

**ZOELLER**<sup>®</sup>  
PUMP COMPANY



**MEDIA KIT**

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## ZOELLER MEDIA KIT USAGE TERMS

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5. No Endorsement. Use of the Marks does not imply endorsement, partnership, or sponsorship beyond the scope of the agreed relationship.
6. Governing Law. These terms shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky, without regard to its conflict of law principles.



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Trusted.  
Tested.  
Tough.®

## ABOUT ZOELLER

Established in 1939 in the founder's basement in Louisville Kentucky, Zoeller Pump Company is the oldest independently owned submersible pump manufacturer in the United States. Over the decades, the company has evolved through four generations of Zoeller family leadership, fostering a unique sense of commitment and continuity that distinguishes Zoeller in the industry. When you work for or with a family-owned company, you can feel the difference. The values established by the founder, August 'Pop' Zoeller, continue to influence the company's operations today. These core principles—**Quality, Service, Innovation, and Integrity**—are embedded in every aspect of Zoeller's business, from the employees they hire, each product they produce, and at the core of every partnership. This family-owned legacy not only shapes their company culture, but also ensures a consistent focus on delivering dependable, quality products and exceptional customer service.

Zoeller Pump Company designs and manufactures pumps, systems, controls, and accessories for residential and light commercial dewatering applications, including sump, sewage, effluent, and explosion-proof products, to provide dependable solutions from the moment they are connected. Zoeller also tests 100% of their products under water before they leave the factory, so each one is verified to match its published performance and deliver a dependable product right out of the box.

### ZOELLER PUMP COMPANY PRODUCT CATEGORIES

- Basement Sumps
- Crawl Space Sumps
- Utility/Water Transfer Pumps
- Drain Pumps
- Effluent Pumps
- Sewage Ejector Pumps
- Grinder Sewage Pumps
- Upflush Toilet Systems
- Pressure Sewer Grinder Pumps
- Septic Tank Components
- Onsite Wastewater Distribution
- Controls Panels & Alarms
- Prepackaged Systems
- Accessories



# A COMMITMENT TO USA MANUFACTURING

**90% of Zoeller Pump Company products are made in the USA using a majority of US content, because at Zoeller Pump Company, they take great pride in their American heritage and US commitment.**

According to the Federal Trade Commission (FTC), for a manufacturer to advertise its products as being Made in USA, the product must be “all or virtually all” made in the United States. This means the significant content and processing used to manufacture a product must be of US origin.

As a family-owned corporation founded in the United States, Zoeller takes these FTC standards very seriously and regularly conducts the due diligence necessary to ensure the quality of their products and the accuracy of their claims.

The following icons may be used in conjunction with any of Zoeller Pump Company’s products without any additional statement/copy:



[Print Download \(.pdf\)](#) | [Digital Download \(.png\)](#)



[Print Download \(.pdf\)](#) | [Digital Download \(.png\)](#)

If the American flag is shown in conjunction with any Zoeller Pump Company imagery, it must be accompanied by the following statement/copy:

**90% of Zoeller Pump Company products are made in the USA using a majority of US content.**



ZOELLER Co.



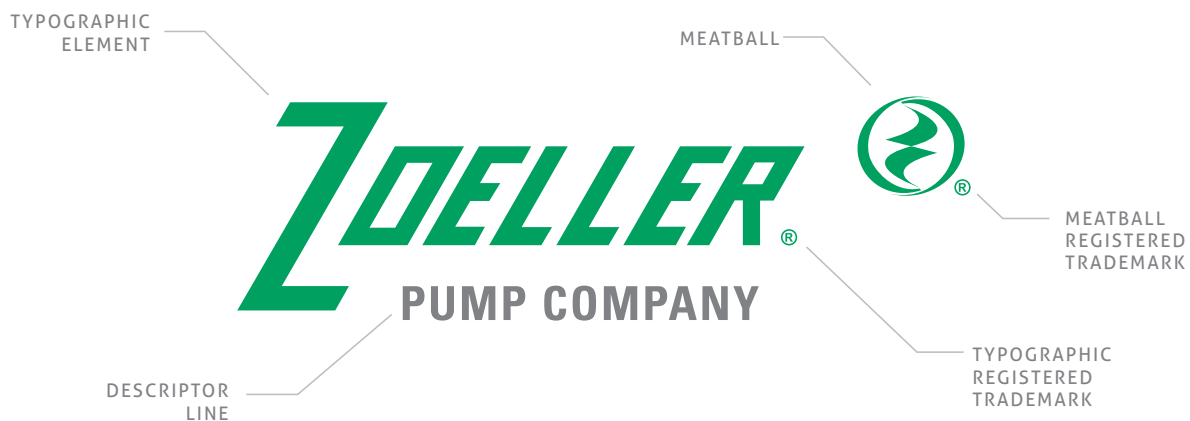


# LOGOS & BRAND STANDARDS

# LOGO USAGE GUIDE

The Zoeller Pump Company logo is identified by three distinguishing components: the typographic element, the Meatball, and the descriptor line. In this logo's primary format, the Zoeller name and Meatball should be shown in Pantone® 347C along with the registered trademark symbols that should always accompany each of them, and the descriptor line below the typographic element should be shown in 60% black. The logo should always be displayed in the proportions shown below. This version of the Zoeller Pump Company logo should be your first choice whenever possible. Alternate versions of the Zoeller Pump logo are available and displayed below. However, alternates should only be used when design or production issues make it impossible to reproduce the primary logo clearly and correctly.

[NOTE: Depending on the production process, CMYK, RGB and HTML versions of the Pantone® colors may be used]



## ALTERNATE ZOELLER PUMP COMPANY LOGOS

Alternate versions of this logo are intended for use when production or design restrictions make it difficult or impossible to reproduce the primary logo to its standards.



**One Color**  
This version is shown with all elements in Pantone® 347C.



**Black and White**  
This version is shown with all elements in 100% black.



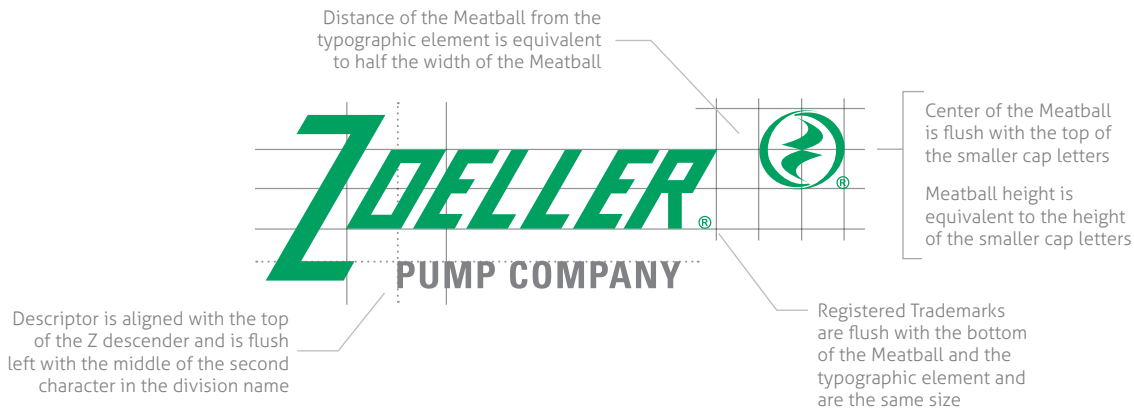
**Grayscale | 60% Black**  
This 1-color grayscale version is shown in 60% black.



**Reversed**  
This version is shown with all elements in white. The black box shown here is an illustrated example of a background only and not a control field around the logo.

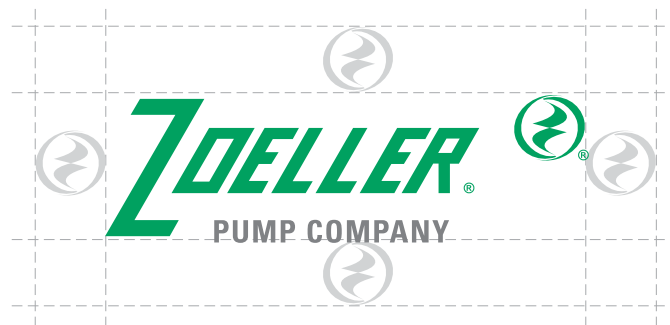
## GRAPHIC PROPORTIONS

To maintain brand consistency, the Zoeller Pump Company logo must never be altered from its original graphic proportions. It is only to be used in proportion with the typographic element, Meatball, and descriptor line as indicated below.



## LOGO SAFE AREA

Keeping other elements a comfortable distance away from the logo will give it the prominence it requires in any design. Other elements should always maintain a space equal in size to the Meatball around all sides of the logo art.



## MINIMUM SIZE AND PLACEMENT

To maintain readability and avoid print production limitations, the logo should never appear smaller than 1" (25 mm) on any traditionally printed marketing materials. Exceptions may be made for certain promotional materials, such as pens, upon approval from the Marketing Department. While the logo can be located in various places within a design, it should never be placed less than 1/2" (13 mm) away from the trim edge.



## LOGO RESTRICTIONS

The Zoeller Pump Company logo must always remain easily recognizable and readable. No part of the logo may be altered in any way, and it must be reproduced only from approved artwork. Below are examples of unacceptable versions of the Zoeller Pump Company logo. These restrictions are in place to maintain brand consistency, and they apply to the primary logo as well as the approved alternate versions.



Do not stretch the logo horizontally or vertically.



Do not change the typographic element.



Do not remove the Meatball or registered trademark.



Do not change the colors of the logo.



Do not put an outline or frame around the logo.



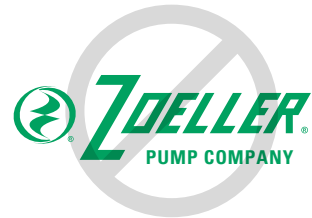
Do not skew the logo.



Do not rotate the logo.



Do not crop the Meatball when it is part of the primary logo.



Do not alter or rearrange the elements of the logo.

## DOWNLOADABLE LOGOS



[Print Download \(.pdf\)](#) | [Digital Download \(.png\)](#)



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# THE MEATBALL

Zoeller Company’s avatar is known as the MEATBALL. It is the signature of the Zoeller brand, which was designed to resemble an impeller, the common component of all pumps manufactured by the Zoeller divisions. This powerful symbol produces instant brand recognition and a powerful self-presence. Due to Zoeller’s branded house structure, the Meatball is used in the division logos as an endorsement from the parent company.

The Meatball must always appear with the registered mark in its original graphic proportions as indicated below.



## MEATBALL VARIATIONS

The Meatball can appear in a wide range of options, depending on the circumstances. The Meatball can be enlarged to massive proportions or reduced to a pea-sized mark. It can be reproduced in almost any application, as long as the correct option is chosen. The Meatball can appear in black or any primary brand color. Also, Grayscale rules apply to versions in primary brand colors.



**1-color**  
This is the preferred version of the 1-color Meatball. Whenever possible, this should be your first choice.



**White**  
This version is to be reversed out of photographs and color backgrounds.



**Grayscale | 60% Black**  
This is the preferred version of the grayscale Meatball.



**Grayscale Screened Back | Minimum 10% Black (10-60% acceptable depending on application)**  
This version is to be used behind type and other design elements in any approved corporate color as a supporting graphic or watermark.



### Campaign Integration

Occasionally, the Meatball can be dressed up for special campaign promotions. Additional elements or alternate treatments of the Meatball are permitted, provided they are reviewed and approved by the Marketing Department.

## MEATBALL CROPPING

A versatile application of the Meatball is to crop it off the edge of a layout. The Meatball may be cropped in many ways, provided it is reviewed and approved by the Marketing Department. It must always remain recognizable by showing no less than 25% of the Meatball. Below are some examples of how the Meatball may be cropped in any of its variations.



## MEATBALL RESTRICTIONS

The Meatball must always remain easily recognizable. It may appear in many variations, but it must be reproduced only from approved artwork in one of Zoeller's primary brand colors, shown in this guide, or a reversed white application. Below are examples of unacceptable alterations of the Meatball. These restrictions are in place to maintain brand consistency.



Do not stretch the Meatball horizontally or vertically.



Do not skew the Meatball.



Do not rotate the Meatball.

DOWNLOADABLE MEATBALL LOGOS



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[Print Download \(.pdf\)](#) | [Digital Download \(.png\)](#)

# PRODUCT-SPECIFIC LOGOS

Zoeller has certain product-specific logos that may be displayed alongside their corresponding products. Logo restrictions on [page 10](#) apply to these logos as well.



This logo may only be used with the 53-0001

<b>Color:</b>	<b>PMS Color:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>



This logo may only be used with 900-XXXX Series packages

<b>Color:</b>	<b>PMS Color:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>



This logo may be used with our 507-XXXX, 508-XXXX, and 509-XXXX units

<b>Color:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>
<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>



This logo may be used with ProPak 507, 508, and 509 units that come with a DC pump plumbed into a primary pump

<b>Color:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>
<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>



This logo may be used with any 200 – 600 Series solids handling sewage ejector pump

<b>Color:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>
<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>



This logo may be used with the 912-XXXX models

<b>Color:</b>	<b>Reversed:</b>
<a href="#">Print Download (.pdf)</a>	<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>	<a href="#">Digital Download (.png)</a>

<b>Black:</b>
<a href="#">Print Download (.pdf)</a>
<a href="#">Digital Download (.png)</a>



This logo may only be used with 105-0001 and 104-0005

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with Qwik Jon tanks or accessories

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with any 800 Series grinder pump

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with the 915-XXXX models

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with the 922-XXXX grinder pump packages

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with the APak indoor or outdoor alarm

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may be used with the SmartPak Plus residential alternator 10-0804 only

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)



This logo may accompany any Z Control enabled product. 509-XXXX units and ProPaks, APak 10-4013 or 10-4014, and Gateway 90002-0001

**Color:** [Print Download \(.pdf\)](#) **Reversed:** [Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#) [Digital Download \(.png\)](#)

**Black:**  
[Print Download \(.pdf\)](#)  
[Digital Download \(.png\)](#)

# FONT USAGE GUIDE

Zoeller's corporate fonts are the graphic voice of Zoeller Company. Audiences expect to see a certain look from Zoeller products, divisions, and marketing materials. Use of consistent corporate fonts, in any of their variations, builds brand recognition and helps eliminate confusion in the marketplace. The fonts below should be utilized for both print and digital marketing media, and the entire family of each may be used as deemed necessary.

## PRIMARY / HEADLINES

Forza (Family)

**AbCd**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

## SECONDARY / BODY COPY

Aller, Light

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## SUPPORTIVE / CAPTIONS & PULL QUOTES

Univers, Bold Condensed

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## MS OFFICE / ALTERNATE ELECTRONIC USE

Arial Narrow Bold and Verdana are common on most operating systems. These typefaces are the alternate fonts when producing emails and using MS Office products to produce documents and PowerPoint presentations. The entire family of each font, including bold and italicized versions, may be used. Exo and Inria Sans are two alternate Google fonts that can be used for electronic and 3rd Party projects as needed. Bold and italicized versions of each font may be used. Exo and Inria Sans may be downloaded for free.

Arial Narrow Bold  
(Headlines and  
captions only)

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
1234567890

Verdana  
(Body copy)

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
1234567890

EXO  
(Headlines and  
captions only)

**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
1234567890

Inria Sans  
(Body copy)

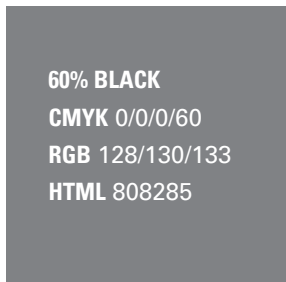
**AbCd**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyz  
1234567890

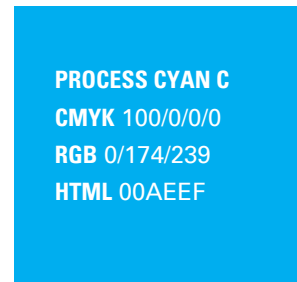
# COLOR USAGE

Color reproduction is vital to proper usage of the Zoeller Pump Company brand. It distinguishes our image in the marketplace. Acceptable color options are shown below. Care must be taken when reproducing colors on any communications. Materials and reproduction methods affect color and must be considered and reviewed for accuracy.

## PRIMARY PALETTE



## SECONDARY PALETTE



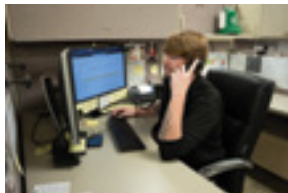
# ZOELLER IMAGERY

Zoeller offers imagery for use in creating your own custom campaigns. Pay special attention to captions so that images can be used in appropriate context. If you require a higher resolution, or an image you don't see here, please contact [zpcmarketing@zoeller.com](mailto:zpcmarketing@zoeller.com).

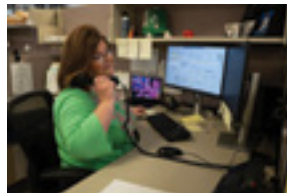
## CUSTOMER/PRODUCT SUPPORT & QUOTATIONS



[Download 1500 x 2246 JPG](#)



[Download 1500 x 2246 JPG](#)



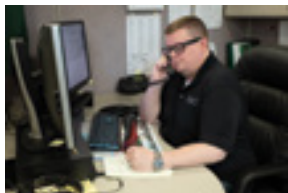
[Download 1500 x 2246 JPG](#)



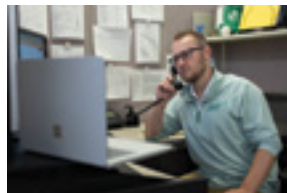
[Download 1500 x 2246 JPG](#)



[Download 1500 x 2246 JPG](#)



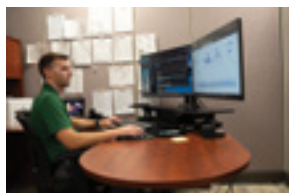
[Download 1500 x 2246 JPG](#)



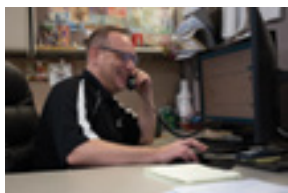
[Download 1500 x 2246 JPG](#)



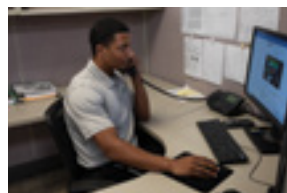
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MANUFACTURING



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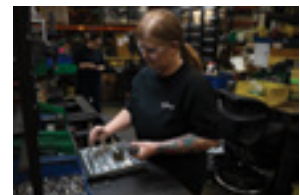
[Download 1500 x 2246 JPG](#)



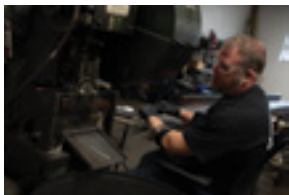
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CFE TRAININGS



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[Download 1500 x 2246 JPG](#)



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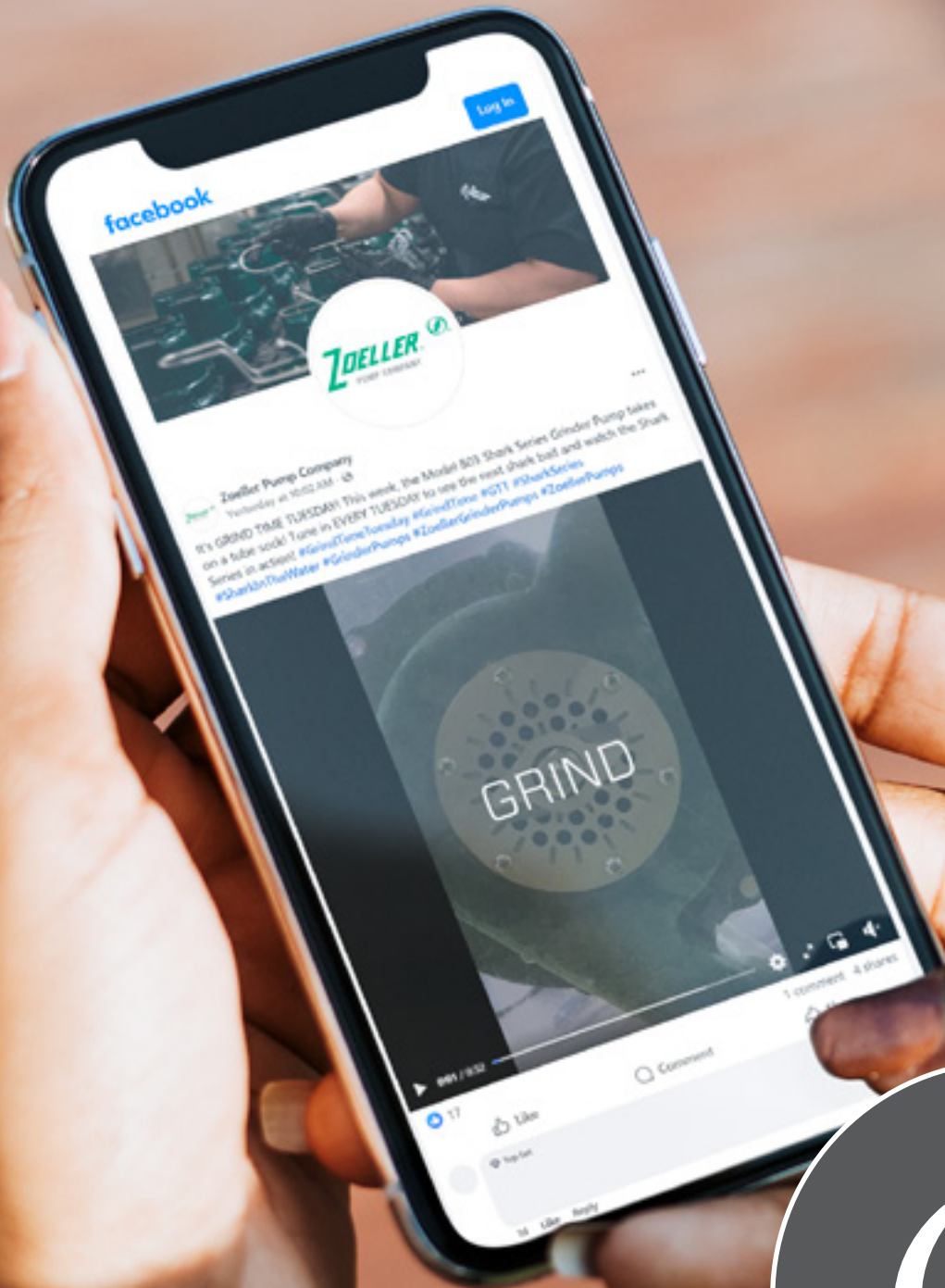
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# **SOCIAL MEDIA**



## FOLLOW US

CLICK BELOW TO VISIT PAGE:



@ZoellerPumpCompany



@ZoellerPumps



@ZoellerCompany



@ZoellerCompany

# SOCIAL MEDIA GUIDE

## APPROVED HASHTAGS

The following social content is supplied with copy that contains approved appropriate hashtags worked into the text. If not using our supplied copy for your own Zoeller related posts, please use the following hashtags when promoting Zoeller Pump Company on your social networks.

**#ZoellerPumpCompany**

**#ZoellerPumps**

## GUIDELINES FOR USE

The images and copy supplied in the following social media catalog may not be altered. No portion of the copy may be omitted when posting on your own channels should you choose to use the corresponding image. Feel free to add on your own text or copy should you so please, either before or after the supplied Zoeller approved copy.



# SOCIAL CONTENT BY CATEGORY

NAVIGATE TO ASSETS BY CLICKING BELOW:

## PRODUCT POSTS

- Sump/Dewatering
- Backup Systems
- Sewage/Grinder Pump
- Septic Tank Components/Onsite
- Upflush Toilet Systems
- Control Panels
- Alarms
- Accessories

## ABOUT ZOELLER PUMPS POSTS

- General Branding
- 90% American Made
- Zoeller History
- Case Studies

## VIDEO POSTS

- Product Videos
- Quick Training Videos
- About Zoeller Pumps Videos

## ZOELLER TOOLS POSTS

- Zoeller University (Training options)
- Online Tools

PRODUCT POSTS



Sump/Dewatering | Zoeller LED Plug

**COPY:**

The Zoeller LED Plug comes standard with Zoeller’s top-rated sump pump models! SEE THE LIGHT and instantly know if your pump has power. Say goodbye to uncertainty, and trust in power you can see.

Learn more: <https://zoellerpumps.com/2024/07/09/see-the-light/>

#SeeTheLight #PowerYouCanSee #ZoellerLEDPlug #ZLED #SumpPumps #Model53 #Model98 #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



Backup Systems | 540 FLEX

**COPY:**

Zoeller Pump’s 540 Flex® backup pump is a high-performance water-powered system that effortlessly takes over when your primary pump fails or is unusable. With convenient vertical OR horizontal installation and a push-to-connect fitting, this product offers the reassurance of a protected home.

Learn more: <https://www.zoellerpumps.com/product/540-flex/>

#BackupPump #WaterPoweredBackup #sumppumps #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



Backup Systems | AquaNot ProPak 508 Fit - Power Beyond Limits

**COPY:**

Don’t stress the storms! The sump pump is the heart of your home’s groundwater protection system. Have confidence in your investment with Zoeller’s Aquanot Fit® 508 ProPak Battery Backup System. The ProPak Fit is equipped with Zoeller’s Model 63 Premium Sump Pump that offers unmatched dependable performance. Additionally, the battery backup system itself includes a self-testing DC pump and Z Control® enabled controller that allows you to monitor, test, and silence your equipment remotely with your smartphone, tablet or computer, giving you real time peace of mind that your assets are protected.

#BatteryBackup #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



### Backup Systems | When the Power Fails, Your Backup Won't 1

#### COPY:

Zoeller's AquaNot Battery Backup solutions provide peace of mind during severe storms. In the event of a power outage, these systems ensure that your property remains protected against potential flooding damage.

Learn more: <https://zoellerpumps.com/product-category/systems-packages/backup-pump-systems/>

#AquaNotBatteryBackups #BatteryBackups #SumpPumps #BackupSystems #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



### Backup Systems | When the Power Fails, Your Backup Won't 2

#### COPY:

Zoeller's AquaNot Battery Backup solutions provide peace of mind during severe storms. In the event of a power outage, these systems ensure that your property remains protected against potential flooding damage.

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#AquaNotBatteryBackups #BatteryBackups #SumpPumps #BackupSystems #ZoellerPumps

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1080 x 1350

1200 x 630



### Sewage/Grinder Pump | The Shark Series Grinder Pumps

#### COPY:

Cut clogs and maintenance calls with The Shark Series Model 807 Grinder Pump. This unit provides over 250,000 cuts per minute with Zoeller's Tri-Slice cutter.

Learn more: <https://zoellerpumps.com/product/model-807-grinder-pump/>

#TheSharkSeries #ZoellerGrinderPumps #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Septic Tank Components/Onsite | Recirculating Media Filters**

**COPY:**

Recirculating Media Filters (RMF) are designed for use in decentralized wastewater treatment applications where the effluent quality must meet or exceed secondary treatment standards.

Learn more: <https://www.zoellerpumps.com/product/recirculating-media-filters/>  
 #RecirculatingMediaFilters #DecentralizedWastewater #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Upflush Toilet Systems | Qwik Jon Premiere**

**COPY:**

Zoeller's Qwik Jon Premier is a quiet, preassembled grinder pump system requiring minimal space for installation. It can be used with any rear-outlet toilet and installed directly behind the bowl or in the wall. Get that new, great-looking bathroom you've always wanted without the big mess and expense.

Learn more: <https://www.zoellerpumps.com/product/qwik-jon-premier/>  
 #GrinderPump #UpflushSolutions #ToiletSystem #BathroomRemodel #BasementBathroom #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Control Panels | Pivot Your Thinking**

**COPY:**

Zoeller's Pivot panels include many features that cost extra on 'normal' control panels. Many of these features are designed, not just to provide more value but, to solve and prevent common problems in the field.

Learn more: <https://www.zoellerpumps.com/product/pivot-pro-series/>  
 #PivotYourThinking #PivotPanels #ControlPanels #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Control Panels | Pivot Pak IS**

**COPY:**

Make any control panel intrinsically safe with the Pivot Pak™ IS—an easy-to-install accessory that reduces float switch voltage for hazardous locations. Safe, simple, and retrofit-ready.

Learn more about Zoeller’s Pivot Pak IS: <https://zoellerpumps.com/2025/10/30/pivot-pak-is-make-any-control-panel-intrinsically-safe/>  
 #PivotPakIS #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Alarms | You Should Be Alarmed**

**COPY:**

Zoeller’s APak Indoor High Water Alarm System sounds when a potentially threatening liquid level condition occurs.

Learn more: <https://zoellerpumps.com/product/standard-apak-indoor-alarm/>  
 #HighWaterAlarm #APakAlarms #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Accessories | Don't Let your Pump Stand Alone**

**COPY:**

Sometimes frustrating issues with installations can have simple solutions. Zoeller’s Pump Stand raises the pump 2” off the bottom of the basin. It’s a simple, yet effective product to reduce clogging and debris.

Learn more: <https://zoellerpumps.com/product/sump-pump-stand/>  
 #PumpStand #SumpPumps #ZoellerPumps

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1200 x 630

ABOUT ZOELLER PUMPS POSTS



General Branding | Quality Time

**COPY:**

As one of the oldest family-owned manufacturers of submersible pumps in the United States, Zoeller knows the importance of quality time. That's why 100% of Zoeller pumps are tested for their published performance before they leave the facility.

#FamilyOwned #AmericanProud #ZoellerQuality #ZoellerPumps

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1200 x 630



90% American Made | Family Trusted, Factory Tested, America Tough 1

**COPY:**

Zoeller Pump Company is proud of their American heritage and US commitment. 90% of their products are made in the USA using a majority of US content.

#ZoellerPumps

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1080 x 1350

1200 x 630



90% American Made | Family Trusted, Factory Tested, America Tough 2

**COPY:**

Zoeller Pump Company is proud of their American heritage and US commitment. 90% of their products are made in the USA using a majority of US content.

#ZoellerPumps

1080 x 1080

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1200 x 630



### Zoeller History | Pop's First Pump

#### COPY:

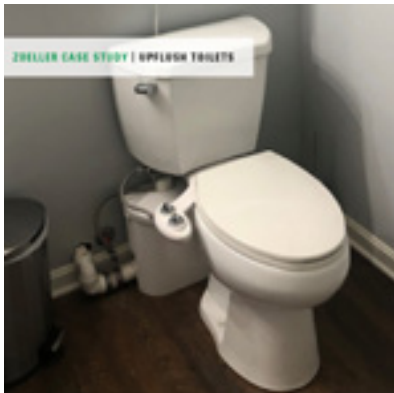
Zoeller Company is in its 4th generation of Zoeller family leadership. When you work for or with a family-owned company, you can feel the difference. The company values established by founder, August 'Pop' Zoeller, still resonate through every aspect of the company today. Through the employees they hire, each product they produce, and at the core of every partnership, Zoeller values Quality, Service, Innovation & Integrity.

#FamilyOwned #ZoellerPumps

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1200 x 630



### Case Studies | Qwik Jon Case Study

#### COPY:

When accessing gravity drainage is not feasible, the Qwik Jon is a cost-effective and affordable solution that allows you to install a full bathroom without breaking concrete. Read this case study to see how a utility room was transformed into a full bathroom with the Qwik Jon.

#QwikJon #ZoellerPumps

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1200 x 630

## VIDEO POSTS

**Product Videos | Grinder Video****COPY:**

Zoeller Pump Company offers a range of grinder pumps from 1/2 to 15 HP. This video highlights our Shark Series grinder line.

#SharkSeries #ZoellerGrinderPumps #ZoellerGrinders #ZoellerPumps

**URL:**

<https://www.youtube.com/watch?v=YztqW1HLs-4>

**Quick Training Videos | Alarm Conditions Video****COPY:**

Learn about the different alarm conditions on the Pivot, Pivot Pro, and Pivot Pro+ Control Panels. In this video, you'll learn what each alarm is for, what it looks like, and how to reset them.

#PivotPanel #ZoellerPumps

**URL:**

<https://youtu.be/4TpxghnDqPO?si=4VbsAwqkq-AqGLPa>

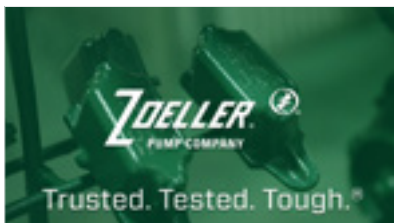
**About Zoeller Pumps Videos | Family-Owned Success Story Video****COPY:**

As a family-owned company with 90% of our products being made in the USA using a majority of US content, Zoeller Pump Company is proud of their American heritage and US commitment.

#FamilyOwned #ZoellerPumps

**URL:**

<https://youtu.be/yhI2fXYwPoM?si=UZOmsd9Yf2bL6czB>

**About Zoeller Pumps Videos | Trusted. Tested. Tough.®****COPY:**

As a family-owned company with 90% of our products being made in the USA using a majority of US content, Zoeller Pump Company is proud of their American heritage and US commitment.

#FamilyOwned #ZoellerPumps

**URL:**

<https://www.youtube.com/watch?v=-VfoljGUJAU>

## ZOELLER TOOLS POSTS

**Zoeller University Online****COPY:**

Did you know Zoeller offers online courses covering products, technical knowledge, policy, promotions, and more? Learn at your pace, in your space, with Zoeller University Online! Enroll today at [www.zoelleruniversity.com](http://www.zoelleruniversity.com)! #ZoellerUniversity #ZUOnline #ZoellerPumps

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1080 x 1350

1200 x 630

**Zoeller University On The Road****COPY:**

Zoeller is taking it to the road with their product trailer. Do you have a special event, show or counter day coming up? Contact your local Zoeller Representative to book a visit from Zoeller's product experts and the mobile product demo trailer.

#ZoellerUniversity #ZUOnTheRoad #TravelingProductTrailer #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630

**Zoeller University On Campus****COPY:**

Zoeller University's On Campus location, the Center For Excellence, is a 6,000 square foot training center with a classroom setting for presentations and lectures in the front half of the building and a large demo room in the back for hands-on learning. Reach out to your local Zoeller Representative to schedule a visit for you and your team today:

<https://zoellerpumps.com/sales-support/sales-representatives/>

#ZoellerUniversity #ZUOnCampus #CenterForExcellence #ZoellerPumps

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1080 x 1350

1200 x 630



**Zoeller Social League**

**COPY:**

Looking to boost your social media game? Zoeller's here to help! Join the Zoeller Social League and get access to ready-to-post content designed specifically for plumbing professionals. With just one click, share fresh, relevant posts directly to your social media. Scan the QR code or visit zoellersocialleague.com to join the Pump Squad today!

#ZoellerSocialLeague #PumpSquad #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630



**Zoellerville**

**COPY:**

Have you been to Zoellerville? Explore Zoeller's virtual city to see how Zoeller products can be used in practical applications for everyday life!

<https://www.zoeller.com/zoellerville/>

#Zoellerville #ZoellerCompany #ZoellerPumps

1080 x 1080

1080 x 1350

1200 x 630

# ZOELLER SOCIAL LEAGUE

NO TIME OR RESOURCES FOR  
SOCIAL MEDIA MARKETING?

LET ZOELLER DO IT FOR YOU!

## WHAT IS THE ZOELLER SOCIAL LEAGUE?

The Zoeller Social League is Zoeller's avenue to provide customers with the latest and greatest Zoeller-focused social content that they can share out to their followers with just a quick click of a button.

## WHY JOIN?

**Get Fresh, Relevant Content Weekly:** When you join the Zoeller Social League, you'll get fresh, consistent content on a weekly basis that you can push to your socials.

**Win Great Prizes:** You earn points for the content you share, and those points add up to get you entries into Zoeller's monthly giveaway for unique Zoeller swag and prizes.

## HOW TO JOIN

1. Visit [zoellersocialleague.com](http://zoellersocialleague.com) to get started.
2. Connect your social channels and choose how you want to receive content - email, text, or both.
3. Share that content to your channels of choice with a simple click! You can choose to add your own text to it or just share the copy provided by Zoeller Marketing experts.
4. Keep sharing and stay active! The more you share and complete different point earning activities, the more chances you have to win the monthly prizes!

The ZSL also grants you access to Zoeller's social media content library to pick and choose the posts you want to use weekly should the weekly content digest not have the materials you want to post on in it.

[Scan or click here to get started!](#)



[zoellersocialleague.com](http://zoellersocialleague.com)



# DESIGNED TO GRIND. BUILT TO LAST.



## GRINDER PUMPS

Minimize callbacks and maximize performance with Zoeller grinder pumps. Built to handle tough waste and reduce clogs, our pumps and systems are designed with contractors in mind. With decades of expertise, we deliver reliable, high-quality solutions that keep your projects running smoothly for years to come.

**ZOELLER**  
PUMP COMPANY  
zoellerpumps.com

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

### LET'S SKATE TO PUCK IS GOING



BY CINDY SHERIDAN, CEO  
PFCO CHIEF EXECUTIVE OFFICER

It's a given - societal clock shifts from those who are older to those who are younger. Tomorrow inevitably belongs to the young - in terms of purchase power, cultural change, and business success.

Four years PFCO was founded 140 years ago, we have witnessed the beauty of that age-old generation learning from the next generation. Owners getting their children involved in the family business and PFCO, member contractors, continuing to guide young apprentices and PFCO zones collaborating with each other to make an industry - the list goes on. At this point, the older generation and new ideas that future in energy and new points of connection, while progress continues.



WHERE  
GOING TO BE

OFFICER

need younger members to step up  
volunteer to be chapter leaders or  
directors, to participate in career  
engage with PHCC on social media,  
serve on a committee, and to lobby  
policies that are important to the indus-  
and consumers. Fortunately, we are  
younger faces at PHCC events — and  
who have a lot of potential to lead the  
organization in the future — but we  
to tap into their strengths and end  
them to get more involved. At the  
time, we need to be on the lookout  
others who can make an impact  
organization.

Our veteran members offer  
volunteering benefits their  
exponentially more than what  
hope others step up, because  
do, the better off you are.  
PHCC — National President  
a testament to his more  
of experiences on both  
receiving end of PHCC  
page 12).

So how do we get  
involved so they  
benefits of active  
the responsible  
future of this

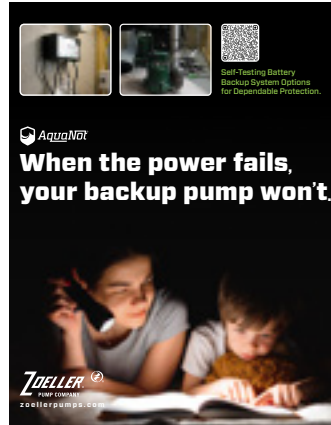


# ADVERTISING

# PRINT ADVERTISING



1. Zoeller LED Plug



2. Battery Backups



3. Shark Series Grinders



4. Quality Time



5. Some Things Never Change



7. Designed to Grind



6. Family Trusted. Factory Tested. America Tough.

DOWNLOAD ASSETS BY CLICKING LINKS BELOW:

- 1. Zoeller LED Plug: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 2. Backups: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 3. Shark Series Grinders: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 4. Quality Time: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 5. Some Things Never Change: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 6. Deisgned to Grind: [Full Page](#) | [Half Page](#) | [Quarter Page](#)
- 7. Family Trusted. Factory Tested. America Tough.: [Full Page](#) | [Half Page](#) | [Quarter Page](#)

# DIGITAL ADVERTISING



1. Zoeller LED Plug



2. Battery Backups



3. Shark Series Grinders



4. Pumps the Pros Use



5. Designed to Grind



6. Family Trusted. Factory Tested. America Tough.\*

DOWNLOAD ASSETS BY CLICKING LINKS BELOW:

- 1. Zoeller LED Plug: [600 x 500 px](#) | [180 x 150 px](#) | [580 x 150 px](#)
- 2. Backups: [125 x 240 px](#) | [728 x 90 px](#) | [600x500 px](#)
- 3. Shark Series Grinders: [600 x 500 px](#) | [468 x 60 px](#)
- 4. Pumps the Pros Use: [728 x 90 px](#) | [300 x 250 px](#) | [160 x 600 px](#)
- 5. Designed to Grind: [600 x 500 px](#) | [580 x 150 px](#) | [180 x 250 px](#)
- 6. Family Trusted. Factory Tested. America Tough.: [600 x 500 px](#)\*

\* Use 90% disclaimer



FAMILY  
FACTORY  
AMERICA






# Zoeller Company

@ZoellerCompany · 2.85K subscribers · 171 videos

Zoeller Company was founded in 1939 as a family-owned operation making various

[linkedin.com/company/zoeller-company](https://www.linkedin.com/company/zoeller-company) and 5 more links

 **Subscribed** 

Home Videos Shorts Playlists 

## Videos



Sewage Pumps &

**AquaNot Fit 508 Connection Tutorial**

**Sewage Pumps & Control Panels Webinar**

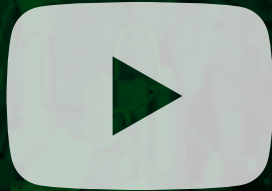
100 views · 1 month ago

232 views · 1 month ago

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# VIDEO ASSETS



# VIDEO ASSETS

Check out Zoeller's YouTube Channel! Be sure to subscribe to stay up-to-date on the newest video releases.



[youtube.com/c/zoellercompany](https://youtube.com/c/zoellercompany)

Zoeller's YouTube channel is a great source for training and product education materials to help coach new staff or embed on your own website as supporting material for the products in your store.

## TYPES OF VIDEO CONTENT:

- About Zoeller/Zoeller culture
- Zoeller customer testimonials
- Quick industry knowledge training
- Product features & benefits
- Control panel walkthroughs & tips
- Grinder pumps in action
- Installations
- Webinars

# WHOLESALE COUNTER VIDEO OPTIONS

Zoeller also offers a selection of product videos that are perfect for showing off at the counter on your video screens! To inquire about options and get videos files sent to you for store use, please email [zpcmarketing@zoeller.com](mailto:zpcmarketing@zoeller.com).

See below for some examples of this type of content.



**ProPak AquaNot Spin 508 - Quick Install Steps**  
[youtube.com/watch?v=9S5Fofw2epY&t=33s](https://youtube.com/watch?v=9S5Fofw2epY&t=33s)



**Shark Series 818 & 820 Grinder Pumps**  
[youtube.com/watch?v=JuiibHO4x0U](https://youtube.com/watch?v=JuiibHO4x0U)



**Build Your Dream Bathroom with a Qwik Jon Toilet System**  
[youtu.be/5iNzcl66hok?si=wUd2yJSWNIWpp9Vu](https://youtu.be/5iNzcl66hok?si=wUd2yJSWNIWpp9Vu)



**Dependable Grinders for Pressure Sewer Applications**  
[youtube.com/watch?v=oP89LTxjW6c](https://youtube.com/watch?v=oP89LTxjW6c)

**ZOELLER**  
PUMP COMPANY



ZOELLER

PROUDLY

(S)  
ARM

D





# CUSTOM & LARGE PRINT GRAPHICS

# CUSTOM & LARGE PRINT GRAPHICS

Zoeller Pump Company wants to support you in your Zoeller branding and print efforts in whatever way possible. Email [ZPCMarketing@zoeller.com](mailto:ZPCMarketing@zoeller.com) to inquire about how the Zoeller graphics team can help support your next Zoeller-focused advertising campaign. Below are some examples of the types of materials and artwork Zoeller can work with you to produce.



## YARD SIGNS

Leave a co-branded yard sign at the homes of customers you've serviced with a Zoeller product.

## POSTCARDS

Great for direct mailers or as handouts for your customers.



## TRUCK WRAPS OR STICKERS

Show off your Zoeller pride while on the road.

## T-SHIRTS

Perfect for a unique giveaway or custom swag for your team.





### WINDOW DECALS

Turn your storefront or office windows into a branding opportunity.

### POP-UP RETRACTABLE BANNERS

Ideal for trade shows, showrooms, or customer-facing spaces.



### OUTDOOR BANNERS

Perfect for job sites, events, or high-traffic areas to grab attention and build brand visibility.

# CONTACT INFO

Zoeller's team of marketing experts is committed to providing you with the support and materials you need to succeed in promoting Zoeller products. Please direct any general questions to [zpcmarketing@zoeller.com](mailto:zpcmarketing@zoeller.com), but for further support or questions, please reach out to out to Zoeller's team of experts.

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