

Business Manager Spotlight

industrial air with jeff amburn



MPW's new Industrial Air Division is taking flight, said Industrial Air Business Manager **Jeff Amburn**, a nearly 30-year veteran of the compressed air industry who joined MPW roughly a year ago.

"Customers like the technology packaging and services that MPW provides for Industrial Water, so now the new Industrial Air Division is providing complete industrial air compressor rooms in modules," he said.

Amburn's responsibilities focus on providing compressed air sales education to the sales force, finding ways to reach out to new and existing customers, meeting with customers to discuss their air-system issues and challenges and walking through customer compressor rooms.

"It's all in an effort to provide the best MPW compressed air solutions at a competitive price," he said.

The Industrial Air Division team's hard work is quickly gaining attention. "In the first few weeks of the MPW Compressed Air Solution Market Introduction we've had one customer visit at Hebron, several interested customer meetings and a few requests for quotations," Amburn said. "We're very busy following up on those inquiries."

The division produces a Compressed Air Solutions (CAS) module featuring a 350HP centrifugal oil-free compressor and a twin-tower desiccant dryer to achieve a -40 degree, Class "0" air quality. "Our potential customers seem very impressed," Amburn said.

Often, compressed air components are the single highest electrical energy users in an industrial facility. Amburn said MPW's solution is to package energy-saving compressors into the compact, easy-to-utilize modules. "The CAS modules that MPW builds are probably the best example of our innovation," he said.

Amburn said outstanding customer service begins by asking many questions regarding a customer's current compressor room situation. "Customers who have old equipment often have issues affecting service costs and reliability," he said. Frequently, customers don't have all of the required back-up compressors they need, which can lead to very costly downtime issues.

A failed compressor can result in tens to hundreds of thousands of dollars in lost output productivity. Also, more companies are losing their maintenance groups to attrition and retirement.

"MPW shows customers how the CAS modules can help to solve these issues by providing equipment that's MPW maintained and monitored to ensure the highest reliability," Amburn said.

Amburn said global supply chain issues affect every aspect of the production process, but he and the Industrial Air Division team is finding solutions. "In an effort to reduce supply issues, we are working closely with our key suppliers and building new industrial air modules in advance of customer requirements," he said.

Amburn's background is in sales engineering, marketing, product management and business development with three different manufacturers in the compressed air industry. "MPW is an amazing company with a wealth of outstanding people," he said.

A former athlete, Amburn has four children with his wife of more than 40 years. "I live in the woods in Southeast Wisconsin," Amburn said. He enjoys learning new things and has many interests, including reading, sales-psychology, traveling, walking, fishing, shooting and kayaking.