

DISTRIBUTOR NEWSLETTER

Q1 2023

[Better in 2022 Continues to 2023](#)

Utilizing the direct and honest feedback from our Distribution Partners, we tackled challenges and got even better in 2022

[Industry Applications & Successes](#)

We don't always get the opportunity to share application images and success stories from our customers due to privacy agreements, but if they share them... 🙌

[Control Tops Take Top Sales](#)

Burkert Control Tops are the most versatile, universal, and well performing in the industry shattering sales records in 2022.



I've got to admit it's getting better!

As beating dead horses goes, the statements:
How do we help Accelerate the Growth of Your Business?
 and *How do we make it easier for you to sell Burkert?*

...are probably making your ears bleed by now, but the progress that our partnerships have made together over the past couple of years is proof that your constructive feedback and suggestions along with the implementation of new procedures and processes at Burkert are driving new business opportunities and creating win-win solutions.

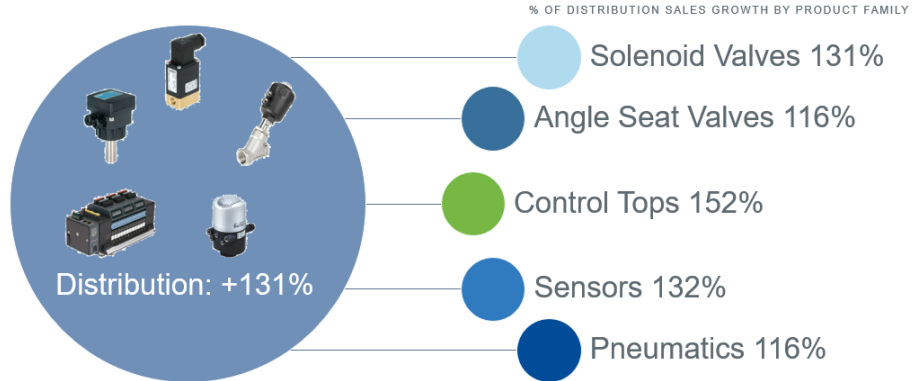
Based on the feedback you provided at the last Distribution call, we will continue to seek to improve and utilize your open feedback to help verify in which direction we move.



“What is one thing that Burkert did well in 2022?”

We are the Champions – Top Product Groups

With sales up 31% vs previous year, the Distribution Partner network is driving sales growth in every product group that Burkert offers, but there was an incredible increase in the sales of Control Tops. Part of this growth is fueled by the compatibility of Burkert tops with other non-Burkert valves, but also the expanded investments made into the EXPRESS offering and inventory of these tops.



So, Tell Us What You Want, What You Really, Really Want

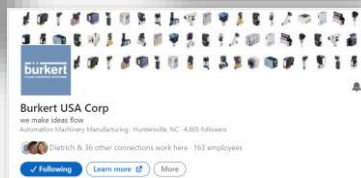


Faster Lead/Delivery Times
 (see [Burkert EXPRESS](#))

More Training
 (both [Boot Camp](#)/[Toolbox](#))

Industry Applications
 (check out [Distributor Newsletters](#))

Leads & Marketing Support
 (Social Media Package [is here](#))
 ([Short Form Catalog](#) & [Newspaper](#))
 ([Periódico en Espanol](#))



Industry & Application Successes

♥ Seeing These Social Media Posts Successes with Burkert Featured

Alfa Laval - Food & Beverage Production
2,752 followers
3w • 🌐

Energy efficiency has been the talk of the town for many years. Also in the food and beverage industries. But there is still more to be gained through continuous optimization and simple upgrades. Now is the time to act and realize big savings on the energy bill. ⚡

✔ Cleaning-in-Place is a good place to start. Potential savings of up to 90% on both water and energy costs are easily within reach.

Where are the hotspots and what's to be gained? Book an onsite survey to find out and discover the savings potential. In this interview, **Allan T. Bruun**, who heads up the Alfa Laval Optimize™ team explains how.

👉 <https://lnkd.in/dNGaRY73>

#alfalaval #advancingbetter #energyefficiency #energysavings #foodandbeverage



[Interview] Simple upgrades help industry cope with sky-high energy prices

alfalaval.com • 1 min read

Oliver M. Dean, Inc.
787 followers
1yr • 🌐

Dear Santa: For Christmas I want an **Alfa Laval** Mixproof valve manifold and two **Bürkert Fluid Control Systems** utility skids!



Did we mention our Control Tops??

M.G. Newell - Design and Fabrication Services
549 followers
5mo • 🌐

Why should you use a #mixproof #valve? It eliminates the risk of fluid cross-contamination. Contact us today to see how #wemakeitworkbetter #wemakeitflowbetter #spxflow #burkert #actuator

Sani-Matic, Inc.
2,197 followers
4mo • 🌐

We like to find beauty in stainless steel fabrication and construction - and there's quite a bit of it on this skid!

This 3-tank, Dual Circuit CIP System is well underway with the process piping currently being assembled.

Design features including plug and stem valves, maintenance stairs & platform, round tube frame, shell & tube heat exchangers, stainless steel pump motors, sloped piping, eccentric fittings, angle-line strainers with proximity switch confirmation of installation, and more all make this a top-of-the-line CIP system.

Looking to add automated CIP in your facility to become more efficient in your processes?

Find more information at our website:

<https://lnkd.in/g6ss2es>
[Food, Beverage, Personal Care, Nutraceutical Systems]

<https://lnkd.in/geW4rvfu>
[Bio-pharm Systems]

#CIP #cleaning #sanitization #skid #stainless #fabrication #manufacturing #custom



Panel Builders Campaign

Where are resources available for this initiative?

- [Landing Page/Website Content](#)
- [Flyer \(Digital Only Currently\)](#)
- ['I Need A' Configurator Form](#)

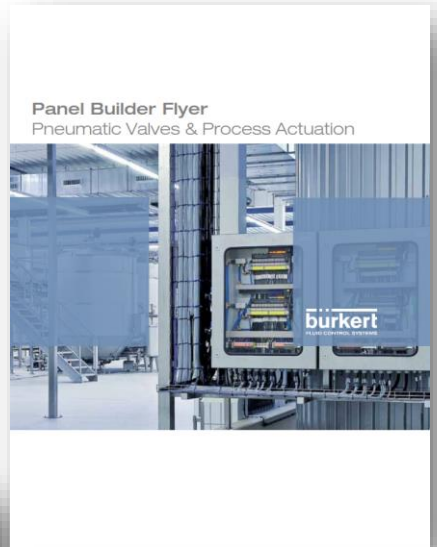
Social Media Content (hyperlinked images below)

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](#))




Burkert USA Corp
4,871 followers
1mo • 📌

Finally a Valve Island with Rockwell AOPs Included - Perfectly Suited for Process Automation Applications, the Burkert Type 8652 valve island offers quick system set-up by including Add-On Profiles for Rockwell PLCs. An integrated mounting plate is optimized for simple installation at the base of a control cabinet, diagnostics are easy to see on the LC Display, and valves can easily be swapped without turning off compressed air supply. [#panelbuilder](#) [#solutionprovider](#) [#easyinstallation](#)

 Process Automation Solutions with Rockwell AOP/AOI - Burkert Fluid...
www.burkert-usa.com • 1 min read

Burkert USA Corp
4,871 followers
5mo • 📌

From Components to Complete Panels: Pneumatic Valves & Process Automation Solutions for Modular Control Cabinets [#pneumatic](#) [#panelbuilding](#) [#processautomation](#)

 Panel Builder Possibilities - Burkert Fluid Control Systems
burkert-usa.com • 3 min read

Burkert USA Corp
4,871 followers
4mo • 📌

Now with Rockwell AOPs, the pneumatic valve island type 8652 AirLINE - specially developed for applications in process automation - saving time & energy during installation and commissioning. [#processautomation](#) [#panelbuilders](#) [#solutionprovider](#)

The Valve Island with Industry 4.0 Automation Built-In

Compatible with all Ethernet Protocols

 **burkert**
FLUID CONTROL SYSTEMS

Panel Builder Possibilities - Burkert Fluid Control Systems
burkert-usa.com • 3 min read

Burkert USA Corp
4,871 followers
5d • 📌

Do you want to build a Panel? Let's get configuring! Sloped & Stainless, Ethernet & Hard Piped, Hinged & uL508a... done and done! This easy configuration tool makes designing the [#perfectpanel](#) [#enclosure](#) for your Burkert USA Corp [#pneumatic](#) [#valveisland](#) a cinch to accomplish. [#solutionprovider](#) [#wemakeideasflow](#)

 Let's Build a Pneumatic Panel - 'I need a' Product Finder Request
burkert-usa.com • 1 min read

Burkert USA Corp
4,871 followers
3mo • 📌

The latest addition to our Burkert USA Corp EXPRESS program - The type 8652 valve island. [#panelbuilder](#) [#valvemanifold](#) [#solutionprovider](#)

 Panel Builder Possibilities - Burkert Fluid Control Systems
burkert-usa.com • 3 min read



The Smell of Success: Control Tops are Hot

Types [8692/8693](#)

- Digital Positioner/Process Controller
- Easy start-up via automatic X-Tune
- Contact-free position sensor
- Integrated modulating on-demand pilot valves (no instrument air wastage)
- EtherNet/IP, PROFINET, Modbus TCP, PROFIBUS DP-V1 or bÜS/CANopen
- [Rockwell Add-On Profile AOP ready](#)
- FM Class I Division II versions (24VDC only)
- Onboard diagnostics and preventative maintenance functions built-in
- Part of [Burkert EXPRESS](#) Program



Type [8681](#)

- Control head for decentralized automation
- Easy start-up with automatic Teach function
- Universal adaptation to any hygienic process valve
- Contactless position measurement system up to 3" stroke
- Easy start-up with automatic Teach function (3 points)
- Multi-color, superbright LED status display
- Integrated manual override (both internal and external)
- Digital communication AS-I 3.0, IO-Link, bÜS/CANopen
- 24 VDC, 120 VAC versions available
- FM Class I Division II versions (all types)
- [Rockwell Add-On Instructions AOI ready](#)
- Assembled and tested in the USA, part of [Burkert EXPRESS](#) Program

Types [8691/8695](#)

- Control head for decentralized automation
- Easy start-up with automatic Teach function
- Multi-color, superbright LED status display
- Integrated pilot air duct in the actuator
- Digital communication AS-I 3.0, IO-Link, bÜS/CANopen
- FM Class I Division II versions (24VDC only)
- [Rockwell Add-On Instructions AOI ready](#)
- 8691 Part of [Burkert EXPRESS](#) Program



Types [8694/8696](#)

- Digital Positioner for hygienic process valves
- Compact, robust stainless-steel design
- Start-up by automatic TUNE-Function
- Contact-free position sensor
- Integrated control air routing
- Digital communication AS-I 3.0, IO-Link, bÜS/CANopen
- FM Class I Division II versions (24VDC only)
- [Rockwell Add-On Instructions AOI ready](#)
- 8694 Part of [Burkert EXPRESS](#) Program

Burkert Newspaper in both Print & Digital Formats

A High-Level Overview of Burkert's Product Offering – Easy to Hand Out

Created Using Your Feedback

- Lightweight for easy mailing and hand-out (1/6 the weight and size of the short form catalog)
- Easier to open/handle (regular booklet size)
- Totally Refreshed to match to Short Form Catalog Product Content
- Easily customizable (simply add [your address block stickers](#) to back of brochure over the Burkert info)



Burkert Product Wheel – A Distributor Request

“Is there an image that you have showing the range of products you offer?”

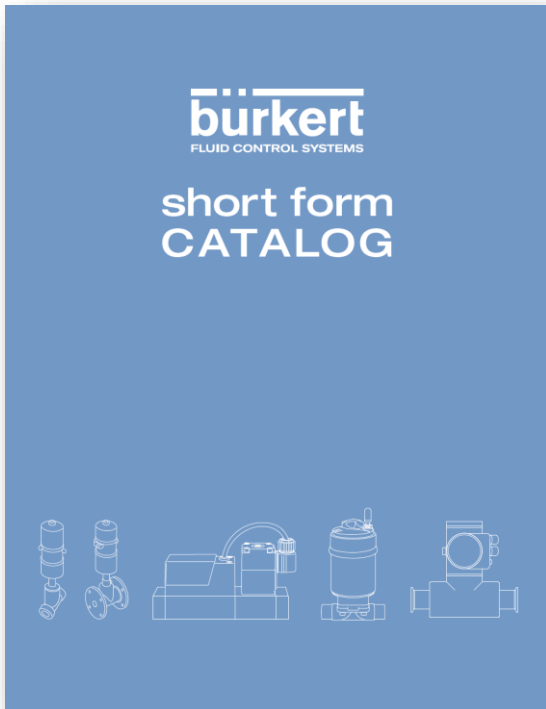
Now there are two!

- One formatted for a single square image with text embedded on the product wheel
- One that fits perfectly on a letter sized page with a legend key



- 1) Solenoid Control Valves
- 2) Solenoid Valves
- 3) Process and Control Valves
- 4) Electromotive Valves
- 5) Process Automation
- 6) Pneumatics and Process Interfaces
- 7) Sensors, Transmitters and Controllers
- 8) Microfluidic Valves and Pumps
- 9) Mass Flow Controllers

NEW Short Form Catalog & Burkert Express



- Now in PRINT! [Order Your Copies Today!](#)
- 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

Literature Request Form for 2022 Short Form Catalog

* 1. Contact Information:

First & Last Name

Company

Address

City

State

Zip Code

Email Address

Let's Get Custom: We'll make personalized labels for you to cover up our address block!

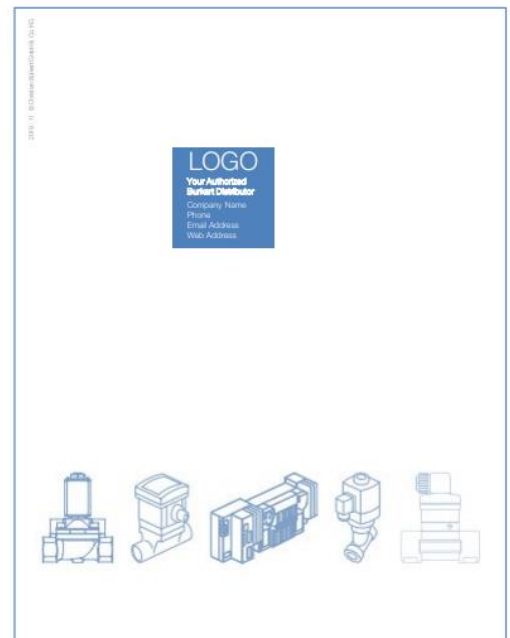
Unless you've missed the last 2+ years of our quarterly distribution calls, you know that Burkert wants your existing and potential customers to feel comfortable and confident contacting you directly for the best sales support available.

We want to make this even easier, so our print catalogs have very little of our direct contact info included. We will also buy custom labels with your logo and contact info on them to cover up our address block on the back of the catalog.

Simply complete the request form, send us your logo and we'll get labels created and shipped to you directly.

Just one more way we make it easier to do business with Burkert!

<https://www.burkert-usa.com/en/Media/Files/US-Distributor-Personalization-Label-Request-Form>



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