DISTRIBUTOR NEWSLETTER

Q1 2024

What's Getting Stocked and What's Selling?

What's making the Quick Delivery Program so successful? You! Your input!

Flipping Pancakes: Customer Success Story

A **#sustainable** automation solution using an ELEMENT control top and actuator to dramatically reduce total cost of ownership

Sales Tools Best Practices

Investments in training, content creation, knowledge sharing, and demonstration equipment enabling sales growth

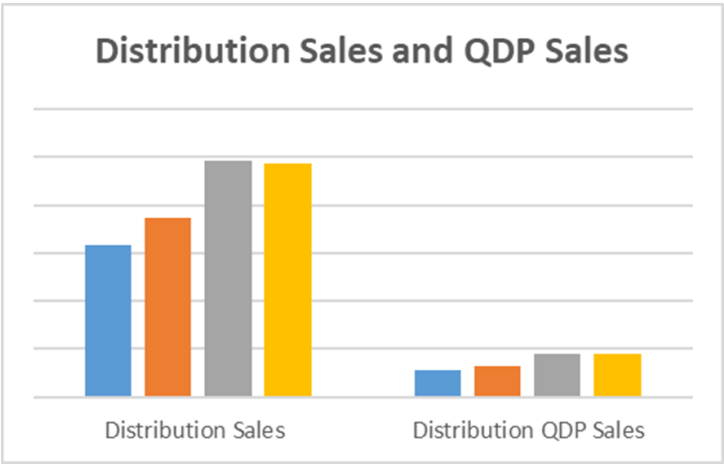
Quick Delivery Program Success

The TOP PRODUCTS sold from the QDP EXPRESS Program in 2023

8681 - Control Head	
8692 – Pneumatic Positioner	
2100 - Angle seat with on/off Element top	
2000 - Angle seat pneumatic actuator	
8802 - Angle seat with 8692 Positioner	
1087 - Timer	
8098 - FLOWave	
8805 - Ball valve with feedback	

Overall Distributor Partner Sales remain solid, with additional opportunity for growth utilizing the Quick Delivery Program products featured in the Core Products Catalog.

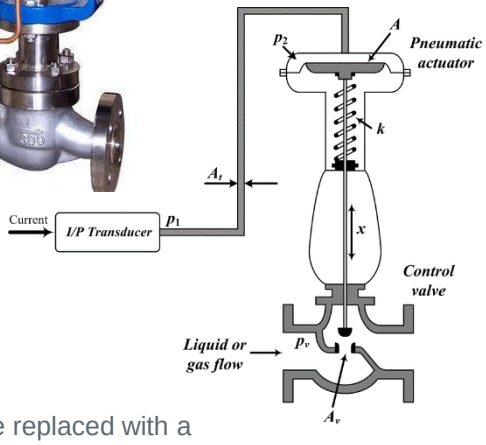
We are always looking for additional suggestions for inclusion in the QDP and our partner network is the main driver behind the ID#s included in our Express program inventory stocking levels.



Success Story: Flipping Pancakes

The Pancake Disadvantage

- Pancake valves, also known as I/P control valves, are a common but older design.
- Uses an inefficient method to hold a position
- Can lose their position with no warning
- Recalibrating pancake valves is time consuming



The Burkert Advantage

- Our pancake valve replacement is a simple process and has several advantages:
- Less air loss due to air usage only during movement
- Can detect if a valve is out of position
- Easily recalibrated with x-tune function
- Competitive up-front costs compared to pancake valves

The Solution

The pancake valve assembly will be replaced with a standard Burkert valve and control top (Type 8802):
Type 2301 Globe Valve
https://www.burkert-usa.com/en/type/2301
Globe valve used due to the ANSI flange connection option (drop-in replacement)
Globe valve used for high precision control vs other valve types
Type 8692 Control Top
https://www.burkert-usa.com/en/type/8692

Where to find?

We have 8802 (2301 + 8692) assemblies as part of our quick delivery program
QDP/Burkert Express
Burkert USA Catalog (burkert-usa.com)

- Drastically less air usage due to the different design (pancake vs Burkert). ROI pages are available if you ever need them. Basically, our design is better at holding a position without having to use a large amount of air to balance at that position.
- Xtune functionality – allows you to easily and automatically recalibrate the valve to find your 0% closed, 100% closed, and the points in-between.
- Ability to detect if the valve is out of position. This is a big pain point with pancake valves. Pancakes commonly fall out of position and need recalibration without any kind of indication. This is because a pancake valve uses pressures on both side of a diaphragm (different design compared to Burkert) and it is difficult to keep that balance in spec. The pressure specs can mess up due to dirt build-up on the stem, messed up pressure regulation, etc. Although Burkert valves fall out of their correct position very infrequently, when they do, the control top detects it and shows an error (through the LED indicator and/or an output).

Repeatable Success: Pancake Valve Replacement

Recent Application
Burkert has had several recent large successes with this application
Opportunity Size

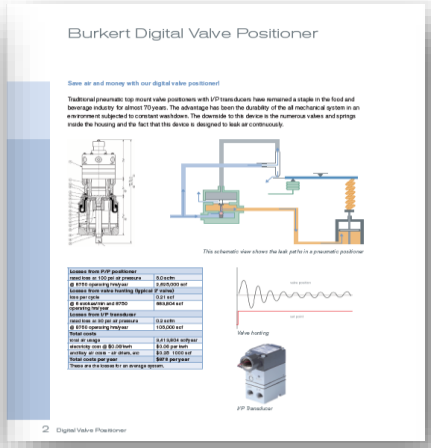
- 32 control valves controlling flow to 16 tanks
- ID# 338039
    - Process reg. system with positioner (burkert-usa.com)
    - List = $3,880 x 32 = $124,160

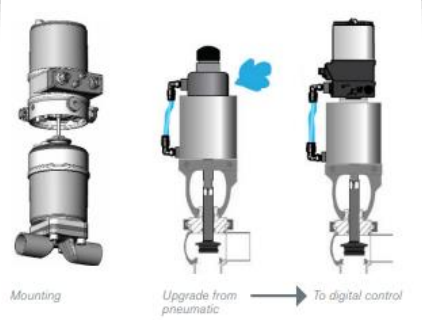
Other Opportunities
Pancake valves can be found in nearly all industries requiring position control including:

- Food & Beverage
- Pharmaceutical
- Industrial

Losses from P/P positioner	
rated loss at 100 psi air pressure	5.0 scfm
@ 8750 operating hrs/year	2,625,000 scf
Losses from valve hunting (typical 2" valve)	
loss per cycle	0.21 scf
@ 6 strokes/min and 8750 operating hrs/year	683,804 scf
Losses from I/P transducer	
rated loss at 30 psi air pressure	0.2 scfm
@ 8750 operating hrs/year	105,000 scf
Total costs	
total air usage	3,413,804 scf/year
electricity cost @ $0.06/kwh	$0.06 per kwh
ancillary air costs - air driers, etc	$0.25 1000 scf
Total costs per year	**$978 per year**
These are the losses for an average system.	

Product Brochure: Digital Valve Positioners





2023 Distribution Partner Celebrations

Best in Class

Highest Sales $:
Forberg Smith

Highest FLOWave Sales:
Eagle Sensors & Controls
Forberg Smith

Quick Delivery Sales:
Durable Controls, Inc.
Miller Energy

Investment in Training:
Controles Y Valvulas
Miller Mechanical Specialties

Partner Promotions

CFM San Diego
Eagle Sensors & Controls
Field Instruments & Controls, Inc.
Miller Energy Inc.
Miller Mechanical Specialties
TEK Northeast

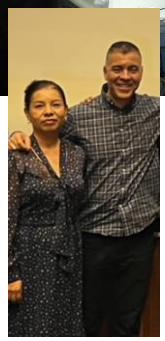
Commitment to Learning

Controles y Valvulas has a long history of ensuring that their team receives Burkert training.

In 2022 and 2023, Controles attended Burkert Boot Camp in Huntersville, NC.

In 2023, Burkert also hosted a customized Boot Camp onsite at their locations in Mexico City and Monterrey.

We look forward to supporting further growth with a Spanish version of the Core Products Catalog being published a little later this year.



Commitment to Training & Selling

The Burkert ELEMENT Demo Case is available for sale. Contact your Area Sales Manager for details if you would like to have your own operational demonstration case for training and exhibition purposes.

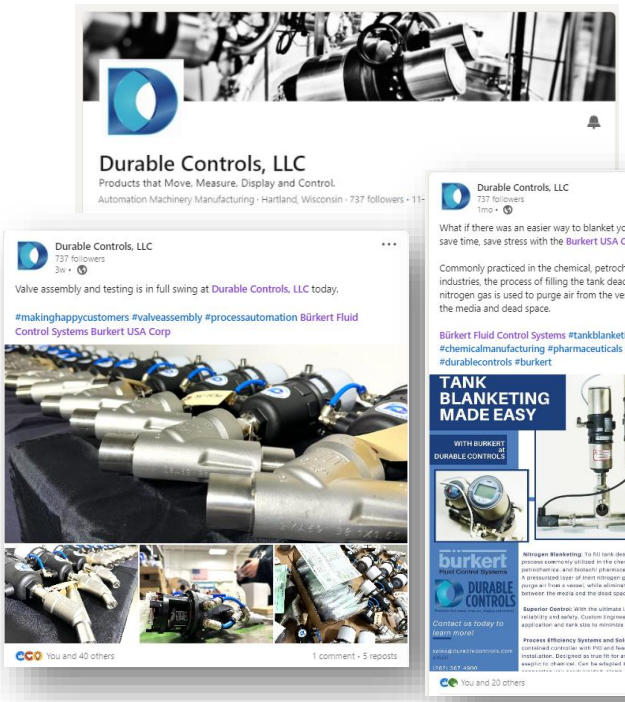
Commitment to Customer Engagement

Best Practice:
Durable Controls

Many of our distribution partners have invested energy and time into growing their social media presence – with a strong focus on LinkedIn in most cases.

One notable champion in this investment is Durable Controls, where the content creation is not simply sales driven, but customer focused and solution oriented.

Visually interesting imagery is paired with educational and informative text, establishing a reputation as an industry expert in addition to building a strong brand awareness.



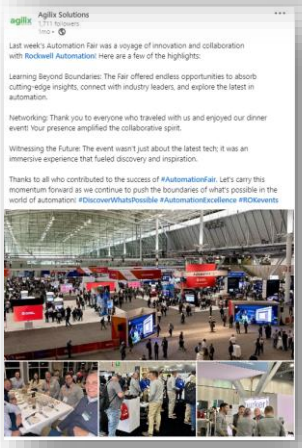
Commitment to Knowledge Sharing

Teach a man to fish and you feed him for a lifetime.

Best Practice: Agilix Solutions, Don Johns, Forberg Smith

The commitment to knowledge sharing from our partner network continued to expand in 2023 far beyond just their own team members. Educational hands-on demonstration skids, targeted visits to customer sites, and strategic trade fair attendance allowed both partners and their customers opportunities to learn and discover new automation capabilities and solutions.

In 2024 we will add to the existing ELEMENT demo case offering with an Intelligent Process Valve Automation demo case with a Type 8681 / Type 8694 IO-Link at a reasonable cost that is partially subsidized from our Distribution marketing budget.



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