



**bürkert**  
FLUID CONTROL SYSTEMS

# DISTRIBUTOR NEWSLETTER

Q2 & Q3 2023

## [Content Created for You](#)

Utilizing the direct and honest feedback from our Distribution Partners, we are creating materials that you told us to.

## [NEW Solenoid Valve Saves Energy](#)

The Kick And Drop technology of Burkert's news solenoid valve offering creates 80% energy savings, cooler operation, and less calcification promoting a longer lifecycle

## [Bootcamp is Back](#)

Enrollment is now open for the last best session of our in-depth and focused training course. Our significant investment into promoting your success selling Burkert.



## We take your feedback to heart! ❤️

*“What product types have you seen the most success with this year?”*



Using feedback from our Distribution Partners is nothing new, and we looked to this group again when adding specific ID#s and expanding our product types for the Quick Delivery/Express Program.

Angle seat valves, additional solenoid valve types & IDs, the Type 8652 Valve Island – all increased in available inventory to reduce lead times.

And not forgetting Mass Flow Controllers, where we are adding onsite calibration and assembly to further expand capabilities for this competitive product line.

*“Can you think of any ways that Burkert could assist in your marketing initiatives?”*



This is incredible insight for our team as we continue to develop materials that make marketing Burkert products and solutions easier for our partners.

In addition to new samples cases that will be introduced in Q3, we are working to create industry focused landing pages on the website to reflect the capacities we offer in specific segments. You'll also see in the following pages, a few of the ways that our team is co-marketing with our Distributor network.

Please reach out to us if there are specific needs (shows, co-sponsorships, etc.) in which you would like our support.

# LinkedIn Advantage

## Collaboration Boosts Engagement

Both Don Johns, Inc. & Durable Controls recently focused on boosting their utilization of LinkedIn as a marketing tool. When Burkert USA Corp is tagged, we see increased engagement due to audience expansion, which increases overall impressions of the post.

If you are wondering if it's worth the investment of time to do so, the results speak for themselves (over 30% increase in followers for both companies accounts since the time these posts were shared in early Q2).

Looking for content?? Let us know! We recently developed #nationalsafetymonth content at the suggestion of one of our partners and the response to this content was excellent.

**Durable Controls, LLC**  
376 followers  
2w • 🌐


HANDS DOWN the **#quickest** and **#easiest** start-up and tune of a digital positioner on the market! Take a look at the **Burkert USA Corp** #8792 and #8793 series with automatic X-Tune function and integrated PID control (8793).

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#processcontrol #digitalpositioner #burkert #pidcontrol #xtune #electropneumatic #durablecontrols

Bürkert Fluid Control Systems






Pneumatic Positioner SideControl e  
Pneumatic Process Controller Side

control (8793)  
rugged design  
automatic X-Tune function  
electronic functions for valve

8792

ing system with no air  
controlled state  
0 mA/DC or Ethernet I/P  
3.0 or IO Link (with AOI)

Can be con  
actuators #

+4

You and 29 others

4 reposts

**Don Johns Inc**  
137 followers  
3w • 🌐

A huge thank you to **ISA Will-DuPage** and everyone who attended for an absolute smash hit of a tabletop show! We had an incredible time talking with customers and exhibitors alike, also grateful that **Burkert USA Corp** and us had an opportunity to turn heads with the BTU. We hope next year brings bigger and better things as well as more of those delicious tacos!

#ISATabletop #DonJohns #Burkert #automation #engineering




with Lawrence Kubacki and 7 others

You and 29 others

5 comments · 3 reposts

# Hands-On Training and Demo Units are Hot!

## Best Practices from Don Johns, Inc. & Forberg Smith

### Next Level Training Capabilities by Forberg Smith

*Process Training Unit in Grand Rapids, MI*

- Interactive, hands-on experience with an operating process system.
- Featuring the latest products and solutions for flow, level, pressure, and temperature
- Comprehensive training facility to assist customers in their project needs.



### A Mobile Masterpiece by Don Johns, Inc.

The team at Don Johns, Inc. has created a control skid for hands-on training, how-to video creation, and trade fair demonstration all in a ready-to-roll compact frame that requires no forklift at show site.



# Don't be replaced, get retired instead!

## Type 2000 Angle-Seat Valve

There are copy-cats.  
There are similars.  
There are knock-offs.

There is a reason that the Type 2000 is imitated and serves as the inspiration for competitors.

But they do not last the way a Type 2000 does.

When others are ready for replacement, we are ready for a tune-up.

There is only one Burkert Type 2000.

### Making it easier to sell:

- Most are part of the QDP/Express Program
- Assembled in the USA (many IDs)
- Unmatched life cycle
- Webinar on-demand (Ball Valves vs. Angle-Seat Valves)



Burkert USA Corp

5,012 followers

3w • 🌐

Let's talk [#value](#) for a moment. Yesterday, we received two customer requests for [#angleseatvalve](#) replacement. The first, was for a cheap knock-off of the [Bürkert Fluid Control Systems](#) Type 2000 that quickly failed (but you get what you pay for). The second was for an authentic Burkert angle-seat valve over 30 years old and the request was sent to an employee that retired over a year ago. When [#quality](#) products are [#builtofast](#), you don't need to replace them - you get to [#retire](#) them! [#burkertquality](#) [#burkertvalue](#) 🏠 🏠



👍👍👍 Michael Kunz and 120 others

4 comments · 27 reposts

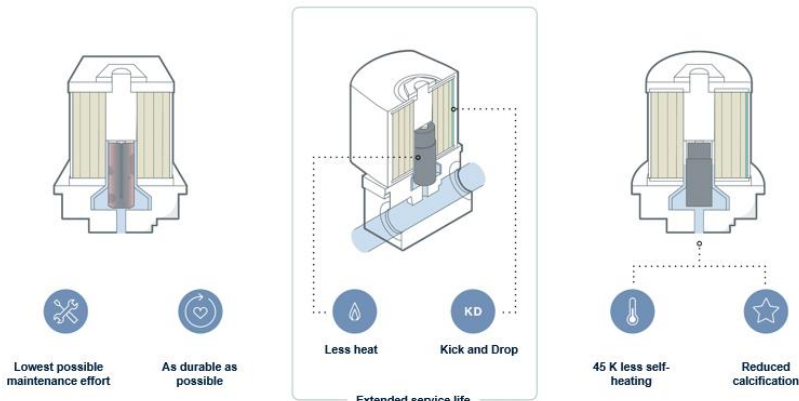
# Solenoid Valve Kick & Drop Technology

**SOLENOID VALVES**  
KICK AND DROP TECHNOLOGY

80% Energy savings  
Less heat = Less calcification  
200 % More switching pressure

## LESS MAINTENANCE

DUE TO LESS CALCIFICATION

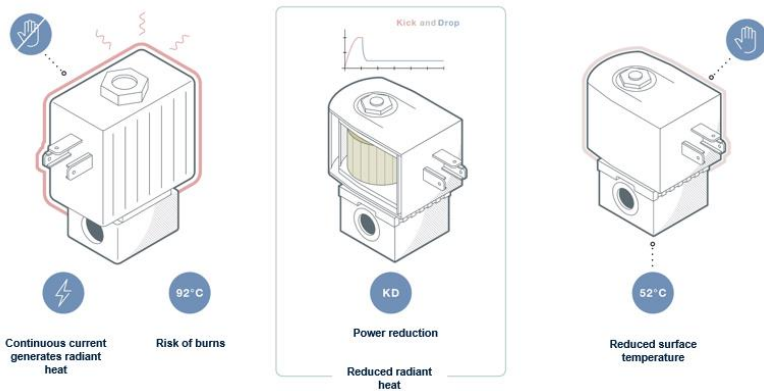


### Industries/Application Areas

- Building Utilities
- Water Distribution & Supply
- Flammable Gas Supply
- Hydrogen Applications
- Emergency Power Supply Systems

## RISK-FREE

REDUCED SURFACE TEMPERATURE



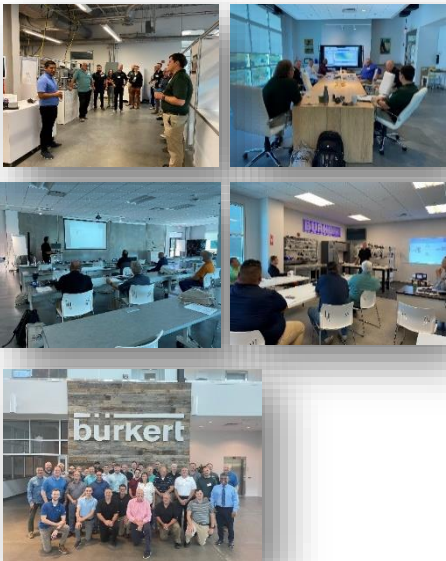
## Type 5282 Solenoid Valve for Hazardous Locations w/ Feedback



- Hazardous locations
- Neutral media, water, hydraulic oils, fat free media
- Water hammer-free, low noise
- No manual override
- Adjustable closing and opening times
- Electrical Feedback Signaler with Class 1 div 1 and Class 1 Div 2 Approvals, PR05 and PU15
- Intrinsically Proximity Switch with 2meter, 5 meter or 4 pin M12.
- Impulse or Latching ( optional)
- FM class 1 div 1, Class 1 div 2, and ATEX Approvals with feedback

Description	Description
NCB1,5-8GM25-N0-5M ATEX, eigenes Zertifikat	NAMUR, 2-Wire, switch closed, 5m Cable
NCB 1,5-8 GM 25-NO ATEX, eigenes Zertifikat	NAMUR, 2-Wire, switch closed, 2m Cable
NCB1,5-8GM25-N0-V1 ATEX, eigenes Zertifikat	NAMUR, 2-Wire, switch closed, 4-pole M12

## Burkert Boot Camp – Industry Focused



### The sessions will focus on:

- Products (valves, tops, valve islands, sensors)
- Customer applications
- Customer pain points and how to address them
- Tools to support your success
- Discuss your customer applications and challenges

### Training will focus on products that are most prevalent:

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

### Each of the sessions will include :

- Basic operating principles
- Unique selling points (USP)
- Hands on Knowledge check
- Distributor Toolbox

*Next Session: Week of October 2nd*

# Your Burkert Contacts



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