

Moving Water to Wildland Fires

Pump manufacturer reaches remote areas with unit designed for ATVs

In 1898, Watson Jack & Co. was founded on a passion for producing portable fire pumps for forestry firefighters in demanding applications and rugged environments. Headquartered in Montréal, Québec, the company thrived under a variety of ownership until it became WATERAX Inc. in 2010.

But the mission has always been to place powerful, precision engineered pumps into the hands of men and women who protect lives and property.

With that guiding principle in mind, WATERAX recently chose to update their RANCHER® Series unit. Designed for use on small utility vehicles and ATVs, it's ideal for attack line firefighting, park and spot fire patrol or rapid intervention in remote areas.

As a product that has been on the market for 15 years, WATERAX recognized an opportunity to enhance the performance of the series through a new reel.

"We were using a garden application reel designed for 5/8-inch hoses," said Raffaele Gerbasi of WATERAX. "But we were actually working with a 3/4-inch hose, so there was room for improvement there."

WATERAX worked closely with Hannay Reels, a company they've been collaborating with for years.

"When this discussion first began, we were gathered in a conference room paging

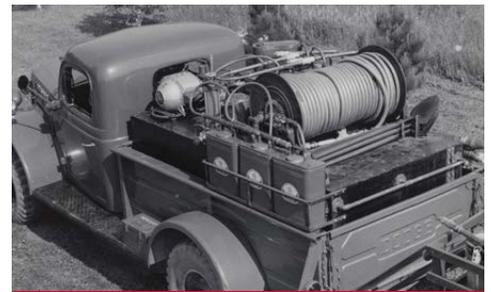
through an old catalog of ours. A spread featured a 1950s truck and one of our very old pumps, but right next to that was a Hannay reel. It was a no-brainer to once again turn to our trusted partner for upgrading our RANCHER," Gerbasi noted.

After a series of discussions and reviewing specifications, a custom designed Series 1800 reel was selected as it fit seamlessly into the existing product and stayed in line with the other lightweight, affordable and high pressure pumps at WATERAX. Featuring a compact design, the reel was well suited for the performance requirements and rigors of forestry firefighting.

"By better accommodating a larger hose, we improved the flow rate and pressure, which enhanced our overall performance by 20–30%," said Gerbasi. "Our sales grew the first year we launched it. When you're supplying equipment for the pros, quality matters. And clearly the quality of Hannay reels is much better."

Throughout WATERAX's history, it's always been about setting the industry standard with products that last. Hannay Reels fits into that mission by offering "buy-it-once" quality reels for OEMs and professionals around the globe.

"We have a feeling that Hannay Reels will be featured in our catalogs for a very long time," Gerbasi added.



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The catalog photograph that perfectly captures the WATERAX and Hannay Reels partnership: rooted in history and committed to delivering a product that lasts.

Customer
WATERAX Inc.

Location
Montréal, Québec, Canada

Customer Challenge
Building lightweight, affordable, high-pressure pumps for forestry firefighters

Hannay Solution
Series 1800 reel

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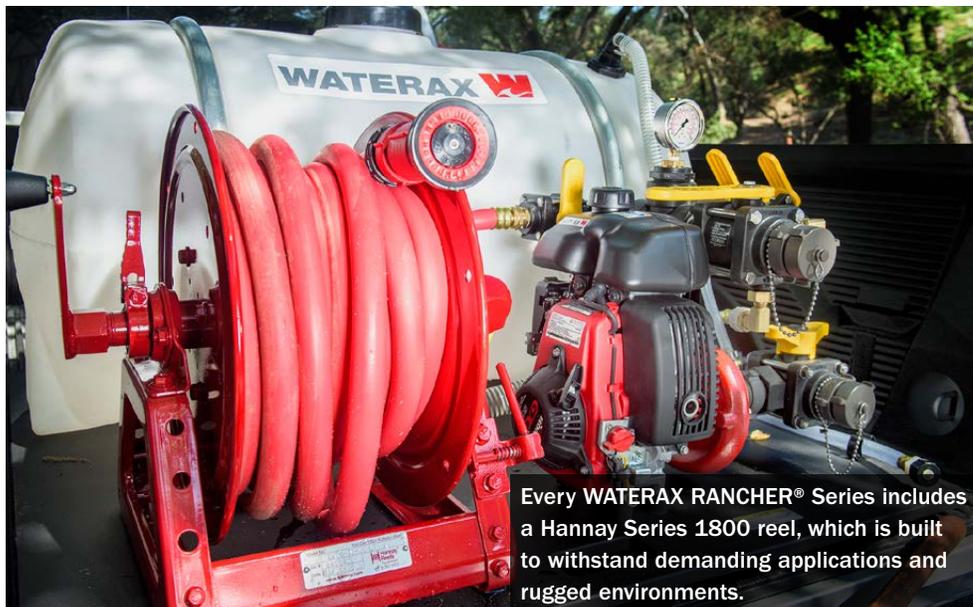
– Raffaele Gerbasi, President
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Every WATERAX RANCHER® Series includes a Hannay Series 1800 reel, which is built to withstand demanding applications and rugged environments.

 **Hannay Reels®**
The reel leader.