DISTRIBUTOR NEWSLETTER

Q1 2021

Distributor Toolbox – Making it Easier to Sell
Wishing that there was one place to find the frequently used sales tools and resources you need?

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

Who you gonna Call?
The Burkert Contacts servicing our Distribution Partner companies in one single page with photos, telephone and email info.
Listen, Then Act... Taking your feedback to ♥

Those quirky Menti surveys that you may have seen are utilized & acted upon

What would you like to see in the Newsletter to make it more engaging?

- Reduced the # of pages and streamlined the content
- Covered the Distributor Toolbox and included the active links to the content
- Added "popular products" section & quick delivery status
- Included Distributor Success Stories with successful applications
- Checked a few off the list... still more work to do

What should be added to the toolbox to make it easier to do business with Burkert?

- Added link to On-Demand training to Distributor Toolbox & included all links in newsletter

Have you received training on the distributor's toolbox?

- Yes! 11
- No 11
- What toolbox? 6
Type 2000 Angle Seat Valve Local Assembly

U.S.A. Type 2000 Assembly – Going and Growing

- “Assembled in the USA”
- Quicker Delivery Times – most in Quick Delivery Program
- Create more American Jobs
- Higher Security Level of Supply Chain
- No Price Increase on new Part Numbers through end of 2021
- Cross reference list

Webinar On-Demand Angle Seat vs. Ball Valves
What’s Trending in Distribution Sales of Burkert?

**Type 330/331** Direct-acting 2/2 or 3/2-way pivoted armature valve
- Work horse, long lasting, media separated
- Included in the [Quick Delivery Program](#).
- Can be used for multiple applications, neutral gases, liquids, aggressive media

**Type 2873/2875** Direct-acting 2-way standard solenoid control valve
- Perfectly suited for pressure control loops
- Compact design
- Excellent response time
- Consistent pressure control
- Optional: Explosion-protected coil

**Type 6213/6281** Servo-assisted 2/2 way diaphragm valve
- Vast range of applications and uses
- Included in the [Quick Delivery Program](#).
- Water hammer free and low noise
- Flow-optimized housing and diaphragm geometry for high flow

**Type 6027** Direct-acting 2/2 way plunger valve
- Powerful valve with diameter of up to DN12
- Included in the [Quick Delivery Program](#).
- High pressure variants for gases and liquids
- Increased leak-tightness with welded plunger guiding tube
- Explosion proof versions available
Burkert is committed to help accelerate the growth of your business and make it easier for you to sell Burkert. During the next few weeks, your local Burkert Sales Manager will work with your team to develop a Joint Business plan. The purpose of the Plan is to ensure our expectations, resources and actions are aligned for the year. While plans can change from time to time, this document will remain a roadmap for growth and guideline for most effective ways of working. The Plan defines: Training schedule, Marketing promotions, Customer development and popular Burkert products that are frequently sold and have definite advantages in the market.

The Joint Business Plan is an important component of our updated Authorized Distribution Agreement. While the overall terms of the Agreement are similar as past agreements, there was a need to update policies and practices. The Agreement will be the same for all Partners to ensure transparency and clear policies to make it easier to sell (and work with) Burkert. Both documents are timely and support all of our efforts together for now and into the future.
Distributor Toolbox – Making it Easier to Sell

Quick Delivery Program
The Quick Delivery Program Landing Page

Using the Burkert E-Shop/My Burkert (formerly E-Motion)
Using the Burkert E-Shop/My Burkert (landing page)
My Burkert - Customer Portal: My Services (video)
My Burkert - Customer Portal: My Quotes (video)
My Burkert - Customer Portal: My Orders (video)
My Burkert - Customer Portal Overview (video)

Configurators and Product Selection Tools
Ball Valve Configurator
US Type 2000 Locally Assembled non-ATEX vs. imported ATEX Crossover List

Literature & Templates
Distributor Personalization Label Request
USA Short Form Catalog
USA Newspaper

Newsletters & Mailers
US Distributor Newsletter - Q4 2020
US Distributor Newsletter - Q3 2020

Videos & Training
Distributor Toolbox Training (on-demand)
Burkert USA YouTube Page (local content)
Burkert USA Video Favorites (from other Burkert offices around the world)

Webinars On-Demand
Hygienic: FLOWave - Improving Safety in Pharma Production with Hygienic Flow Measurement
Coming Soon: Test, Validate & Calibrate MFCs
Coming Soon: Valve Sizing Matters 101
NEW: Angle Seat vs. Ball Valves: Which to choose & why??
Coming Soon: Valve Coil Basics
Hygienic: Decentralized Process Automation - Industrial Communication and Intelligent Valve Solutions
February 2021 LIVE Event: Centralized Plant Automation - Distributed Controls Systems

“I Need A“ Configuration Sheets for the following products
(providing complete information allows our technicians to provide the right item#)
• Solenoid valves
• Pneumatic manifolds
• Sensors
  • Conductivity
  • Flow
  • 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

LIVE Webinar Event: February 2nd
Individual process automation: Distributed plant control for safe production

Date: Tuesday, February 2, 2021
Time: 12:00PM-1:00PM CDT

Only with precise and reliable process control and continuous monitoring can you ensure product quality, avoid rejects and prevent production downtime. In this webinar you will learn which solutions for constant diagnosis and control, timely fault identification, system integration and commissioning will save you time and money.

The market demands on components and systems are high: fast, simple commissioning, ease of maintenance, simple integration of safety functions, highest possible software integration into higher-level control systems or DCS systems and, of course, process safety are just a few examples.

Find out which solutions can help you with these requirements to create safe and efficient production processes and thus save time and money.

In this webinar you will learn

- How successfully implemented, individual customer solutions look in practice
- How you can achieve fast commissioning and maintenance
- The advantages of connecting Bürkert valve terminals to the Siemens peripheral system
- What approaches there are for safe valve shutdown
- How a high degree of standardization can be achieved despite individual adaptations

Register HERE

Speakers:

Tobias Zipf
Product Manager
Bürkert

Tobias Zipf has worked in product management at Bürkert for 6 years. As an expert for distributed automation solutions, his focus is on process applications that become more efficient through new diagnostic functions. He is the contact person for Bürkert devices that are specially developed for integration into Siemens STEP 7 and PCS 7.

Andrew Lamore
Field Segment Manager – Hygienic
Bürkert

A board chair of the ASME/BPE standards committee, Andrew Lamore handles the industry segment at Burkert of hygienic industries & applications for North America. Having in-depth understanding of customer solutions, competitive industry landscape & trends in the global marketplace; Andrew is responsible for developing and implementing effective Business, Marketing and Sales plans for in Pharmaceutical, F&B, and Process Automation Applications.
QDP Success Story with Forberg Smith Process Solutions ¼ turn ball valve to Angle Seat Valve

Customer
- Powder Coating Paint Company

Application
- Steam valve used for heating chemical baths for cleaning/treating raw parts.

Need
- Replace competitors failed valve.

QDP
- Quoted 1 week lead time and list less 10% and won the order.

Increase share of wallet
- Follow up sales call resulted in a plant tour
- Found opportunity to quote 12 2” Angle Seat Valves to drain tanks
- Customer then needed to replace another steam valve. We were able to deliver an angle seat steam valve with a remote positioner in 1 week.

Once the foot was in the door with the Quick Delivery items, we were able to build additional opportunities with the customer utilizing more fast delivery items available right from the Quick Delivery program datasheet ordering chart and short form catalog.
Growing Business Together with Strategic Plans

Don Johns Inc. created a local training opportunity using an in-house engineered & built training skid

- Functioning example of Burkert’s valves and automation solutions.
- Major food processor interested to have their technicians and engineers interact with the Training Unit.
- Due to COVID restrictions, an on-site visit was impossible.
- Larry Kubacki and Don Johns rented a hotel conference room next door to the food processing plant.
- Will have small groups of engineers and technicians in to access the training unit.
Your Burkert Contacts

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Email feedback on what you would like to see included in upcoming issues to us at marketing-usa@burkert.com.