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# DISTRIBUTOR NEWSLETTER

Q4 2020

### Come On In! Visit Burkert USA

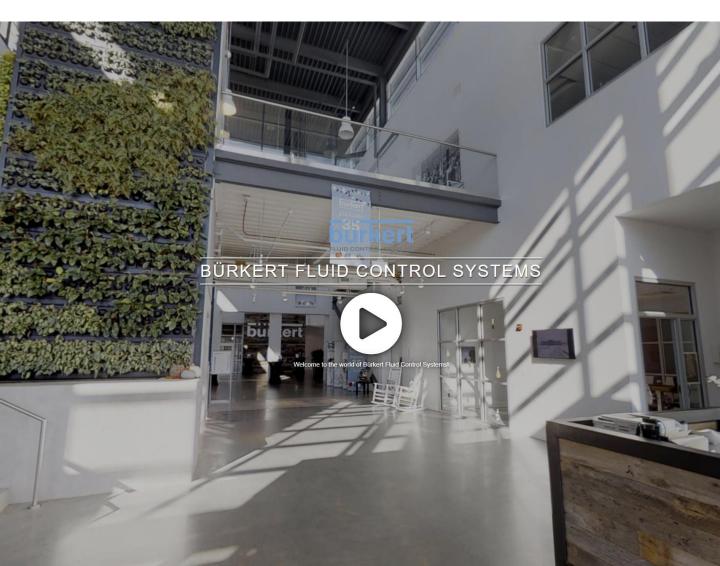
No face mask required for this Virtual visit to the Huntersville Campus of Burkert USA

### Ball Valve Program & Configurator

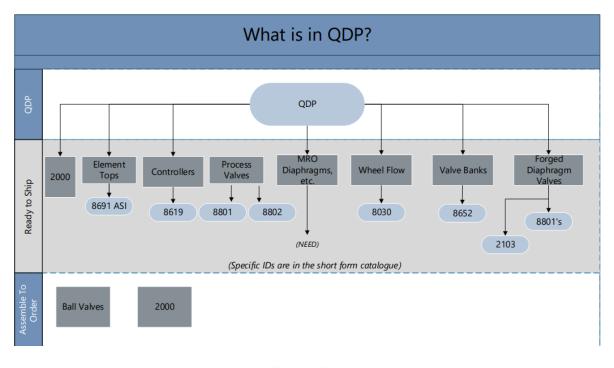
A quick configuration tool to help you select your perfect Burkert ball valve solution – Now all part of the QDP!

### **Distributor Success Stories**

Quick Product Selection & Sampling Success; "New" Product and Application Training Success; Growing Business Together with Strategic Planning and Compromise to Achieve Together



# Burkert Quick Delivery Program - QDP



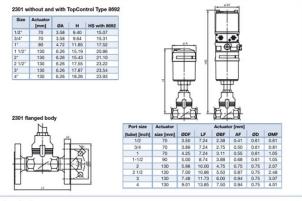
# How do We Help Accelerate the Growth of Your Business?

Quick Delivery Program – What is this and what is included? Type 2000s (US Assembled), ELEMENT tops, Controllers, MRO Diaphragms, Wheel Flow & other Sensors, Valve Banks, Forged Diaphragm Valves, Ball Valves

Highlighted in Green in the <u>Short Form</u> <u>Catalog</u>

ALL Ball Valves found in the <u>Ball Valve</u> <u>Configurator</u>





Ordering charts

Size	Orifice	Cv	Pressure	NPT		Tube		Clamp	
	[mm]			PTFE/St.st.	SLst/SLst.	PTFE/St.st.	SLst./SLst.	PTFE/St.st.	St.st
1/2*	15	5.8	232	336 492	337 376	(336 509/	337 391	337 343	336
3*4*	20	11.6	232	336 494	467 877	336 511	337 395	337 344	337
1*	25	18.5	232	336 495	337 378	(336:512/	337 402	337 346	338
1 1/2"	40	41.6	232	336 496	467 878	337 313	337 408	337 373	338
2*	50	61.3	232	336 504	467 874	337 314	336 458	333 086	338
2 1/2"	65	104.1	232	336 508	337 287	337 315	337 412	337 375	/333
Globe C	ontrol Valve	(2301 + 8	692)						
Size	Orifice [mm]	Cv	Pressure		nge St.st/St.st.		PT St.st./St.st.	1	
1/2"	15	5	232	338 037	337 323	337 384	467 880	1	
3*4*	20	8.3	232	(338 038)	337 324	338 073	337 413	1	
1*	25	13.9	232	(338 039/	337 338	467.881	337 134	1	
1 1/2"	40	27.7	232	338 042	337 339	338 075	337 414	1	
2"	50	43	232	338 045	467 872	338 124	337 416	1	
2 1/2"	65	75.6	232	338 049	/333 067/	338 216	337 419	1	
3*	80	116.3	145	338 070	333 059			1	
4*	100	162.8	87	338 072	(337.340)			]	
Size	Orifice	Cv	Pressure	Tube		Clamp PTFE/St.st. St.st./St.st.		1	
<	(mm)		232			PTFE/SLst.	SLSL/SLSL		
1/2*	10	3.1		-338-2270	-337-316	(038/255/	333.093		
3*4*	15	5	232	338 234	337 317	338 255	333 043	1	
1"									
	20	8.3	232	(338 239)	336 479	337 289	338 249		
1 1/2"	32	20.7	232	(338 242)	336 459	337 290	338 259		
		27.7	232	336 462	336 474	338 256	338 253		
2 1/2"	50	43	232	338 244	338 223		-		
3*	65	75.58	232	338 246	337 320				
4*	100	162.8	87	338 248	336 350				

# Ball Valve Program & Configurator

A quick configuration tool to help you select your perfect Burkert ball valve solution.



# Ball Valve Program – Aggressively Competitive Pricing Structure

- All Ball Valves in our configurator included in the QDP shipping in 5 days or less
- Evaluated against several competitors to provide optimal market-based list prices
- New lower list prices = Sell More!
- Same 50% distributor discount as before even on this lower price (we eat the difference).
- Compatible with Burkert actuators, controllers, positioners – Ball Valves are part of our greater process automation & control offering
- Updated pricing on the <u>website</u>, in <u>configurator</u>, & <u>price list</u> on 10/16

# Ball Valve Configurator

### Quick checklist:

- $\sqrt{Maximum temperature for your system}$
- √ Size (in inches)
- $\sqrt{\text{Type of End Connection}}$
- √ Method of Actuation (if any)
- $\sqrt{\text{Position Control (if any)}}$
- √ Limit Switch (if any)
- √ Pilot Type/Voltage (if any)

Datasheets Butt Weld, NPT, and Socket Weld Clamp and Tube End Flanged







# Training plan Q4 - Enabling growth

### **Distributor Toolbox Training**

- Basic tools : "I need a....."
- Quick Delivery Program (QDP) .
- Product information
- Marketing requests

### ASM Customized Training

- General Burkert product offerings
- Specific product training
- Application training

Customer needs audit plan

### https://www.burkert-usa.com/en/Service-Support/Support/Distributor-Toolbox

### Distributor Toolbox

Select Tools, Forms, Data, and News for our Exclusive Distribution Partner Network 🖶 Print 📢 💕 🕇 in 🖄 📎

My Orders
And

As part of our ongoing commitment to making it easier to work with Burkert, we have assembled some of the most requested information and tools available for you in this toolbox.

Forms & Templates

Quick Delivery Program					
Landing Page Here	Distributor Personalization Label Request				
Landing Page Here	USA Short Form Catalog				
Configurators and Product Selection Tools	our chort officially				
Ball Valve Configurator	USA Newspaper				
Bail Valve Configurator	Newsletters & Mailers				
"I Need A" Sheets for the following products					
	US Distributor Newsletter - Q3 2020				
<ul> <li>Solenoid valves</li> </ul>	Videos & Training				
<ul> <li>Pneumatic manifolds</li> </ul>	videos & maning				
<ul> <li>Sensors</li> </ul>	Burkert USA YouTube Page (local content) Burkert USA Video Favorites (from other Burkert offices around the world)				
Conductivity					
Flow	Webinars On-Demand				
Level					
Type 8619 Multichannel Controller	Hygienic: FLOWave - Improving Safety in Pharma Production with Hygienic Flow Measurement				
Type 8611 Universal Controller	Micro: Sample Integrity and Waste Reduction Micro: Maximizing Yield, Minimizing Waste Through Precise Dosing Techniques				
Type 8681 Control Heads					
Control valves: ELEMENT					
Ball valves					
<ul> <li>Pneumatic for position control</li> </ul>					

- Electric for on/off or position control
- Pneumatic for on/off control
- Schwarzer pumps

# Newspaper – Digital Version LIVE We want your feedback!!



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## 2020 Burkert Newspaper Here Digitally

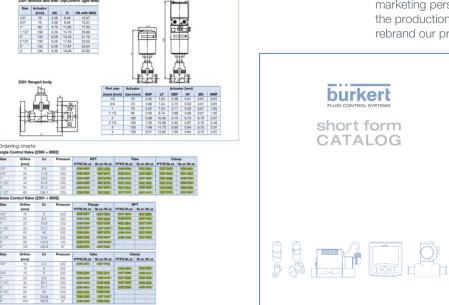
The 2020 Burkert Newspaper, was redesigned using feedback from our sales team and distribution partners to be easier to open and use, light enough to mail using basic USPS first class, and still free for our distribution partners – also using the same size labels for your rebranding purposes.

This digital literature piece is online, easily emailed and awaiting your feedback on how we can make it a better sales tool for your team before it goes to print.

Email us <u>marketing-usa@burkert.com</u> with your insights.

Our newest printed materials were created specifically for our distribution partners. Both the short form catalog and the upcoming Burkert Newspaper, were designed to be re-branded for distributors using a 2"x2" label to cover the direct Burkert contact information and provide your contact information in it's place.

We can coordinate a design with your marketing personnel and will even pay for the production of these labels to help you rebrand our print materials as your own.



# 2020 Short Form Catalog

Easily identifiable Quick Delivery Program Items highlighted in Green

# Product Selection Guides – "I Need A"

"I Need A" sheets are simplified online forms that gather ALL the necessary process information to quickly provide an accurate quote for the correct product

"I Need A" Sheets for the following products

- Solenoid valves
- Pneumatic manifolds
- Sensors
  - ✓ Conductivity
  - ✓ <u>Flow</u>
  - ✓ Level
  - ✓ Type 8619 Multichannel Controller
     ✓ Type 8611 Universal Controller
- Type 8681 Control Heads
- Control valves: ELEMENT
- Ball valves
  - ✓ Pneumatic for position control
  - ✓ Electric for on/off or position control
  - ✓ Pneumatic for on/off control
- Schwarzer pumps
- And more on the way...



# Burkert 8681 Configuration For Quote

Reference- https://www.burkert.com/en/Media/plm/DTS/DS/DS8681-Standard-EU-EN.pdf

\* Required

Email address\*

Your email

First and Last Name\*

Your answer

Company Name \*

Your answer

I need a Conductivity Sensor

Please fill out the information below \* Required



### I need a Control Ball Valve

Data sheets (scroll down for ball valves)- https://www.burkert-usa.com/en/Company-Career/What-s-New/News/Quick-Delivery-Program-Burkert-USA \* Required

Phone Number \*

Your answer

Who is the Burkert contact that provided this survey link?\*

Your answer

Number of valves?\*

# Webinar Series - LIVE and On-Demand Versions

### Past & Upcoming Webinar Topics

- FLOWave: Improving Safety with Hygienic Flow Measurement (Live Sept. 2020, now on-demand)
- Test, Validate & Calibrate MFCs (On Demand Oct. 2020)
- Valve Sizing Matters 101 (On Demand Nov. 2020)
- Angle Seat vs. Ball Valves: Which to choose & why?? (On Demand Nov. 2020)
- Valve Coil Basics (On Demand Nov. 2020)
- Decentralized Process Automation (Live Dec. 2020)
- Distributed Plant Automation (Live Feb. 2021)



# Where to Find New Releases in Webinar Series

Webinar On-Demand

7,985

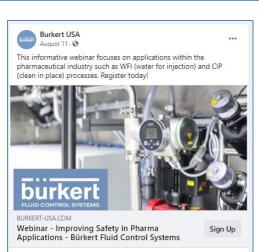
People Reached

Distributor Toolbox Select Tools, Forms, Data, and News for our Exclusive Distribution Partner Network Print ← ♥ f in ⊠ ⊗



- LinkedIn
- Facebook
- Website Posts
- Distributor Toolbox





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Engagements

Efficient and reliable solutions for pharmaceutical production processes

maintenance efforts, npreving safety in pharmaceutical production with hygienic flow measurement de obsymmanufacturing.com/webinars-2020-improving-safety-in-pharmaceutical-pro-

armaceutical applications such as WFI (water for injection) or GIP (clean in place)... and meet with our tical examples will show how the SAW technology can be used to gain filling time, improve quality and

# **Quick Product Selection & Sampling Success**



- ✓ Project identified late August by Oliver M. Dean
- ✓ First considered pneumatic actuated ball valves then pivoted based on customer needs to electric actuation
- ✓ Transitioned from electromotor valves to electrically operated ball valves (cost sensitive)
- ✓ Items required were selected from the <u>Burkert QDP program</u>
- ✓ Now testing 7 items => leading to an order of 37 more ball valves estimated before year end
- ✓ Total project projection \$42,000

# "New" Product and Application Training Success



- > Durable has been an Authorized Distribution Partner for 30+ years
- > Most of the sales force knows Burkert products very well
- During quarterly business review, Randy identified Burkert MFC's as a product recognized but sales team was not familiar with MFC's
- As part of the Joint Business Plan training schedule was updated to include MFC training (done in September)
- > Resulted in two opportunities currently active:
  - Air flow meters to replace VA Meters on test stands
  - Natural Gas / Propane flow meters used on a test stand for gas dryers

# Growing Business Together with Strategic Plans

By 2017, realized business was stagnate - not meetings anyone's expectations

- Began product and application training together with key . customer visits
- Led with control tops and reinforced Burkert broad product н. offering
- 2020 Rodem and Burkert Sales Managers discussed future н. commitments
- Authorized Distribution Agreement discussed, including key н. terms and stocking strategic inventory
- Burkert Area Sales Manager worked closely with Rodem Sales Team to select the right products based on industry applications and Burkert's value in the market



Old-Fashioned Service

TOTAL TOTAL YTD TOTAL 2018 2019 2020

# Burkert U.S.A. Type 2000 Local Assembly

### U.S.A. Type 2000 Assembly - Going and Growing

- "Assembled in the USA"
- Quicker Delivery Times - most in QDP
- Create more American Jobs
- Higher Security Level of Supply Chain
- No Price Increase on new Part Numbers through end of 2021
- Cross reference list ready this week



2017

# **Product Updates**

### New communication interface for control head Type 8681

In addition to <u>AS-Interface</u> & DeviceNet, our control head Type 8681 is now available with the Bürkert system bus (büS) / CANopen communication interface.



Due to the increasing digitization of production processes, the demands placed on digital data exchange between process valves and the programmable logic controller (PLC) are growing all the time. Ever larger volumes of process, device and diagnostic data need to be transmitted to the superordinate controller.

To meet these requirements, our valve control head Type 8681 is now also available with the communication interface <u>IO-Link</u> or the Bürkert system bus (büS)/CANopen in addition to the variants with AS-i & DeviceNet.

Control heads are the links between the process valves at field level and the system control. As part of decentralized automation concepts, they handle all pneumatic control, feedback and diagnostic functions all the way to bus communication.

Your advantages thanks to our universal control head Type 8681:

- ✓ Compatible with the majority of hygienic process valves
- ✓ Quick and easy configuration and connection of the device saves time
- ✓ Integrated diagnostic functions enable cost-efficient maintenance intervals
- ✓ Fast device replacement for service and plant maintenance activities
- ✓ Easy start-up and cabling
- ✓ Compatible with many standard valve types

The control head Type 8681 is universally adaptable and can be combined with most standard valve types for hygiene-critical areas, e.g. butterfly valves, ball valves as well as single-seated and double-seated valves. Simple planning of maintenance intervals

The programmable diagnostic functions allow maintenance requirements, such as limit values for the number of switching cycles or operating hours, to be defined specifically for the automated process valve and managed by the control head. As such, the maintenance intervals of your valves can be optimized and unplanned system downtime avoided.

Easy to integrate into existing fieldbus and automation systems

Thanks to the new interface, Type 8681 can be easily integrated into all common automation and fieldbus systems. Standard cables and M12 push-in connectors are used for cabling, thereby making the control heads quick and easy to install - without the risk of wiring errors.

https://www.burkert-usa.com/en/Company-Career/What-s-New/News/New-communication-interface-for-controlhead-Type-8681

# **Product Updates**

Type 8742 & Type 8746: Mass Flow Controllers & Mass Flow Meters with an analog interface or PROFIBUS DP



The Mass Flow Controllers and Mass Flow Meters Type 8742 and Type 8746 are now also available with standard signal interfaces or PROFIBUS DP in addition to the already existing büS/CANopen variant. This gives you more choice and flexibility when planning your plant. Measurement directly in the gas flow

The sensor of the MFCs and MFMs is located directly in the gas flow and thus calibrated with real gas. This results in very high dynamics and measuring accuracy as well as the fastest response and setting times. Robust field devices

Thanks to their IP65 and IP67 degree of protection, the new robust variants of Type 8742 and Type 8746 can be used directly in the field – without a control cabinet. In addition, the devices are also optionally available with conformity for ATEX / IECEx Zone 2 Cat. 3 G/D. Your advantages at a glance

 $\checkmark$  Highest measuring accuracy thanks to the sensor located directly in the gas flow with real gas calibration

- $\checkmark$  Suitable for field use thanks to IP65 and IP67 degree of protection
- $\checkmark$  Low maintenance due to long-term stable flow calibration and no moving parts in the medium
- $\checkmark$  Simple integration into existing plants

Discover more about our MFCs & MFMs with PROFIBUS DP:

<u>Type 8742</u> Type 8746

Learn more about our MFCs & MFMs with an analogue interface:

<u>Type 8742</u> Type 8746

https://www.burkert-usa.com/en/Company-Career/What-s-New/News/Type-8742-Type-8746-Mass-Flow-Controllers-Mass-Flow-Meters-with-an-analogue-interface-or-PROFIBUS-DP

# **Burkert Virtual Exhibition Participation**

No need to get your badge swiped here - come as you are when it's convenient for you!



### **Burkert Website Virtual Booth**

### Can't do LIVE Shows?? PIVOT!



### **Rockwell Automation Fair**



### North American Die Casting Association



# **Clinical Lab Expo**



Frequently Asked Questions Important Dates mual Meeting Orga



# ALL VIRTUAL EVENT

Due to the threat of the ongoing coronavirus pandemic, AACC's Boar of Directors has made a pivotal decision: the 2020 AACC Annual Scientific Meeting & Clinical Lab Expo will be held as a

virtual event, rather than as a live meeting in Chicago, Illinois, USA. The meeting will still occur from December 13-17, 2020, so please continue to hold those dates on your calendar.

plases continue to hold those dates on your calendar, The virtual conference and espection, necessitated by the global pandemix, will continue the 72-pare history of the AACC Annual Signetfix keeling it a Clinical Lab Espa as the premiere event stimulating the exchange of information among members of the AACC higgles because of the suprecedented opportunity to reism AACC higgles because of the suprecedented opportunity to reism AACC higgles because on the suprecedented opportunity to reisma and he

join your community online December 13-17 for 5 days o

**REGISTER TODA** 

STAY UP TO DATE

Sign up here to stay in T MEETING UPDATES



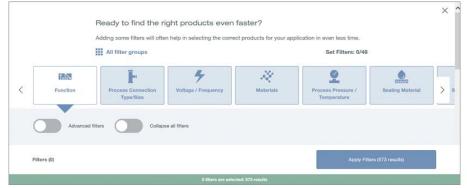
Past and Future Veeting





# Need assistance making a selection on the Website??

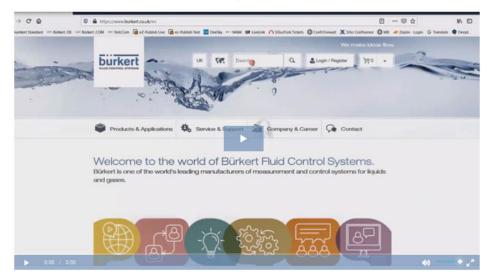
Sometimes selecting the valve that perfectly fits your requirements is not so easy.



The Bürkert Type 330 solenoid valve, for example, can be perfectly adapted to any requirement with a wide variety of body materials, ports and sealants.

But how do you quickly find the right valve?

✓ This part actually is quite easy - first use our extensive product filter and then compare the selection list with the help of our clear product comparison. The following video describes the selection step by step:



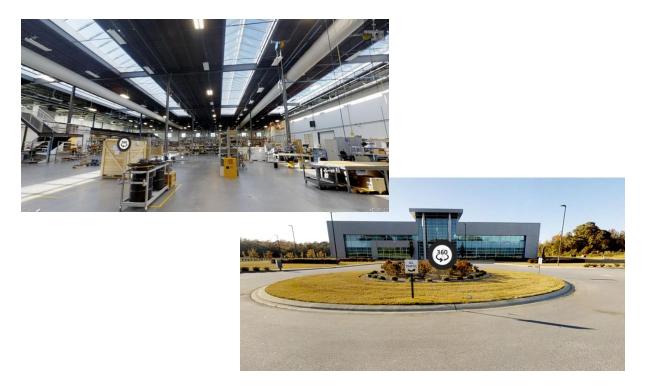
# **Burkert Facility Virtual Tour**

No face mask required for this visit to the Huntersville Campus of Burkert USA Come and visit our Burkert USA facility from the comfort of your own device. <u>Virtual tours</u> of the Huntersville campus are just a click away with a respect for maintaining social distance – at least for now.



The 173,000 square-foot U.S. Headquarters currently accommodates over 120 employees who utilize the campus which boasts floor to ceiling windows throughout the entire office space, a fitness center with an indoor half basketball court, and two-story atrium that runs the length of the building.

A 43.7kW solar farm comprised of 366 panels on the roof supplies power directly to the facility and transfers power back to the grid during low usage. To reduce lighting needs, four separate bays of skylights plus 14 Solatubes provide natural daylight to our employees in the climate controlled production and warehouse area. The manufacturing area includes two separate CNC (Computer Numerical Control) machine shops to produce manifolds designed by our engineers. Valve systems are assembled and tested in our class 10,000 Clean Room.





# Your Burkert Contacts

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