DISTRIBUTOR NEWSLETTER

Q4 2023

What's Getting Stocked and What's Selling?

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

Bootcamp – Keeps Getting Better by the Industry

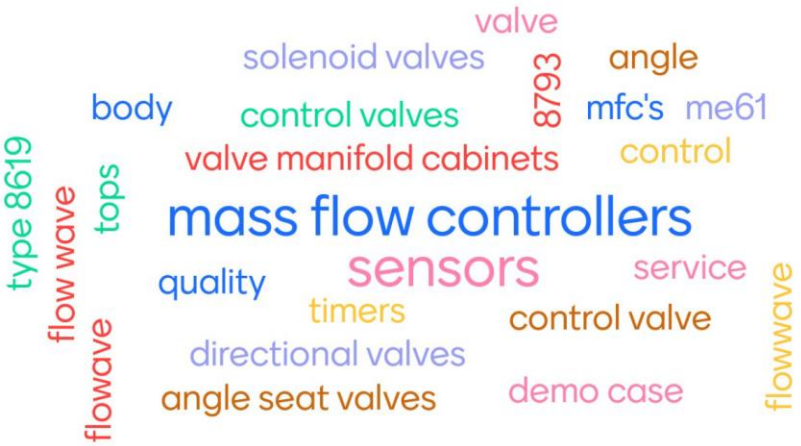
Every session builds upon the success of the last and this new industry focused model shares where we fit in your industry focus

FLOWave Successes

Where it fits, it sits! And repeat orders keep coming in. See how your opportunity funnel can grow with FLOWave.

We learn every day from your feedback!

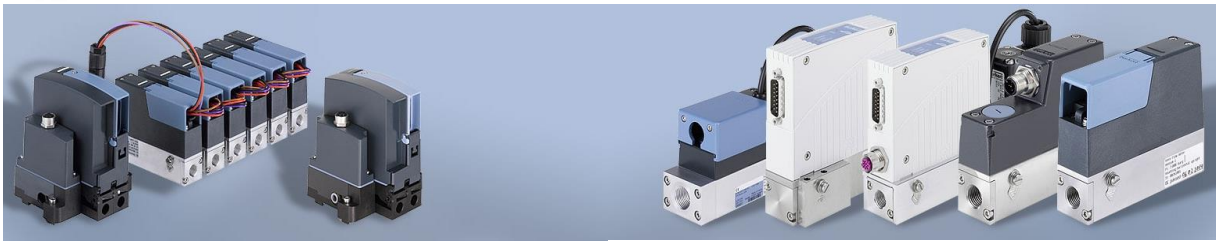
"What Burkert product(s) is the best kept secret in the market?"



Well… you know what we're going to feature in the next meeting given that this was a heavily FLOWave focused session.

We are excited to share some new advancements with regards to local MFC service capabilities coming up in the near future as well.

Stay tuned and thanks for the open feedback & input!



"What product(s) or applications(s) would you like highlighted in future meetings?"

NIIIICE!!!

We are headed in the right direction and this feedback is absolutely in alignment with our strategic planning.

We will also be focusing on the applications for which these products are perfectly suited, so you might want to suggest to your area sales manager if there are any specific applications/industries that you would like to see featured in upcoming discussions.

What's Getting Stocked and What's Selling?

Express Quick Delivery Program Sales Continue to Climb

With several million dollars in inventory dedicated specifically to the QDP, we have seen a significant increase in the utilization and sales from the program.

In addition to the continued additions made at the recommendations of distribution partners, we are adding local assembly and manufacturing capabilities that bring together faster speed of delivery, additional jobs to the US team, more component assembly options, and expanded production capabilities – right here in North Carolina.

Don't be too surprised if you begin to see some "Made in the USA" a bit more often in the coming months & years.

Description

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

Find our latest additions to the QDP Express Program in the Core Products Catalog (Formerly Short Form Catalog)

FLOWave – What is it??

Burkert Saw Flowmeter Technology

This innovative solution allows flow metering of NON-conductive liquids and advanced analytics

Technical Advantages

- Multi-parameter SAW technology allows for volumetric flow, temperature, concentration and fluid differentiation applications
- Light-weight, compact
- 3A & ASME BPE Compliant
- Available in discrete (4-20 mADC), Ethernet I/P, CANopen, Modbus TCP, ProfiNET, EtherCAT, and ProfiBUS versions

FLOWave in Comparison

- Hygienic flowmeter design – just a tube (316L SS)
- Therefore, no issues due to drainability – just a continuation of your pipe
- Zero pressure drop
- Surface Acoustic Wave technology can measure liquids irrespective of their conductivity
- (ie, PW, WFI etc…)
- Compact & Lightweight
- Cost Efficient Solution

Type 8098 FLOWave: Overview Product Program

Process connections
- Clamp
- Hygienic clamp
- Hygienic flanges
- Threaded

Measurement values
- Volume flow
- Temperature
- Acoustic Transmission Factor
- Differentiation factor
- Density / Mass flow **

** Exception: 3/8”TC(DN8) devices are excluded from the new features for now

Display options
- With 3,5“ display
- No display

Orifice sizes: ISO, DIN, ASME
- DN08 | ⅜“ ½“
- DN15 | ¾“
- DN20 |
- DN25 | 1“
- DN40 | 1 ½“
- DN50 | 2“
- DN65 | 2 ½“
- DN80 | 3“

Communication
- CANopen / büS
- Modbus TCP
- PROFINET
- EtherNet/IP
- EtherCAT

FLOWave L

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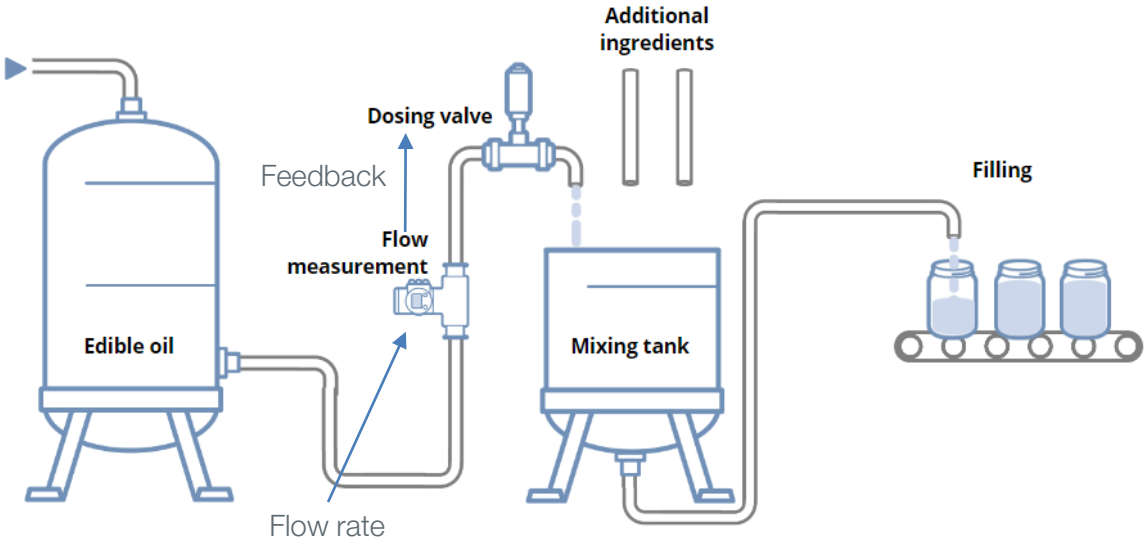
Check out this application success story on FLOWave in Feed Mills

Application: Oil Batching

Challenge: Flow measurement and dosing must be in tune with each other

Solved and simplified by FLOWave



FLOWave vs. other oil batching technologies

Electromagnetic flowmeters

Conductivity of the edible oil is too low.

Mechanical flowmeters

Do not meet the hygiene requirements of the foodstuff industry.

Coriolis flowmeters

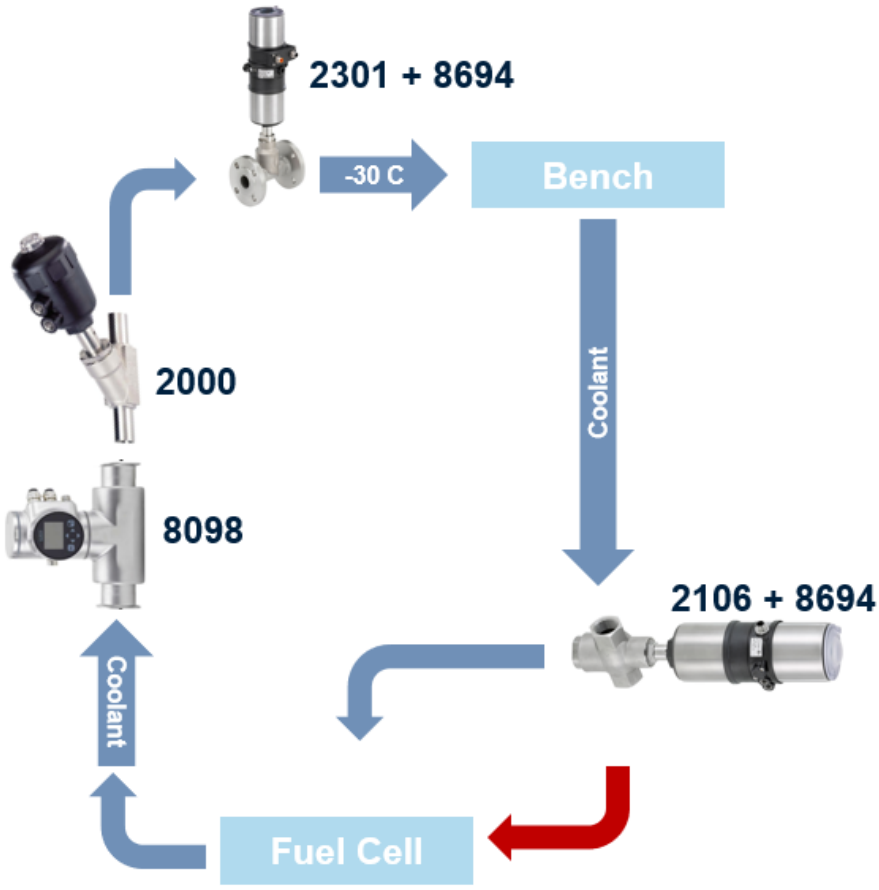
Less energy-efficient due to higher required pumping, expensive to acquire, and unwieldy.

FLOWave Success – Test Stand

Application
- Test stands to test effectiveness of cooling system for fuel cells

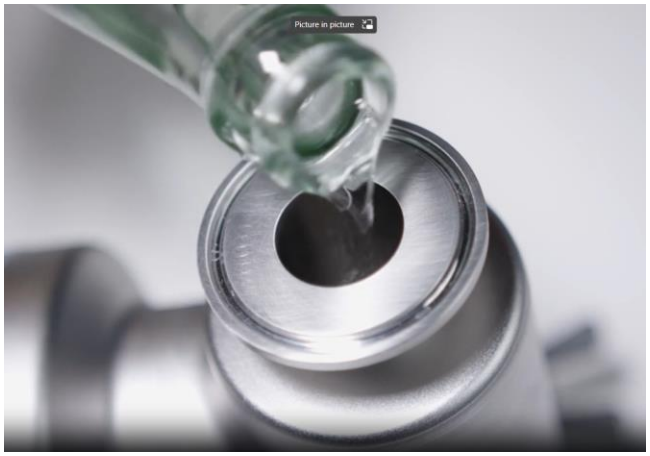
Dollar Value
- First order: $80,000
- Second order: $50,000

Why did we win this business?
- Simple, easy to use, lightweight
- Easy commissioning
- Fast reading; able to catch contaminants in fluid flow path
- No pressure drop, works at -30 C



Distributor Value
- Existing relationship with the account
- Supplying other complementary products
- Understood Burkert product capabilities

FLOWave Success – Coffee Manufacturer



Application
- Clean in Place System

Dollar Value
- Current: ~$8,000
- Total: ~$50,000

Why did we win this business?
- Customer's current flow meters are not giving consistent readings
- On-site demo success
- Burkert's willingness to engage in a trial
- Tech specs: ability to read changes in density, low profile, hygienic pipe design, industrial communication protocol options

Distributor Value
- Better service & support
- On-site installation support

Burkert Boot Camp – Industry Focused

Objective: Make it easier to sell Burkert products and accelerate the growth of your business

Taught by:
Product Specialists: Manny, Ty, Eric, Charles, Perry
Sales Specialists: Tom Perkins and Earl Lanier

Products/ Applications
- Process Valves and Control Tops
- Solenoid Valves
- Pneumatic Manifolds
- Sensors

Customer pain points and Burkert Advantages
- Recognized Pains and Solutions
- Discuss your customer applications and challenges

Use of Burkert Tools
- Burkert Website
- MyBurkert
- Distributor Toolbox

Your Burkert Contacts

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