipe nipples, as well as o'lets.



JB Smith™ is the leading manufacturer of oil country tubular fittings, swages and bull plugs – all meeting API specifications. Offering tubing nipples, casing nipples as well as a full line of traditional line pipe and oil country threads in every schedule, JB Smith is the resource for all your oilfield needs.



Anvil EPS-Engineered Pipe Supports are products used to support piping systems under thermal, seismic, and other dynamic loading conditions. The product line encompasses variable spring hangers, constant supports, sway struts and snubbers as well as standard and special design clamps. Anvil EPS brings the highest quality products and innovative engineering solutions to common and uncommon piping system problems.



Canvil® manufactures low pressure hexagon reducer bushings, as well as plugs and hex caps up to 1" in diameter in various finishes including Oil Treat, Phosphate and Electro Galvanized. In addition, Canvil manufactures A105 hex or round material in class 3000 and 6000 pound, forged steel couplings and bar stock products offered as either as normalized (A105N) or non-normalized (A105) that are fully traceable for mechanicals and chemistry through our MTR program.





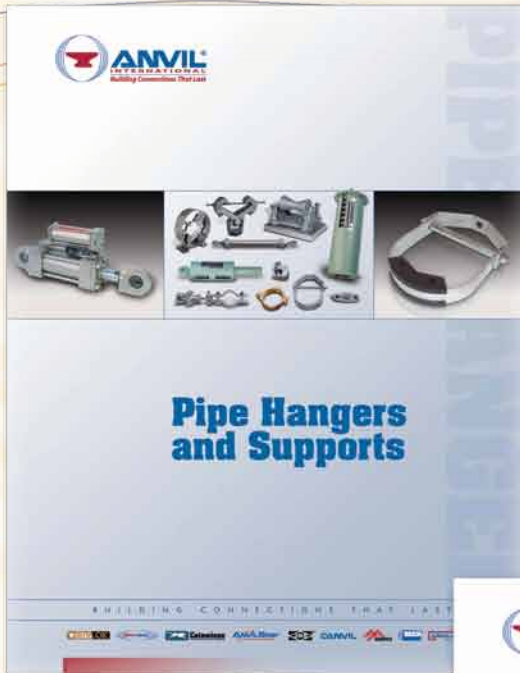
# Anvil International on the web

Anvil International's web site provides a wealth of information on the company's products and services. Users can examine or search for Anvil products; contact sales and distribution representatives, examine engineering data; browse literature and catalog selections; and gain the latest information on the company's advertising & tradeshow appearances.

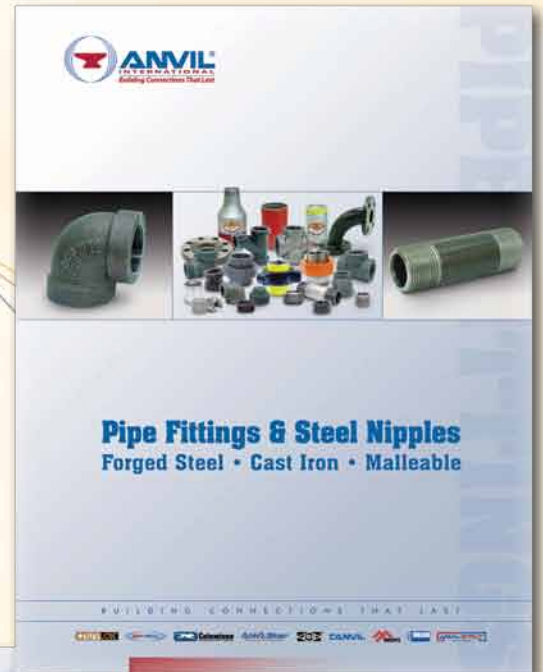
[www.anvilintl.com](http://www.anvilintl.com)

The screenshot shows the Anvil International website homepage. At the top left is the Anvil International logo with the tagline "Building Connections That Last". Navigation links include Home, News, International, Contact Us, Submittal Manager, and Feedback. A search bar is located on the right. Below the navigation is a main banner with the headline "GET WHAT YOU PAY FOR" and a sub-headline: "We never mix American and imported products without telling you. Everything you purchase from Anvil is clearly marked so you can be sure you're getting what you paid for every time. Learn more about Anvil's products". To the right of the banner are three promotional boxes: "NEW DISTRIBUTION CENTER: New center opens in Odessa, TX. Learn More", "TRADE SHOW: Visit us at MCAA Mar 18-22, 2012 Walt Disney World, FL. Learn More", and "ALL NEW HANDBOOK: The new Pipe Fitter Handbook is now available! View it now". Below the banner is a "OUR PRODUCTS" section with a "SEARCH ALL" button and icons for Grooved, 90° Elbows, Valves, Pipe Fittings, Pipe Hangers, Struts & Fittings, Engineered Hangers, and Optional Coatings. At the bottom is an "OUR BRANDS" section featuring logos for CRUVLOK, SPV/ANVL, Calawiss, ANVIL EPS, JDS, CANVIL, MERIT, BECK, ANVIL-STRUT, and SEMINOLE. The footer contains the text: "Anvil International is a subsidiary of Mueller Water Products, Inc. ©2012 Anvil International Legal and Privacy Statement Sitemap".

www.anvilintl.com



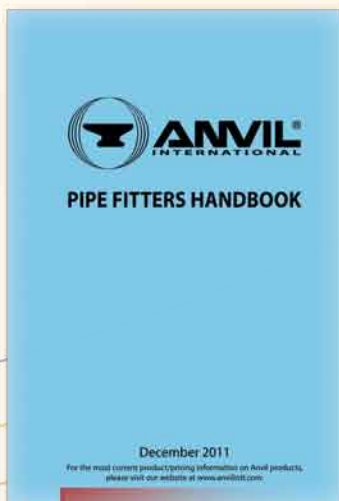
**PIPE HANGERS & SUPPORT CATALOG**  
ORDER DOCUMENT #165



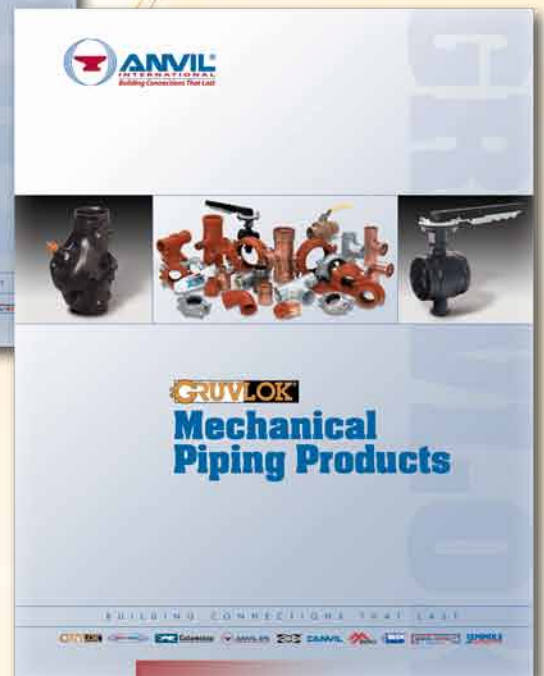
**PIPE FITTINGS CATALOG**  
ORDER DOCUMENT #010



**ANVIL-STRUT METAL FRAMING  
PRODUCT & ENGINEERING CATALOG**  
ORDER DOCUMENT #125



**PIPE FITTERS HANDBOOK**  
ORDER DOCUMENT #030



**GRUVLOK MECHANICAL  
PIPING PRODUCTS CATALOG**  
ORDER DOCUMENT #040

For more information about AnviLink™, please contact the company's Technology Services Department at 603-422-8064. For more information about Anvil's products and other services, please contact one of the Regional Service Centers below or your local Anvil sales representative.

## U.S. REGIONAL SERVICE CENTERS

### Northern Region Regional Distribution & Customer Service Center

750 Central Avenue  
University Park, IL 60484

Tel: 708-885-3000  
Fax: 708-534-5441  
Toll Free: 1-800-301-2701

### Southern Region Regional Distribution & Customer Service Center

1401 Valley View Lane, Suite 150  
Irving, TX 75061

Tel: 972-871-1206  
Fax: 972-641-8946  
Toll Free: 1-800-451-4414

## CANADA SERVICE CENTER

### Anvil International Canada Customer Service Center

390 Second Avenue  
P.O. Box 40  
Simcoe, Ontario N3Y 4K9

Tel: 519-426-4551  
Fax: 519-426-5509

## INTERNATIONAL SALES

### Europe & Middle East Region

Rick van Meesen  
rvanmeesen@anvilintl.com

Tel: +31-53-5725570  
Fax: +31-53-5725579

### Mexico, Puerto Rico and Latin America

International Customer Service  
Tel: +1-708-885-3000  
Fax: +1-708-534-5441



### Corporate Offices

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P.O. Box 3180  
Portsmouth, NH 03801-3180  
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Fax: 603-422-8033  
email: [anvilink@anvilintl.com](mailto:anvilink@anvilintl.com)  
[www.anvilintl.com](http://www.anvilintl.com)