



bürkert
FLUID CONTROL SYSTEMS

DISTRIBUTOR NEWSLETTER

Q3 2022

[Panel Builders Campaign](#)

Strategic Advantages, Future Focused
Valve Islands, Local Inventory & US
Configuration/Build Capabilities.

[New Short Form Catalog & Burkert Express Program](#)

This line card style catalog has been
refreshed completely with new products,
expanded offering, and more quick delivery
items than ever before

bürkert **BOOT CAMP**

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



The Next Burkert Boot Camp Session

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>

The response to our first 2022 Boot Camp was absolutely incredible! We are constantly seeking feedback on ways to improve for our distribution network and this event is no exception.

Based on open dialogue with the participants at the June session, we will hold at least one more onsite Boot Camp at the Burkert campus in Huntersville, North Carolina this year instead of traveling around the country. This allows the attendees an opportunity to check out the facility and meet-up with their Burkert sales team members and others.



Panel Builders Campaign – the Burkert Advantage

Campaign Focus

- Grow sales and increase awareness of Burkert's products applicable to process and machine control panel manufacture.

Product-focused solutions, including:

- AirLINE Valve Islands ([8652](#), [8640](#) and [8653](#))
- [ME43](#) gateway
- Custom solutions with 8619 as the primary controller & transmitter handling multiple sensor types
- Complete panel solutions ([8615](#))

Execution Plan

- Slated for Q3 launch
- In addition to product & application training, increased focus on competition and differentiators



Type 8652 AirLINE - Brief Overview Next-generation Pneumatic Valve Island!

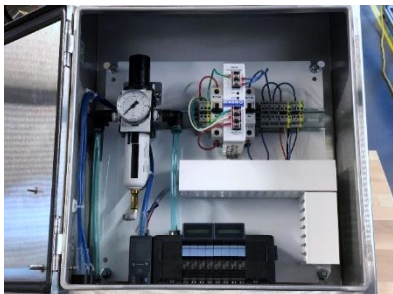


Features

- Designed to drive (48) pneumatic valves
- As-standard Ethernet (any protocol)
- Integral Digital Input, pressure sensors, safety interlocks as options

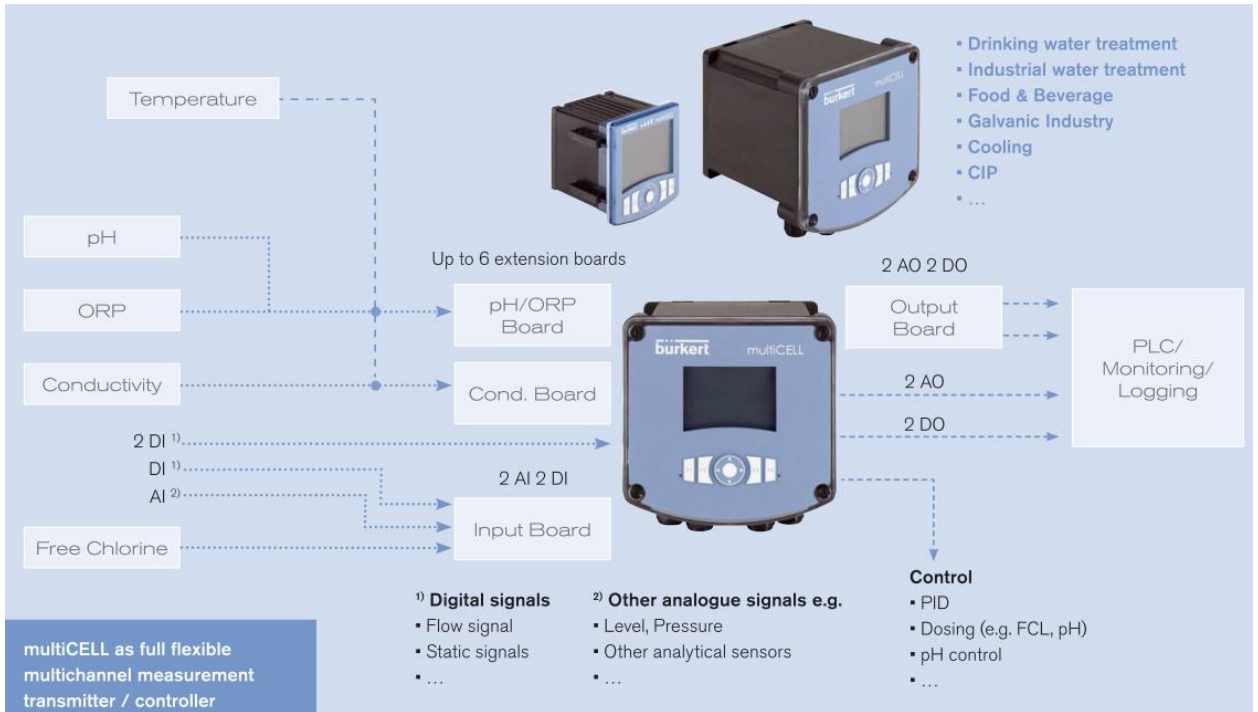
Benefits

- AOP's for Rockwell in September
- Easy to program
- Available in pre-build SS panels
- Easy to get
- Can be daisy-chained or redundant
- Easy to standardize



Easy Order Cabinet Solutions [Link](#)

Modular, Multi-parameter Controller Type 8619 Configured, Built and Programmed in the USA



[Type 8619 Ordering Chart](#) Link

Why even bother with LinkedIn?

Technology is constantly changing, which means the way businesses brand and market themselves is changing too. With the rise of social media platforms like Facebook and Twitter, it's easy to get your company name out to customers directly, but can be less effective in branding your company to other companies, potential employees or networking and business leads. That's where LinkedIn comes in handy.

LinkedIn allows you to create company pages to define and promote your business but is also useful for researching other businesses and people who have similar interests, strategies or profiles to yours.

Here's how your company could benefit from LinkedIn:

- Showcase Your Brand
- Search Engine Optimization
- Networking
- Find New Employees
- Stay Updated

LinkedIn makes it incredibly easy to follow a company page with a news feed. People and companies you are connected with show up on your news feed when they post updates. This works vice versa too—by posting updates/blogs/news, you can appear on the wall of those other companies, which is helpful when finding new strategies, understanding companies and keeping your own brand relevant. (it's low or no cost too!)



NEW Social Media Content Package Now Ready

In the previous quarterly distribution call, we focused on the introduction of AOP (Add on profiles) and AOI (Add on instructions) for Rockwell PLCs. As part of this campaign initiative, we have created social media content that can be utilized by our distributor partners on their social media channels.

Some of those product focused post materials are types that are included in the Panel Builders Initiative and also included in the Rockwell Encompass program.

There are also a few new industry application focused content pieces included in this batch of posts.

If you ever see a post on our LinkedIn page that you would like to post on your own platform rather than sharing the Burkert post, don't hesitate to reach out to our marketing team for the images.

Burkert USA Corp
4,498 followers
2w • 🌐

Now with AOP available for Rockwell Automation RSLogix 5000/Studio 5000 Logix Designer, the @Burkert USA Corp Type 8692-93 compact process positioner-controller device is optimized for integrated mounting on process control valves and especially suited for the requirements of a hygienic process. Communication interfaces such as PROFIBUS DP-V1, EtherNet/IP, Modbus TCP, bUS (based on CANopen) and analogue as well as digital are available. #foodandbeverageautomation #pharmaceutical #processautomation

Burkert USA Corp
4,498 followers
1w • 🌐

The versatile Bürkert Fluid Control Systems Type 8691 on/off Control Head, with Rockwell AOI now available, was designed for decentralized automation hygienic pneumatic process valves of varying styles and sizes. Color illuminated visual indication provides instant status updates - even from a distance. #processautomation #valveautomation #solutionprovider <https://lnkd.in/e-PebNn>

Type 8692 - Digital electro-pneumatic positioner for integrated process control valves
burkert-usa.com • 1 min read

Sascha D. Niederhagen and 42 others
7 shares

Distributor Social Media Campaign Best Practices

Content that we collaborate on and/or provide

- Marketing teams collaborating or utilizing existing content to create posts for a target industry
- Using application images that resonate with the target audience (and often have higher click-through rates)

+17% follower growth since June

+4% follower growth since June

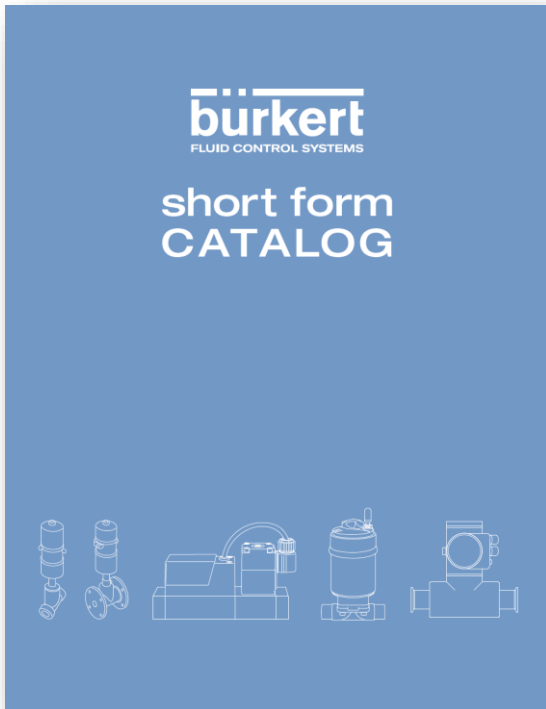
Distributor Created Content

- Creating focused content that is directed toward what your team is comfortable selling, what you stock, and your target markets & industries
- You control the creation, look & feel. When Burkert USA Corp. is tagged; the engagement always increases

+12% follower growth since June

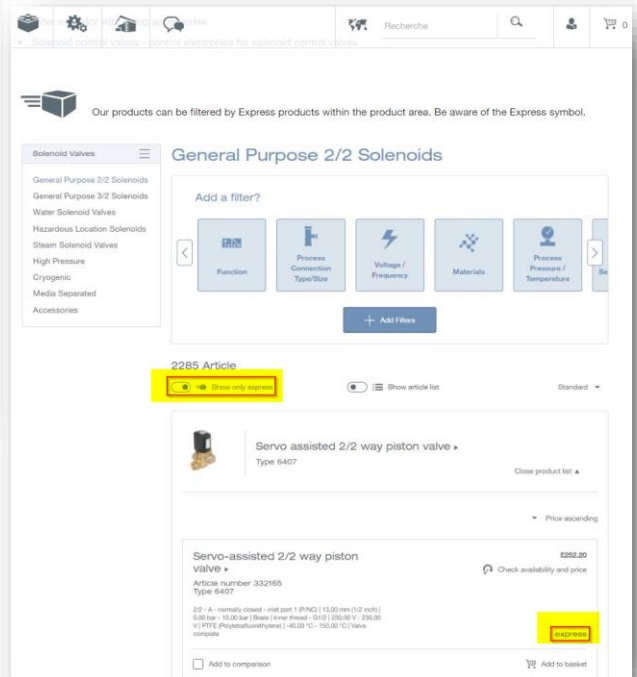
+4% follower growth since June

NEW [Short Form Catalog](#) & [Burkert Express](#)



Available in print next month & digital version is online now!

- Entirely refreshed Short Form Catalog with NEW products added
- Transition from Quick Delivery Program to Burkert Express
- Expanded selection of items based on Distribution feedback, new releases, historical sales data, and advanced planning due to supply chain disruptions
- Direct integration into the E-Shop on our website



Strategic Inventory Saves the Day

When a Distributor's customer forgot to account for pilot valves, the Type 8615 Standard Panel (3 versions included in the Burkert Express Program) was in stock, and filled the gap as needed for the project to continue as planned.

Standard Panel

16, 24 and 48 station manifolds double 3/2-way NC

- Reduced space requirement in the control cabinet
- Makes it possible to use more compact control cabinets
- Hose connections directly at the bottom of the switch cabinet



8615

Ordering Chart

Description	Item no.
16 station panel	98134761
24 station panel	98134800
48 station panel	98134993

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