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**Subject:** News from Canpipe: Submersible Pumps

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# Waterwell Newsletter

October 2013

## Quick Links

[Canadian Pipe & Pump Supply  
Our Products Page](#)  
[MOE - Wells](#)  
[MOE - Well Fact Sheets](#)  
[MOE - Groundwater Map](#)  
[Discussion of Regulation 903](#)  
[Email Us Right Now](#)

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Dear,

Canadian Pipe & Pump Supply is an industry leader engaged in the manufacturing and distribution of pipe product used in waterwell and groundwater monitoring applications. In addition, we supply pumps and accessories used in conjunction with our pipe. We firmly believe in helping our customers grow their businesses. Our skilled team of industry experts can help select the proper product for your application or help to design a custom solution.

We have four locations across Ontario to serve your needs. Please visit us at one of our branches located in Toronto, Orillia, Ottawa or Tillsonburg.

## The Advantages of Submersible Pumps

Many of our customers have been asking why a submersible pump costs more than other pumps. Typically, the underlying issue behind the question is that the end-user has recently purchased a lower priced traditional pump. The comparison is an unfair one. Please read on for a brief overview of the submersible pump which should help you alleviate your customers' concerns over the price difference and explain the submersible's true value.

Electric submersible pumps (ESP) have a hermetically sealed (or airtight) motor, close-coupled to the main pump body and the entire unit is submerged in water to be pumped. ESPs are more efficient than traditional jet pumps and push water to the surface, as opposed to jet pumps, which pull fluids above the surface. The primary benefit of ESPs is that they prevent pump cavitation. Cavitation is the formation of vapor cavities in water, typically in the form of bubbles that are a direct result of pressure forces acting on the water. These bubbles implode and can generate an intense shockwave and cause wear on a traditional pump. These repeated implosions cause surface fatigue on the metal surfaces of internal components to traditional pumps.

ESPs are a great deal more sophisticated than traditional above ground pumps because they must be more reliable and are subjected to more intense environments. ESPs need to be more reliable because they are more inaccessible than a traditional above ground pump, so the amount of engineering that goes into an ESP's design and construction exceeds that required for above ground pumps. ESPs work in an environment that is more severe than their above ground counterparts. Clearly, the electrical supply must never come into contact with water for safety reasons, and the ESP is subjected to more pressure. The pressure around the ESP also changes,

or cyclically fluctuates - as the pump draws in water and then pushes it up, the surrounding water pressure cycles down and then up in a continuous fashion. For these reasons, ESPs must be better engineered.

CPPS is proud to sell the Grundfos 4" Stainless Steel Submersible Pump. Its all stainless steel construction provides both increased durability and reliability. It is designed to provide years of trouble-free performance with no lead-leaching components to ensure the highest levels of health and safety for end-users. This unit is built to last!



**Grundfos  
Submersible Pump**

ESPs save money over the longer term: while the initial cost is higher; the entire life cycle cost is lower. The electricity cost of a pump is approximately 85% of the total Life Cycle cost (initial price + maintenance + electricity). The cost conscious end user of pumps will save money with a more energy efficient Submersible Pump.

Contact your CPPS representative to learn more or [click here](#).

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We look forward to your business and partnering with you to help drive your growth in 2013.

Sincerely,

Robert Martini  
Vice-President General Manager