

# DISTRIBUTOR NEWSLETTER

Q4 2022

## [Panel Builders Campaign](#)

Strategic Advantages, Future Focused  
Valve Islands, Local Inventory & US  
Configuration/Build Capabilities.

## [Success Stories](#)

Repeatable. Achievable. Lucrative.

See how distributor partners are working  
closely with area sales managers to grow  
business and expand their reach

## [New Short Form Catalog & Burkert Express Program](#)

This line card style catalog has been  
refreshed completely with new products,  
expanded offering, and more quick delivery  
items than ever before



## Panel Builders Campaign – the Burkert Advantage

### Campaign Focus

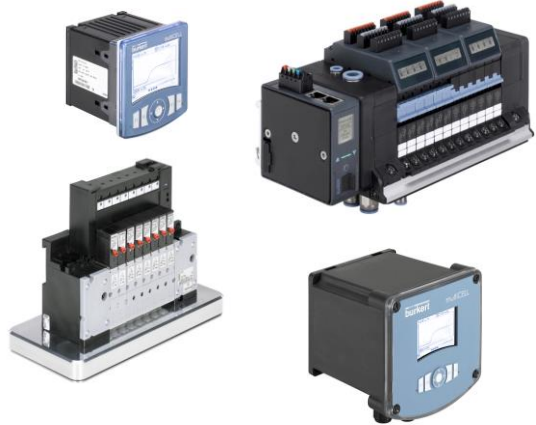
- Grow sales and increase awareness of Burkert's products applicable to process and machine control panel manufacture.

### Product-focused solutions, including:

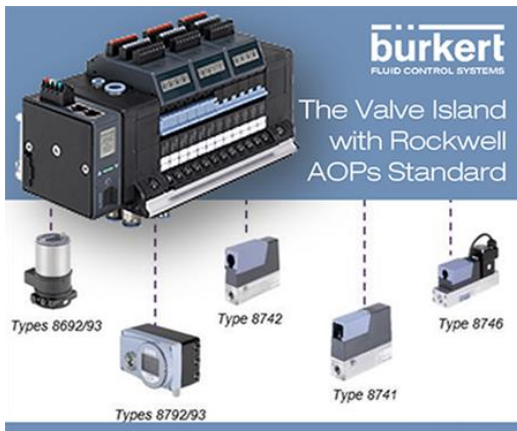
- AirLINE Valve Islands ([8652](#), [8640](#) and [8653](#))
- [ME43](#) gateway
- Custom solutions with 8619 as the primary controller & transmitter handling multiple sensor types
- Complete panel solutions ([8615](#))

### Execution Plan

- Slated for Q3 launch
- In addition to product & application training, increased focus on competition and differentiators



## Type 8652 AirLINE - Brief Overview Next-generation Pneumatic Valve Island!



### Features

- Designed to drive (48) pneumatic valves
- As-standard Ethernet (any protocol)
- Integral Digital Input, pressure sensors, safety interlocks as options

### Benefits

- AOP's for Rockwell in September
- Easy to program
- Available in pre-build SS panels
- Easy to get
- Can be daisy-chained or redundant
- Easy to standardize

### Off-the-shelf Cabinet Solutions



## Contact Lens Manufacturer

### Solenoid valves for small, repeatable dosing

#### Why did we win this business?

Long operational life on Burkert solenoids  
Communication between Burkert and our Distributor Partner

#### Distributor Partner's Value Proposition

Willing to stock solenoid valves for this large customer  
Distance and availability to the customer  
Product training and support locally

#### Dollar Value

\$30,000 - \$60,000 per stocking order

#### Takeaway

Keep open line of communication to avoid misalignment and prevent customer taking advantage of either sales channel by pitting us against each other.



## Magflow Meter for Water Chillers

Portable industrial water chillers where temporary cooling is required

#### Why did we win this business?

- Customer needed a large number of parts over time
- Customer requested price stability for all deliveries

#### Distributor Partner's Value Proposition

- Has an existing install base for the application
- Able to lock in price with 2022 stock order
- Distributor Partner also provides other supporting items

#### Dollar Value

\$100,000+ over 12 months

#### Takeaway

Existing position with customer created longer term sales



## System Selling Across Product Lines

Temperature control valves at end user

### Why did we win this business?

- Diverse processes in plant other non-Burkert instrumentation
- Distributor able leverage their full product line (sole source)
- Stock of positioners

### Distributor Partner's Value Proposition

- End-user had preference to Distributor
- Local start-up support
- 1-year maintenance plan with local stock

### Dollar Value

\$70,000+ of Burkert product

### Takeaway

Leveraging full package increase success rate (and profit)



## Control Tops for Beverage End User

Control tops for old 120VAC GEA mix-proof valves

### Why did we win this business?

- Only provider of 120VAC control tops (no competition)
- Manufacturer already familiar with Burkert control top technology
- Distributor Value Added Propositions

### Distributor Value Proposition

- Willing to stock control tops and adapters for customer
- Ability to easily add additional components to the solution (electrical grommet and resistor for power fluctuations)
- Product training and Service support

### Dollar Value

Current: ~\$15,000 / Total: ~\$250,000

### Takeaway

Distribution Partner able to supply other accessories with Burkert unique solutions that made the difference





# Typical Pressure Regulating Valve

## Antiquated Technology

### Application:

- Traditional PRV
- No performance feedback
- Cannot make changes quickly
- Metal diaphragm cracks or punctures with extended use
- Does not provide leak-tight shut off

### Distributor Value Proposition

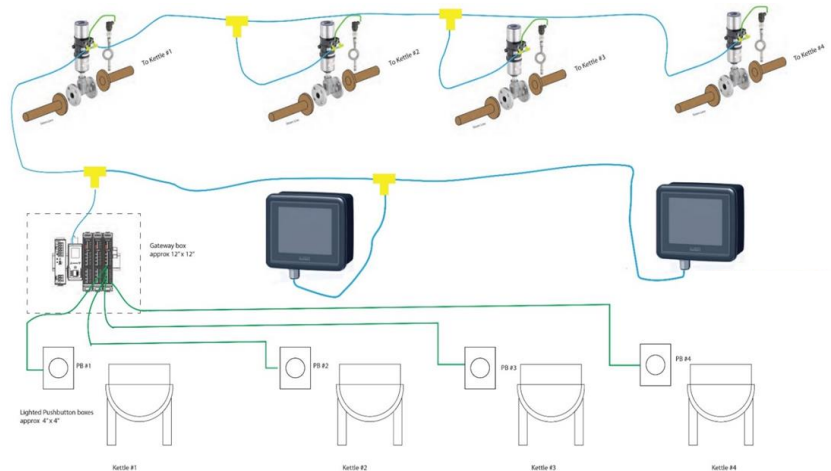
- Able to provide automation set-up and start-up support
- Easy to expand number of stations
- Team approach with Burkert Sales

### Why did we win this business?

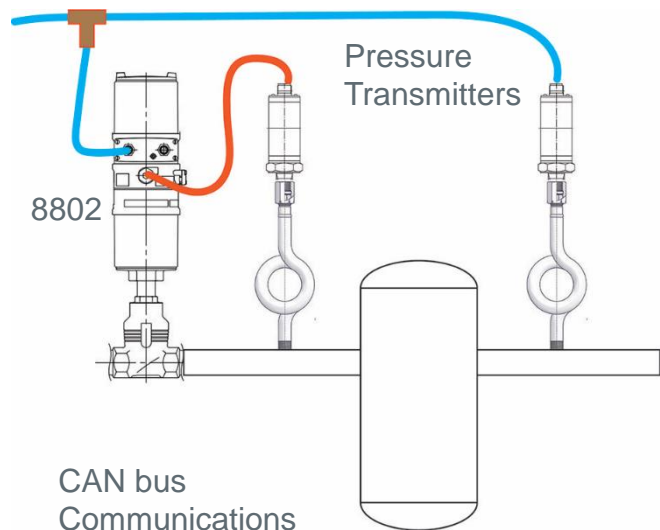
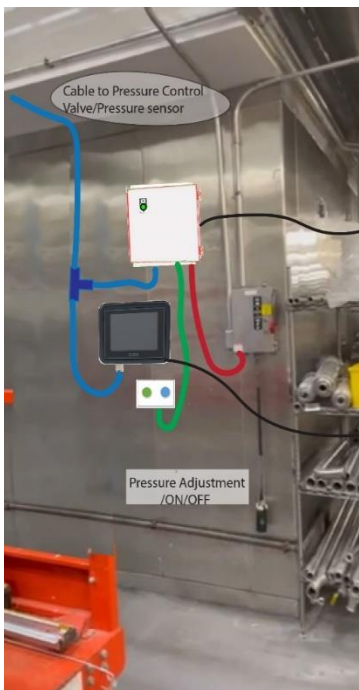
- Performance feedback
- Proven Burkert technology
- Change quickly
- ANSI Class6 Bubble tight



### Proposed Solution



### Upgrade Solution



## Positioner Benefits - Burkert Vs Moore Valves

### Tradition Application:

- Large install base
- Food and Beverage industry standard for many years
- Old technology – no feedback, inaccurate control, air leakage
- Not programmable – not flexible
- Requires external (remote) transducer to function

## Why did we win this business?

Modern Industry Standard:

## Precise Control

## Position Feedback

No continuous air leakage

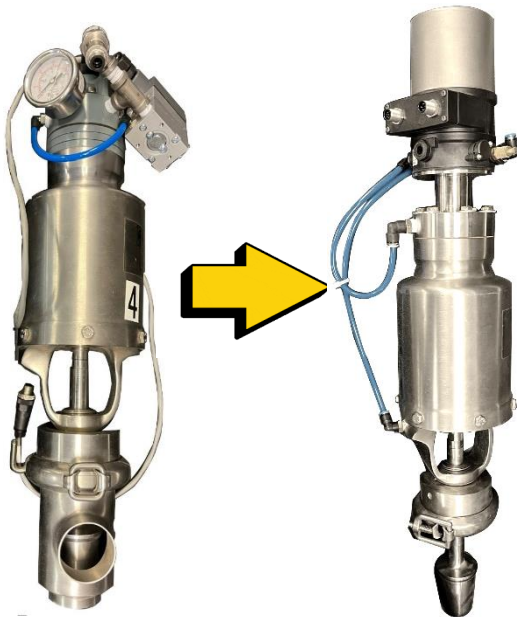
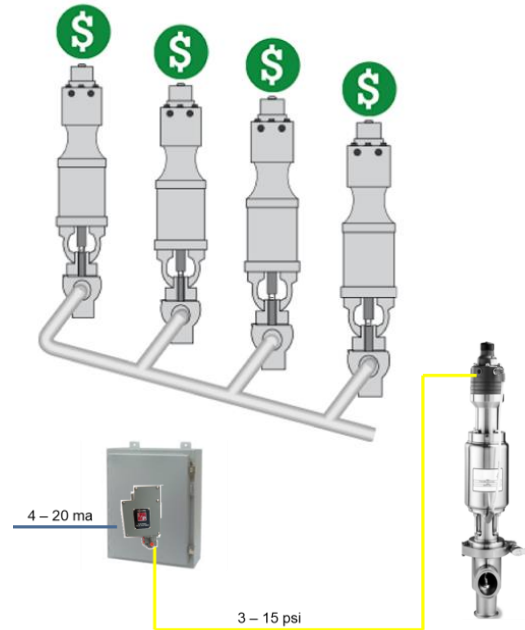
No constant calibration

## NEMA4X – wash down

Flexible – good for any protocol (i.e. AOP and AOI)

## Takeaway

Large target market, better technology and Distributor adds value



## Reduce Energy Costs with Burkert Digital Valve Positioners

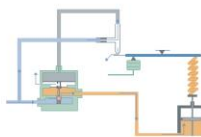
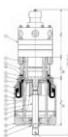


Download  
the flyer here

## Burkert Digital Valve Positioner

ive air and money with our digital valve positioners

additional pneumatic top-mount valve positioners with V/P transducers have remained a staple in the food and beverage industry for almost 70 years. The advantage has been the durability of the all mechanical system in a environment subjected to constant washdown. The downside to this device is the numerous valves and springs inside the housing and the fact that this device is designed to leak air continuously.



This schematic view shows the book reader in a preautistic position.



100

Lessons from P-P postmaster	
rated loss at 100 psi at pressure	0.0 sqft
@ 8750 operating hrs/yr	2,028,000 sq ft
Lessons from valve bursting (typical P value)	
loss per cycle	0.31 sqft
@ 6 strokes/min and 8750 operating hrs/yr	683,804 sq ft
Lessons from UP transducer	
rated loss at 50 psi at pressure	0.2 sqft
@ 8750 operating hrs/yr	105,000 sq ft
Total costs	
initial a/c	\$41,304 out/yr
electricity cost @ \$0.06/kwh	\$0.06 per kWh
ancillary a/c costs – air dries, etc.	\$0.50 + 1000 sq ft
Total costs per year	
	\$878 per year

These are the losses for an average system.

## 2 Global Value Evaluation

The solution ... transition from pneumatic positioner to digital positioner

The Burkert Digital Valve Positioner eliminates these air losses. The correct amount of air is injected into the actuator chamber so that the valve is set at the required position.

Electronic solenoids control the air flow in and out of the actuator chamber. The firing of the solenoids is controlled by a sensing puck in conjunction with an internal PID controller.



- Pneumatic positioners bleed air continuously... digital positioners use no air once set-point has been achieved
- Electronics enclosure is pressurized with the instrument air in order to keep moisture out
- Adaptable to most linear actuated valves



Internal flow

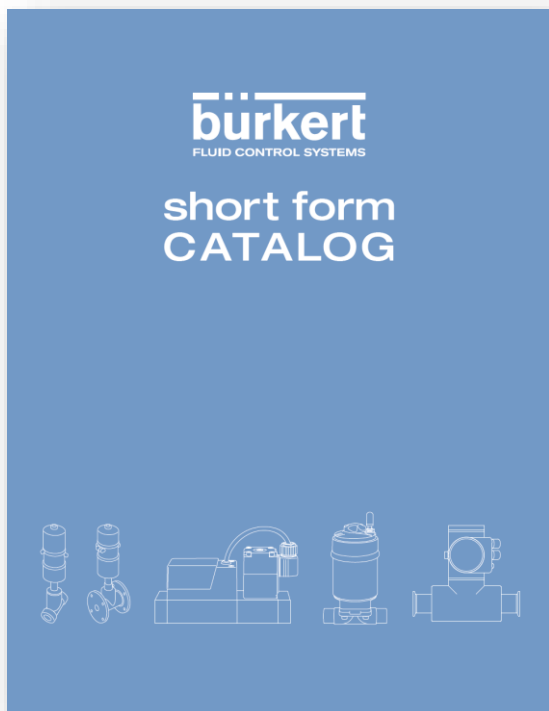
### Mounting

Lycopodium:

• *The digital camera*

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## NEW Short Form Catalog & Burkert Express



- Now in PRINT! [Order Your Copies Today!](#)
- Transition from Quick Delivery Program to Burkert Express
- Expanded selection of items based on Distribution feedback, new releases, historical sales data, and advanced planning due to supply chain disruptions
- Direct integration into the E-Shop on our website

**Literature Request Form for 2022 Short Form Catalog**

\* 1. Contact Information:

First & Last Name

Company

Address

City

State

Zip Code

Email Address

## Let's Get Custom: We'll make personalized labels for you to cover up our address block!

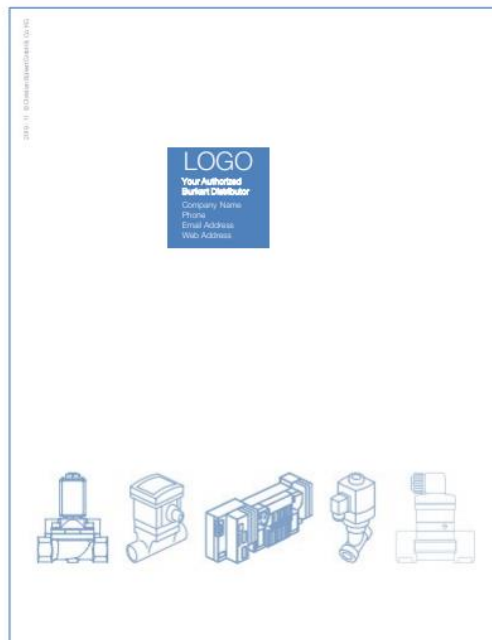
Unless you've missed the last 2+ years of our quarterly distribution calls, you know that Burkert wants your existing and potential customers to feel comfortable and confident contacting you directly for the best sales support available.

We want to make this even easier, so our print catalogs have very little of our direct contact info included. We will also buy custom labels with your logo and contact info on them to cover up our address block on the back of the catalog.

Simply complete the request form, send us your logo and we'll get labels created and shipped to you directly.

Just one more way we make it easier to do business with Burkert!

<https://www.burkert-usa.com/en/Media/Files/US-Distributor-Personalization-Label-Request-Form>



# Your Burkert Contacts



## Distribution Segment Manager



Jeff Brule  
[jeff.brule@burkert.com](mailto:jeff.brule@burkert.com)  
+17044015678



Kristopher (Kris) Lewis – Minnesota-Dakotas  
[kristopher.lewis@burkert.com](mailto:kristopher.lewis@burkert.com)  
+17043519766

## Regional Area Sales Managers



Al Bednarski – Great Lakes  
[al.bednarski@burkert.com](mailto:al.bednarski@burkert.com)  
+12165714100



Tom Perkins - Midwest  
[tom.perkins@burkert.com](mailto:tom.perkins@burkert.com)  
+13145689865



Darren Malo – S CA & Southwest  
[darren.malo@burkert.com](mailto:darren.malo@burkert.com)  
+17043867844



Jordan Van Dyne – Mid-Atlantic  
[jordan.vandyne@burkert.com](mailto:jordan.vandyne@burkert.com)  
+14086092682



Will Carr – Southeast  
[will.carr@burkert.com](mailto:will.carr@burkert.com)  
+17049565766



Jim Larsen – Segment Manager F&B  
[jim.larsen@burkert.com](mailto:jim.larsen@burkert.com)  
+14142164739



Marty McClain – Northeast  
[marty.mcclain@burkert.com](mailto:marty.mcclain@burkert.com)  
+19807487036



## Inside Sales Support

Jennifer Glas – Inside Sales Manager  
[jennifer.glas@burkert.com](mailto:jennifer.glas@burkert.com)  
+17405044444



Larry Kubacki – Greater Chicago  
[larry.kubacki@burkert.com](mailto:larry.kubacki@burkert.com)  
+13129724914



Shannon Passmore - East  
[shannon.passmore@burkert.com](mailto:shannon.passmore@burkert.com)  
+17045044695



Earl Lanier – OK, Texas, LA  
[earl.lanier@burkert.com](mailto:earl.lanier@burkert.com)  
+12147556256



Audra Chini - West  
[Audra.chini@burkert.com](mailto:Audra.chini@burkert.com)  
+17044015628



Jon Mello N CA & Northwest  
[jon.mello@burkert.com](mailto:jon.mello@burkert.com)  
+15593179966

## Marketing & Literature Fulfillment



Ursula Johns – Marketing  
& Tradeshow Specialist  
[marketing-usa@burkert.com](mailto:marketing-usa@burkert.com)  
+19492233102



Brandon Mickelson - Wisconsin  
[brandon.mickelson@burkert.com](mailto:brandon.mickelson@burkert.com)  
+19202793806



Brian Malley – Marketing Manager  
[marketing-usa@burkert.com](mailto:marketing-usa@burkert.com)  
+19492233177

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