

DISTRIBUTOR NEWSLETTER

Q2 2022

[Social Media Campaign Opportunities and Content](#)

Building on the successes and learning from experiences, we have developed materials as sales tools for your use

[Sales Success Story Using Strategic Inventory](#)

Creative thinking and strategic planning helped this partner ease supply chain struggles

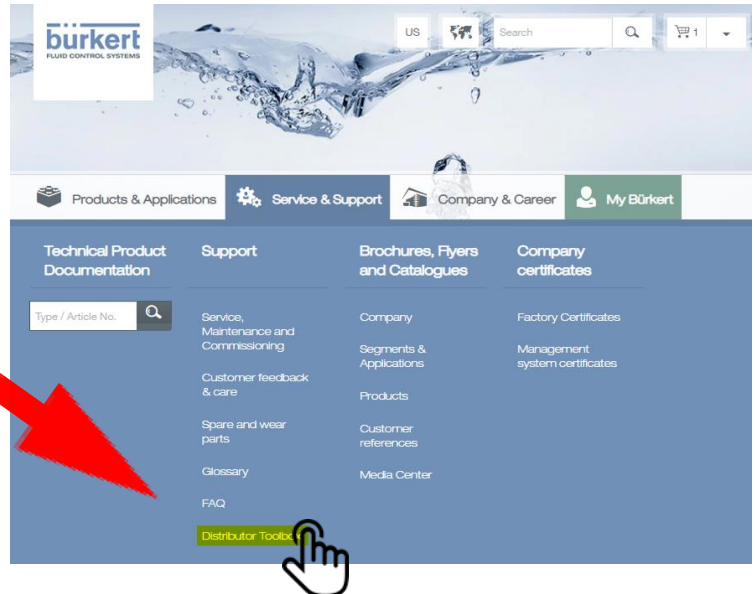
bürkert **BOOT CAMP**

What the heck is [Burkert Boot Camp??](#)



Making it easier to sell Burkert - Distributor Toolbox

The [Distributor Toolbox](#) is found under the service & support tab of the website



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 - Q1 2021](#)

[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

“Where do you see most opportunity?”

Applications, Burkert Products, Industries -Chat Question from Q1 call

Food & Beverage Production

- [Accurately Dosing Food Oil \(FLOWave\)](#)
- [Brewery Process Control](#)
- [Brewery Quality Management Solutions](#)
- [Controlling Air Flows for Bulk Transport – Pneumatic Conveying](#)
- [Dosing processes in the food and beverage industry](#)
- [Flow Measurement to ensure correct protein content \(FLOWave\)](#)
- [Food & Beverage Brochure](#)
- [Process Control for Food Flyer](#)
- [Soft Drink Process Control Flyer](#)

Pharma

- [Chromatography Media Separation Flyer](#)
- [Continuous, precisely regulated nutrient supply in a bioreactor](#)
- [Controlling Sterile Processes Application Flyer](#)
- [Optimum flow measurements in ultrapure water and Clean in Place applications](#)
- [Pharmaceutical Project Planning Overview Brochure](#)
- [Valve clusters for a wide range of fluidic tasks in pharmaceutical grinding plants](#)
- [WFI circuit: Increasing security and saving operating costs with local control](#)

Chemical Manufacturing

- [Chemicals for Textile Production & Finishing](#)
- [Process Valve Solutions in Chemical Production](#)

Semiconductor

- [Flow Control for CVD \(Chemical Vapor Deposition\) Coating](#)
- [Surface Treatment Flyer](#)
- [Temperature control solutions for CVD coating systems](#)

Automotive

- [Fluid control of die-casting temperature modular and reproducible](#)
- [Flow control for CVD coating: Precise measurement and control](#)
- [Perfect distribution of water and washing chemicals in vehicle cleaning](#)
- [Precise injection molding cooling with optimum die temperature control](#)
- [Space-saving and maintenance-free temperature control solutions for CVD coating systems](#)

Dairy

- [Critical pH monitoring for cultures](#)
- [Dairy Process Control Flyer](#)
- [Measuring Flows & Proteins in Dairy Applications](#)
- [Universal control heads in dairy plant applications for consistent quality cheese](#)

Laundry/Textiles

- [Chemicals for Textile Production & Finishing](#)
- [Electromagnetic Flowmeter Insertion Model for use in Laundry Applications](#)

Water/Wastewater

- [Analyzing water, time-saving and efficient](#)
- [Automate water treatment, save resources](#)
- [Blending water – systematically for constant process water quality](#)

- *Please note that this is just a partial list of content and not a comprehensive listing of materials available for each target industry featured.*

Social Media Campaign Opportunities

On the right is an example of the social media content that one of our top Distribution Partners shared to their LinkedIn followers. Application images like these often prove successful for higher engagement than just a product related images.

This zero cost campaign initiative helps build following, provides measurable engagement from users, and allows your team to pick and choose the products and target markets most relevant to growing your business.

Sharing content that either Burkert USA Corp. posts on our own page OR the content that is provided in the zip file, helps to build your brand, expand awareness to your followers, and increase your # of followers as well.

To receive a zip file of the Burkert 2022 Social Media content package for Distribution Partners please email us [here](#).

To follow @BurkertUSACorp on LinkedIn visit us here: <https://www.linkedin.com/company/burkertusacorp>



Agilix Solutions 664 followers
2d · 🌐

As Chemical Manufacturing facilities need to develop faster, more flexible and more efficient production methods for chemical and pharmaceutical products, we offer **Burkert USA Corp** valve panels compatible with Rockwell and Siemens automation.
[#chemicalmanufacturing](#)

Automation for chemical plants of the future - Bürkert Fluid Control Systems -...
burkert-usa.com · 1 min read

Want more content & followers???

[Follow Burkert USA Corp](#) & share our content to your page!



Burkert USA Corp
we make ideas flow
Industrial Automation · Huntersville, NC · 3,824 followers

Burkert USA Corp
we make ideas flow
Automation Machinery Manufacturing · Huntersville, NC · 4,094 followers

Q1 2022

Q2 2022
All Organic results – no paid subscriber generation activities

When you hear the term “Content is King”, it’s no joke. We only post to our company LinkedIn page once a day to ensure that we are not bombarding our followers with too much content and we don’t pay for new subscribers. We want the articles, success stories, applications, product information and industry expertise that we share to build our audience by being the best at what we do: Providing relevant new insights to the marketplace.

Strategic Inventory Addressing Supply Chain Issues

Situation: Supply chain constraints and opportunity

- A very large number of customers in the immediate area need diaphragm valves.
- The needs are very last minute, and high-quality solutions with full traceability are required
- Next to impossible to forecast – what will break and when?!?



Where do we even start?

Quick Turn-Around Ships Fast No Additional Cost

Quick Delivery Program is Here!

Quick Delivery Program - Burkert USA

Approach: Get started – start small but start now!

- Local Distributor partner trained in 2021 to “Burkert Level” for:
 - Assembly, Marking, Documentation, traceability according to ASME BPE (FDA/USP) guidelines
- A modular inventory program was created to “mirror” local [QDP](#) parts

Results: Sales, trust, new opportunities as a dependable partner!

- Success in Q4 / 2021 with big wins happening recently
- Fast turnaround and high margins by providing real-time value
- No pushback on specification or price – customers amazed with our quality and appearance
- A modest \$35,000 investment in 2021 generates high margin sales quickly and repeatedly for both diaphragm valves and other complementary products, additions to AVL’s ; setting the stage for larger projects



Some of the main take-aways from this example:

- Having inventory that was available was less important than the cost related challenges
- Being able to assemble and configure a solution that would work and was able to meet or exceed the expectations was more important than the price
- Speed mattered more than cost

As supply chain challenges continue to disrupt expected delivery times, maintaining strategic inventory makes the difference between making the sale or even getting the order.

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Made To Order Assemblies – PEI Group

Situation

- Application: OEM-Steam & Water control
- Customer requesting faster delivery times
- Stocking different completely assembled units
 - High stock value
 - Low flexibility

Approach

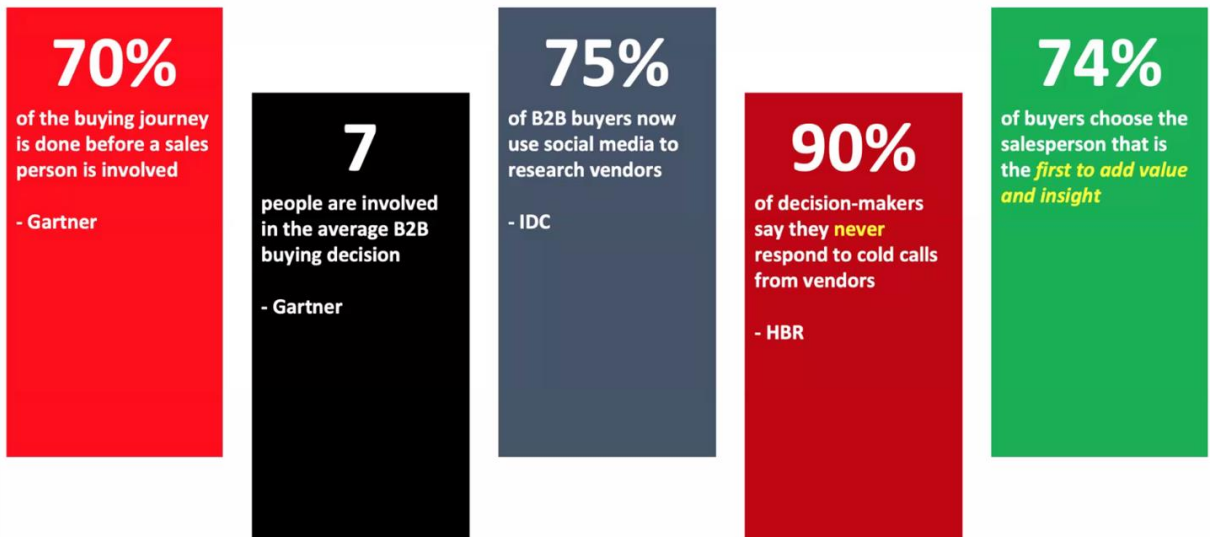
- Stock ½ through 1-1/2 inch Type 2300 & 2301
- Stock 8692, 8694 and multi-pin cables
- Assemble-to-Order
 - Auto-tune is performed

Results

- Lower inventory value
- High flexibility to meet real demand
- Same Burkert quality
- Faster delivery



Evolution of Customer Buying Journey



Marketing is more important than ever for B2B

Marketing for Impact – Agilix

LinkedIn, Blog & E-Newsletter

- Marketing teams collaborating to create content for the target industry
- Agilix created LinkedIn post, Newsletter and Blog article and landing page
- Burkert provided custom sized images, social media content and supporting files

How can this grow your business??

Coordinate your marketing efforts with the marketing team at Burkert USA to build industry & market driven materials that resonate with both existing & potential customers and brand growth.

Agilix Solutions Partners with Burkert to Expand Process Manufacturing Automation Capabilities
 Posted on December 16, 2021

Automation comes in many forms, serving a variety of manufacturing needs as well as the specific requirements of each plant and the finished goods they produce. For several decades, Agilix Solutions has been instrumental in providing the highest level of technology from industry leaders in the automation space. Today, those capabilities have expanded further into process automation with our partner, Burkert Fluid Control Systems.

Burkert is one of the world's leading manufacturers of measurement and control systems for liquids and gases. This partnership means that Agilix Solutions can now offer a growing line of process instrumentation products and services to our process manufacturing customers, including:

- Batch and Continuous Systems
- Process Optimization
- Safety System Solutions
- Valves
- Valve Automation
- Instrumentation Products
- Steam/Heat Water

As Chemical Manufacturing facilities need to develop faster, more flexible and more efficient production methods for chemical and pharmaceutical products, we offer **Burkert USA Corp** valve panels compatible with Rockwell and Siemens automation. [#chemicalmanufacturing](#)

Automation for chemical plants of the future - Bürkert Fluid Control Systems - ...
 burkert-usa.com • 1 min read

agilix SOLUTIONS *The Angle*
 Volume 1, Issue 1 - March 2022

WELCOME TO OUR NEWSLETTER
 Welcome to *The Angle*. This is the first edition of the new Agilix Solutions newsletter updating you with current product and service news and information. Want more information? Check out our blog at [go.Agilix.com/blog](#). If you have any interests or topic ideas that you would like to see in our newsletter, please reach us at info@go.Agilix.com. We are always open to new ideas and suggestions.

THE LATEST NEWS

Fast, Affordable Custom Enclosures Available from Agilix Solutions
 As a Hoffman Certified Modification Center (HCMC), we are able to quickly deliver your enclosures and back panels ready to populate. Our Steinbauer ModCenter is an automated, state-of-the-art CNC machine capable of drilling, tapping and milling in virtually any shape, size or enclosure material. [Read More>>](#)

Decrease Current Rating Safely & Permanently with Reducer Fuses from Mersen
 Utilizing Mersen's Reducer Fuse products when power demand is lower ensures facilities continue to run efficiently when it's time to increase production. [Read More>>](#)

Agilix Solutions Partners with Burkert to Expand Process Automation Capabilities
 Our team works closely with the Burkert team, to receive ongoing and extensive training, allowing us to best address your automation needs. [Read More>>](#)

Marketing Resources Making it easier for you to sell Burkert

Trade Fair Support & Customer Events:

- Roll-Up(s)
- Literature
- Give-Always
- Samples/Demos
- Customized literature labels
- Co-Sponsorships/ Hospitality
- Burkert Personnel



Authorized Distributor **burkert**



Social Media Content:

- On website in a zip file: Search "Social Media"

Website content:

- Product & Application Images
- [Case Studies](#)
- Documentation/Literature

In Progress:

NEW ELEMENT Sample Cases
 ... And More!

Forberg Smith
 1,370 followers
 Intelligent and coordinated hygienic automation solutions, we offer the complete line of **Burkert USA Corp** Decentralized and Distributed process valves and solutions.
<https://keinc.info/3vauPiq>
[#processautomation](#) [#Burkert](#) [#ForbergSmith](#) [#processvalves](#) [#solutions](#)

COE You and 21 others
 2 shares

What is the Burkert Boot Camp?

bürkert **BOOT CAMP**

Two-Day intense product training

Training will focus on several products that are most prevalent:

- Flow Sensors and Transmitters
- Pneumatics
- Solenoids
- Process Valves

Each of the four sessions will take up three hours that will include:

- Basic operating principles
- Unique selling points (USP)
- Hands-On Knowledge check
- [Distributor Toolbox](#)

Boot Camp Agenda Overview

<p>Module # 1 Topic: Flow Sensors Products: 8045, FLOWave, Paddle Wheel Program 8619 Agenda: Theory, USP, Hands On Time for course: 3 hrs.</p>	<p>Module # 4 Topic: Pneumatics & Communication Products: 8640, 8647, 8652, EDIP Agenda: Theory, USP, Hands On Time for course: 3 hrs.</p>
<p>Module # 2 Topic: Solenoids Products: 330, 5282, 6014, 6213 Agenda: Theory, USP, Hands On Time for course: 3 hrs.</p>	<p>Module # 3 Topic: Process Valves Products: 2000/2100, 2300, 2301, EVA Agenda: Theory, USP, Sizing, Hands On Time for course: 3 hrs.</p>

When/Where is Boot Camp??

The first invitation-only Boot Camp session will be held on-site in our Huntersville facility for Burkert Product Champions from each of the Platinum Distribution Partners.

In early Autumn, we will host regional Boot Camps at more local hotels, much closer to each of our distribution partners' facilities. This allows for more attendees from each partner to attend as class sizes are kept small to ensure more personalized training and retention of the content and workshops.

These sessions are NOT a "sit in a conference room and watch a presentation for two days"... these are real-world experiences, hands-on activities, and actual customer focused applications.

Making Great Impressions on LinkedIn

We are sharing with you, some of our best performing posts in terms of organic impressions and audience engagement – all achieved at \$0 cost – which you might consider for your company’s page or even your personal branding purpose.

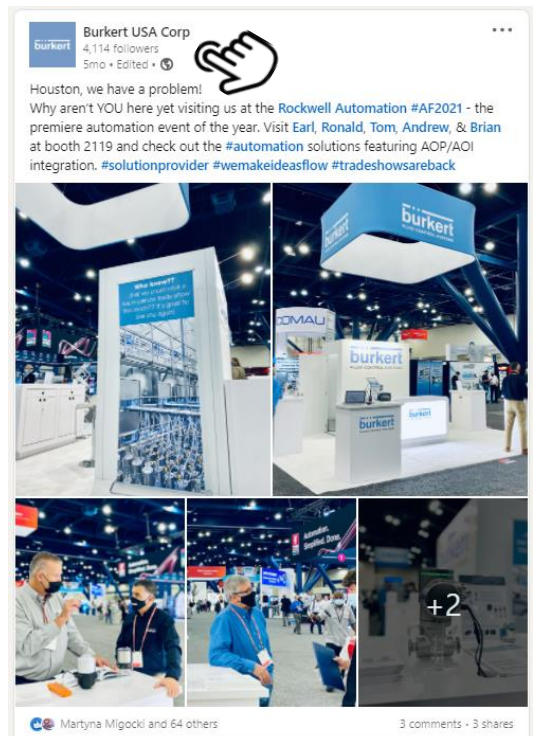
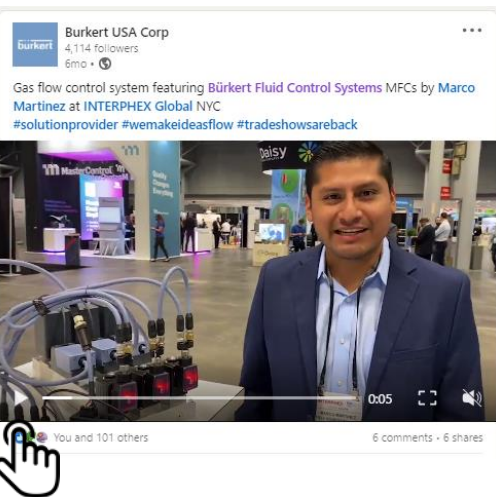


Left: It should be little surprise to see that people love seeing others succeed – as is the case of this one featuring Jim Larsen, new (to Burkert) FSM for Food & Beverages.

Right: What’s not to love? Several photos of a brewery application and a 4-pack on a Friday... that’s a great start to the weekend!

Lower left: Quick video explainers get A TON of impressions and obviously the “likes” that come with all these views.

Lower right: Trade Fairs. Multiple images. Seeing faces you might recognize – even if they are behind a mask. By tagging both the trade fair and our booth staff members in the post, the audience that has a chance to view the post is widened far beyond just our page followers.



Want to increase your impression and engagement with us?? Tag @Burkert USA Corp when you are posting about us so that our audience has a better chance at being able to view and interact with your post.

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.