DISTRIBUTOR NEWSLETTER

Q2 2024

Making it Easier to do business with Burkert

Eliminating Drop Ship Fees, Industry Focused Bootcamp, Focused Growth Initiatives & More

Sustainability and Practical Applications for Water Savings

A **#sustainable** automation solution using a pump flush valve block to reduce water savings that pays for itself in the first year

Resources and Materials for Sustainability initiatives

Burkert Value Proposition – Savings of resources – Electricity, Water, and Air!

Making it Easier to Sell Burkert

NO DROP SHIP FEES on NEW purchase orders!
You asked, we listened. You said, it's not as much about the money as it is having to revise and send a new PO. We looked at the time invested by our team, your team, and whether this was really customer centric and mutually beneficial. You're going to like the outcome as much as we do.

BURKERT BOOT CAMP

MAY 20-22, 2024: PROGRAM AND AGENDA ITEMS

Overview

Schedule
MONDAY Evening reception/ dinner
TUESDAY Boot Camp : 8:00 - 5:00, dinner
WEDNESDAY Boot Camp : 8:00 – 4:00

Tips for planning
- Distributor to arrive Charlotte Monday evening.
- Burkert will provide all transportation, hotel and food.
- Book return flights Wednesday 6:00 or later.

ONLINE TRAINING TO BE COMPLETED BEFORE ARRIVAL

Highlights

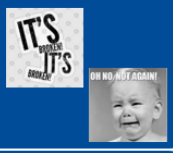
PRODUCT OVERVIEW
- Process valves: angle, globe, ball
- Control tops
- Solenoids
- Sensors
- FLOWave
- Pneumatics
- System capabilities

APPLICATIONS
- Batch control
- High Purity Water
- Temperature control
- Fuel Cells
- Fermentation
- Clean Utilities
- Valve Automation

INDUSTRIES
- Food and Beverage
- Chemical
- Heating and Cooling
- Energy - Hydrogen
- Biopharma
- Water Monitoring and Treatment

Take-aways

CUSTOMER PAIN POINTS
- Labor cost
- Air loss
- Water egress
- Washdown
- Control drift
- Sustainability



SALES TOOLS
- My Burkert portal
- Website – Distributor Toolbox
- Product Finder/ Configurator
- Videos
- Marketing Literature
- Application brochures

BONUS CONTENT
- Meet Technical Support Team
- Hands on product samples
- Demonstrations
- Valve sizing
- Demo cases
- Plant tour

Success Story: 2023 Focus – Year of the Valve

2023 Focus – Year of the Valve
- People sell what they are comfortable talking about
- Customers buy when it is easy to do business

Make MMS sales team comfortable with Burkert products
- Consistent training schedule to establish a knowledge baseline
    - Teach the Burkert business, not just the products
- New demos purchased to emphasize ‘hands on’ activities
    - Demo training from RSM during MMS quarterly meetings
- Dedicated sales conversations to share application and product successes
    - Expand offering beyond valves, find what works for the specific sales situation
- Develop internal MMS expert for Burkert products
    - Shared resource for the entire sales team

Make it easy for customers to do business with Burkert
- Customer visits/calls with Burkert RSM and Burkert Product Experts
    - Make the vendors presence known at the customer and establish MMS as the resource for daily onsite support
    - Short Form (Core Products) Catalog provides simplicity to doing business
- Monthly sales call with MMS BDM and Burkert RSM
    - Address any issues or concerns from sales team
    - Develop new strategies and continue to revise current ones

Sustainability: more than just a marketing slogan…

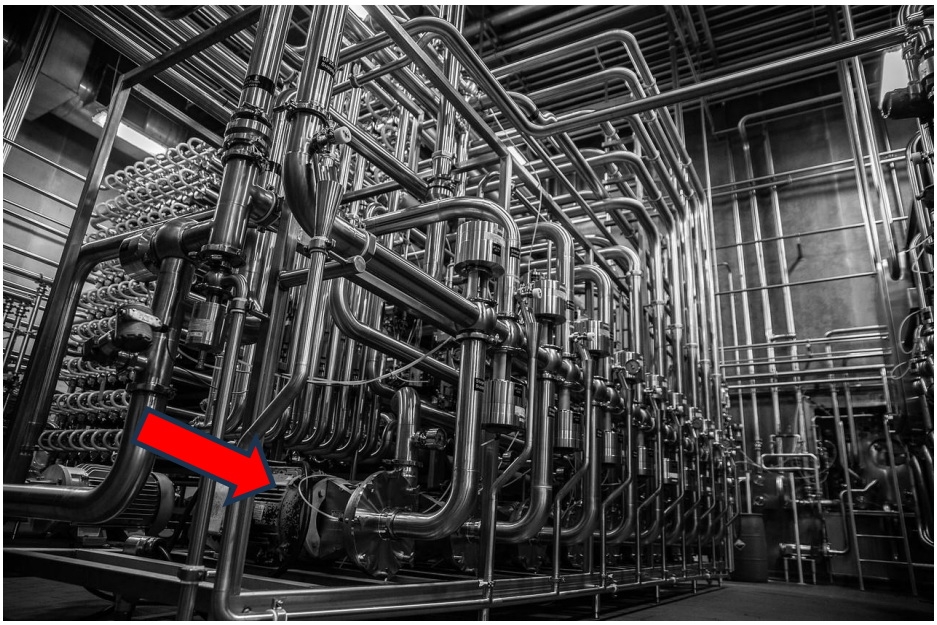
Processors are actually budgeting for sustainability initiatives

- Incentives for sustainability improvements:
  - Government
  - Utility companies
  - Customer demand!

- A 2019 study found that 73 percent of global consumers are willing to change their consumption habits to lessen their negative impact on the environment, and sustainable product sales have grown by nearly 20 percent since 2014.
- Millennials in particular are more willing to pay more for products that contain sustainable ingredients or products that have social responsibility claims.
- Those millennials are our customers – and the customers of our customers

Resources & Related Information on Sustainability

Water Flush of Mechanical Pump Seals



Pump Seal Flush Water Management

Flush / seal water is essential for many pumps

1. Flush away impurities (requires minimum amount of flush / seal water)
2. Lubricate and cool seal and shaft (requires higher amount of flush / seal water)

The amount of flush / seal water depends on:

1. Type of pump & seal
2. Fluid temperature and pressure

pump and application requirements

3. Control of flush / seal water

how the flush / seal water flow is actually controlled

under fulfill requirements

- damage of seal / pump
- downtime
- cost
  - repair/replacement
  - product loss/contamination

optimum operation point

- saving of fresh water and wastewater
- complying with increasingly stringent environmental requirements
- saving cost

overfulfill requirements

- no additional benefits
- waste of fresh water
- excess wastewater
- cost

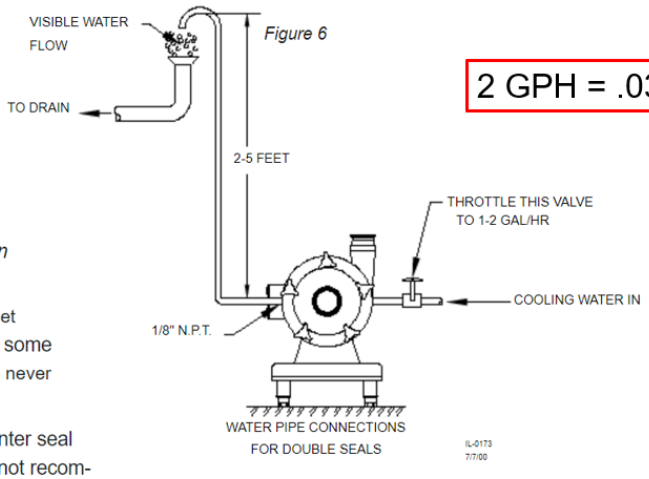
Pump Seal Flush Water Management– Manufacturer's Spec's

INSTALLATION OF WATER FLUSH FOR DOUBLE MECHANICAL SEAL

Set up the water flush for the double mechanical seal as shown (Figure 6). *Use only between 1-2 gallons per hour of water at a maximum pressure of 5 PSI. Excessive flow of* water through the seal increases the pressure inside the seal. Note: maximum pressure inside the seal is 5 PSI. *Excessive flow/pressure through the seal flush will cause excessive wear and shorten seal life.*

Pipe the exit side of the water flush with 2-5 feet physical height of tubing. This ensures that some water is always in the center seal and the seal never runs dry.

It is possible to inject steam through the center seal (within the pressure requirements). We do not recommend using steam alone for the cooling/lubricating of the seal.



2 GPH = .033 GPM

Source: Fristam FP/FPX I/M manual

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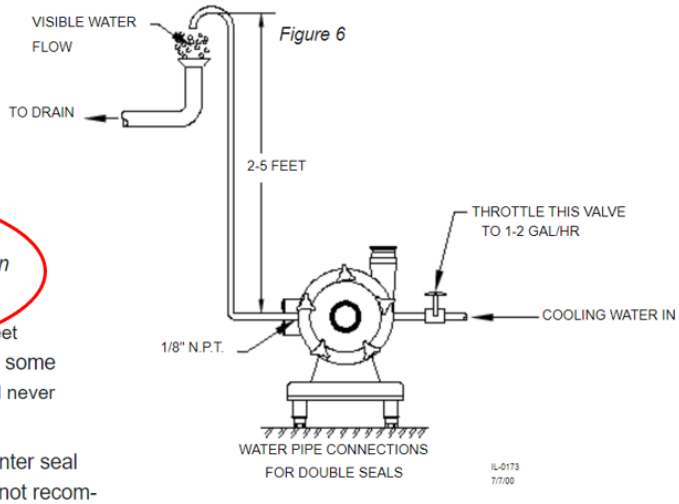


Source: Fristam FP/FPX I/M manual

Pump Seal Flush Water Management

Example from the recently conducted energy & water audit:

Requires flush / seal water flow:	approx. 0.033 GPM
Actual seal water flow:	0.65 – 1.7 GPM

△ **0.62 – 1.67 GPM**

Often the flush / seal water is dialed down too much – risk of seal damage.

Orifices installed to limit the flush / seal water flow get blocked causing to low flow – risk of seal damage.

⇨ High flush / seal water flow to be on the safe side.

An estimation done by John Crane© is that 59% of seal damages is caused by impurities build-up in the flush / seal water circuit.

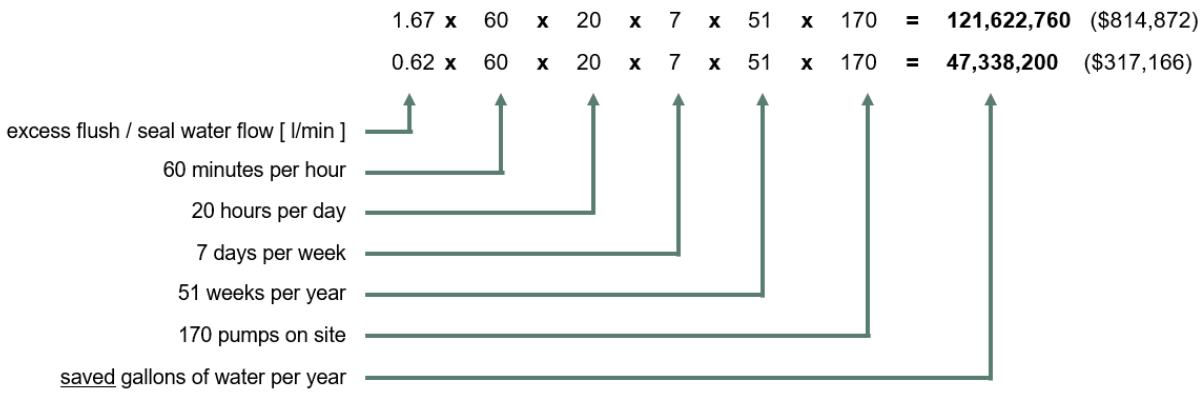
⇨ Robust equipment is required to control and monitor the flush / seal water flow.

➢ **If flush / seal water flow would reliably be controlled at the required rate it would significantly save water and cost**

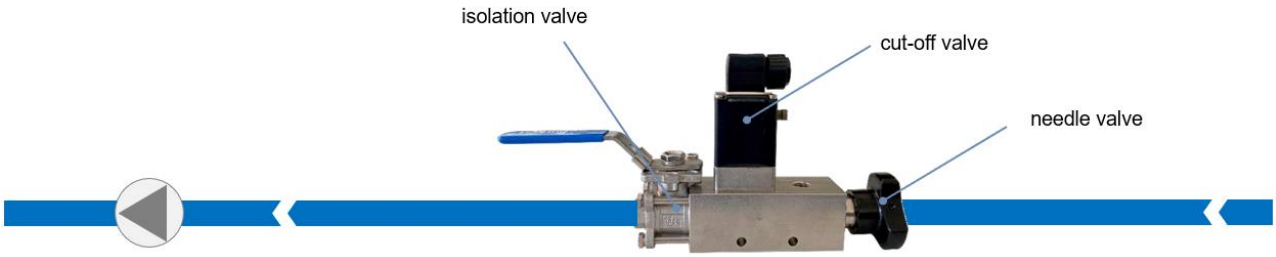
Water Savings Estimate

Assumptions

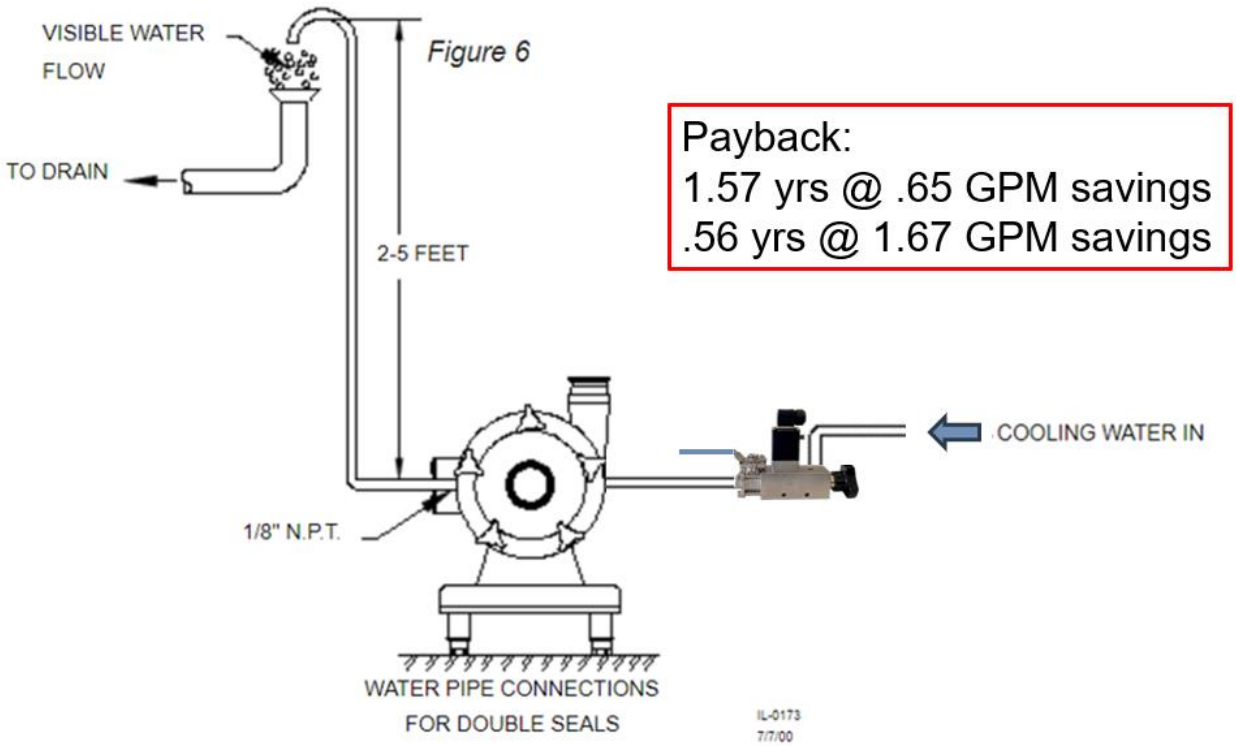
- .033 GPM seal water flow required; 0.65 – 1.7 GPM actual flush / seal water flow.
- 170 pumps with flush / seal water requirement on site.
- Pumps operate 20h / day, 7 days / week, 51 weeks / year.
- 1,000 gallons of potable water cost ~$2.70 ($0.0027/gallon); wastewater treatment ~$0.004/gallon



Pump Seal Flush Water Management – Burkert's Solution



Item No. 98127668; List price $2670



A single off-the-shelf solution that is

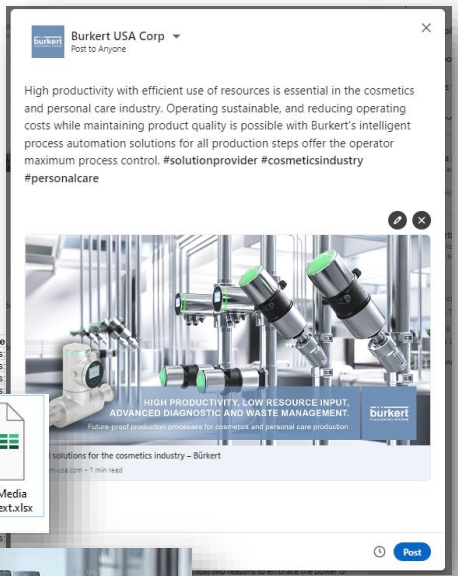
NEW Core Products Catalog

New Items, New Quick Delivery, In-Print and Online

- 112 pages, Digital & In-Print, FREE of Charge to all Distribution Partners – Including Shipping and customized address labels.
- More IDs added to the Quick Delivery Express program than ever before.
- Expanded product offering included in the catalog, new product types, and refreshed look for newer brand image.

Industry Focused Social Media Content

- Images Sized for LinkedIn
- Segmented through Target Industries
- Featuring Products & Segment Related Visuals
- URL and “starter text” Included in Excel Sheet
- Formatted for Company or Individual level posting on Social Media Channels
- Open to suggestions for Future Focus Industries
- Find previous social media packages here



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