



# ITT

# EXTRAMILE

A newsletter for the distributors of Engineered Valves products  
Fall 2007



Letter from Chuck

*Chuck Graves  
Director, Sales & Marketing*

2007 is coming to a close and this includes the close of our fiscal year. The Industrial Process (IP) Valve group through the support of our customers, channel partners and coworkers is positioned to finish strong. Our goal is to carry this strong finish into 2008.

In 2008 we expect to launch six new products encompassing domestic, international, new and core markets. Customer Service will gain increased attention as we seek to improve our service levels. Continuing to align with our channel partners and multiplying our successes is another area of focus.

In all of this, each of you plays a critical role. Your commitment to "Doing the Right Thing Always" and serving both our internal and external customer's needs, will lead to our success in 2008.

Thank you for your continued support and please contact me if you have any suggestions on how we can better serve our customers.

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## Successful ULV Applications

In March, 2006 ITT launched the XS150-ULV (now commonly called the ULV) as a new product. In the first ninety days from the new product launch, ITT sold twenty seven ULVs, ranging from 4"-24". The ULV has had multiple successes in various applications. The following pages contain two examples of how the ULV has solved tough application problems and reduced a customers total cost of ownership.

### Tough Applications Require a Tough Valve

Plant Supervisor Jeff experienced this first hand at a power plant in North Carolina. For almost a year, Jeff struggled with maintaining single directional knife gates valves on a centrifuge isolation service. The valves were leaking, seats were wearing out, and the maintenance schedule was demanding. Jeff acquired this problem when he started his new position at the power plant and he was determined to find a solution.

Jeff called on ITT Account Manager Dale Selan to find a solution for the problem valves. Dale visited the power plant to see first hand the valves in their working environment. Right away Dale knew that the single directional knife gates valves should not be installed in this application. The valve was single directional, but the centrifuge isolation service was bi-directional. Additionally, the application had a low  $\Delta P$ , high slurry content (50% gypsum slurry) and the valves cycled at least every thirty minutes.

For a knife gate valve, a lower  $\Delta P$  makes it difficult to obtain tight shut-off. Typically the knife gate valve will easily shut tight against higher pressures. Their application had less than 10 psi  $\Delta P$ . Additionally, the process fluid was gypsum slurry, a byproduct of the scrubbing process. This high solids content gypsum slurry (like the consistency of toothpaste) made it even more difficult for the knife gate to obtain tight shut-off.

Dale knew that the single directional knife gates valve was better suited for shut-off at higher pressures than were present on this application and lower slurry content. Unfortunately, ITT and the OEM involved were not aware of the specific application parameters on this application when

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## Successful ULV Applications (cont.)

the single directional knife gates valves were first provided to the power plant. However, Dale was determined to remedy the situation, since he saw first hand the issues involved with this demanding application.

After more investigation Dale narrowed down the problem to areas where the slurry density was over 20%. In this particular case, the slurry was 50% gypsum slurry. For any slurry under 20%, the single directional knife gates valves performed adequately. Dale suggested that the power plant replace all of the valves at 50% concentration gypsum slurry on the Centrifuge with the ULV, based on past performance he had seen at another utility. Dale believed the ULV would be an excellent solution because it was designed for high solid abrasive and corrosive applications.

The ULV utilizes superior sealing design and includes replaceable FV8000™ urethane liners to protect the valve body from abrasion and corrosion. The design features a robust perimeter seal that provides bi-directional, bubble-tight shutoff without discharging process media into the environment. More importantly, the ULV design provides bubble tight shut-off at extremely low  $\Delta P$  applications. Injectable packing allows easy packing adjustments to be made under line pressure without valve disassembly or removal of the valve from the pipeline. Therefore, the ULV is the perfect solution to common performance problems that typically plague knife gate valves in abrasive and corrosive applications.

The Integration Team Leader at the power plant was very interested in trying the ULVs at their facility. He had recently seen ITT's advertisement for the new ULV in Power Engineering and felt it was a good match. However, he did not want to purchase all new valves since the single directional knife gates valves had only been in service for about a year. Therefore, Dale arranged for ITT to provide the power plant eight ULVs to replace some of the single directional knife gates valves in the 50% gypsum slurry application.

After a few months Jeff saw a dramatic improvement in performance. The ULVs continued to be bubble tight and required less maintenance. The periodic packing adjustment was made simpler because of the injectable packing design. The new valves performed well as they isolated and controlled slurry to the centrifuges. Jeff is so pleased with their performance that he's ready to

replace twenty two more single directional knife gates valves with ULVs on their high slurry applications with bi-directional flow.

### ULV Reduces Total Cost of Ownership

Technical Sales Representative Geary Kent has a close working relationship with Florida Distributor HD Supply - Lakeland and one of their end users, a local mining plant. Therefore, Geary involved both companies at the very beginning of the ULV new product project. The mining plant is a Phosphate Products Producer and Geary knew they had multiple applications for knife gate valves throughout their phosphate beneficiation plants. So Geary and ITT Engineering staff conducted Voice of the Customer (VOC) interviews with the mining plant, gathering critical information about what they needed in a knife gate valve for abrasive and corrosive applications. In the Fall of 2006, during the new product design phase, the mining plant received and installed a ULV as a beta test valve,.

Once the ULV was launched as a new product in March, 2007, Geary believed it was important to educate Distributors on the product so they could effectively sell to end users. Geary shared his thoughts with Ed Macys, the Fabri-Valve Product Manager at that time, and asked him to visit HD Supply with him. Ed agreed and prepared a presentation on the ULV total cost of ownership.

The ULV provides a reduced total cost of ownership for many reasons. First, several design features improve the valve's overall performance. The ULV has bubble tight bi-directional shut-off in excess of Class VI and is a zero discharge valve. The replaceable urethane liners provide an economical solution for corrosion protection and are an excellent choice for abrasive applications. Second, maintenance cost is reduced. The one-piece perimeter and chest seal design allows for quick and easy maintenance. Injectable packing allows for easy packing adjustments to be made under line pressure without valve disassembly or removal of the valve from the pipeline. No adjustments are required to the seat and packing after 1300 cycles static and 8500 flow loop. Lastly, the valve is designed to last longer in service. The seat and liner are independent so the liner protects the body from abrasion and corrosion and the seat is protected from flow. The robust gate resists distortion due to effects of water hammer.

## Road Crew

### Brad Dunn, Technical Sales Representative

Brad Dunn joined ITT on July 30, 2007 as a Technical Sales Representative for Engineered Valves in Eastern Canada. Brad has spent most of his working life in inside sales at companies such as Trueline Valve, Process and Steam Specialties, John Brooks, and Sure Flow Equipment. He always had a desire to someday move to outside sales, but wanted to wait until his children were older. Now that they are 15, 17, and 20, he felt the timing was right.

Brad likes working in sales because he enjoys meeting customers, building relationships, and working side by side with co-workers. He is highly motivated to succeed and works every day to satisfy customer needs. Within this industry, Brad finds one challenge is meeting customer expectations for quote and delivery times. Each work day Brad faces a new challenge but a common theme throughout is communication, either in person, on the phone, or by email.

Outside of work Brad spends a lot of time with his wife and three girls. They live in a new house so he is currently busy finishing the basement. Brad also enjoys playing the guitar, fishing and golfing.



## Successful ULV Applications (cont.)

Geary and Ed visited HD Supply in Lakeland, Florida, where the presentation on the ULV was well received. HD Supply is a strategic partner with the local mining plant. A component of this partnership requires them to look for cost saving ideas and new technology. Therefore, HD Supply Sales Manager Max Stout tasked Richard Beckert and Ron Kelly to learn more about the product and report back to him on their findings. The HD Supply team worked together to survey the mining plants to get the stocking requirement. Max knew service was critical, since one of the competitors manufacture valves in Florida. Max's greatest concern was selling valves more quickly than ITT could re-supply. Therefore, he decided to stock a large amount of ULVs in all sizes with a variety of operators. The valve inventory was ordered in December, 2006 and fully delivered by April, 2007. Max was right about the ULV and his foresight paid off for HD Supply.

Max worked with ITT to create a comprehensive launch program for the ULV. The HD Supply inside and outside sales team was trained on the bene-

fits of the ULV design, received samples and literature, and were informed of a short term sales incentive program. Members of the HD Supply sales team visited the power plant and sold ULVs to replace three competitors valves and two ITT valves. HD Supply was able to provide twenty seven valves in sizes 4"-24" during the launch period from the stock they purchased from ITT. This type of immediate service benefited the customer because they did not have to wait several weeks for the valves to be built and shipped.

After six months in service, the power plant reports that the ULVs are working much better than the previous valves in service. In addition, the power plant now has one valve platform rather than a number of different valve platforms to work with. Now with a few months of performance history ITT is getting project orders rather than just trial valves. One recent order was for ten 10" air operated valves. HD Supply had ten valves this size in stock but only five with air operators. ITT was able to supply the balance of the order prior to the repair day at the plant.

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