

Sales Newsletter Industrial Pumps EMEA & APAC







A:	HAPPY HOLIDAYS					
<b>B</b> :	WARMEST WINTER WISHES					
DATE:		ARCHITECT:			SCALE:	
01, JAN		WINTER			2:1	

Dear all,

Who would have imagined that the year 2020 would turn out the way it did? We all started with a lot of hopes and aspirations but it quickly became clear that fighting an unprecedented pandemic would take precedence over most other things and absorb a lot of our attention.

In this light, I am very pleased to report that together we have been able to weather the storm and successfully manage the challenging situation. We did this first of all by keeping ourselves and our employees safe and then also by addressing the financial impact resulting from lower business volumes. I want to thank all of you for supporting our various measures and countermeasures with such vigor and determination. There can be no doubt that all of us will emerge stronger from this crisis once the pandemic will subside, hopefully once the Northern Hemisphere will move into the summer of 2021.



Despite this focus on COVID-19 containment activities, we have by

no means forgotten about our business. Yes, the Allweiler 160th anniversary activities largely had to be restricted to the virtual world. But we couldn't be prevented from launching our new Houttuin TT as well as our Allweiler MI pumps. Our newly formed Aftermarket organization has started to take shape and done a great job in capturing Aftermarket business at a time when the CAPEX crunch did limit our opportunities in the fore market. As Channel Partners become an ever more important part of our go-to-market strategy, we have extended our respective network in Asia, in the UK and in Germany and implemented remote training for both our direct and indirect channel. You can expect this to continue in 2021.

I am very much looking forward to 2021, a year in which we will double down on our efforts to beat our competition. Whether in person or by connecting digitally, we will work closely with our Channel Partners and direct customers on jointly 'Keeping our societies safe, productive an moving'.

As this memorable year comes to an end, let me now wish you peaceful Holidays and a Happy New Year! And above all: Please stay healthy!

Best regards,

Daniel Stirne VP/GM Industrial Pumps EMEA & APAC

# 32 SECTI SECTION $\emptyset$ 9

### INSIDE CIRCOR

160 years Allweiler challenge Winners!

ALLWEILER donation of water pumps takes care of kids fun.

New location in China.

### SALES **CHANNEL**

partner in

Singapore.

partner in

Germany.

2020

Sucess Stories:

CUSTOMER

FOCUS

TT Pumps supplied for Fuel Oil transfer applications.

Largest Twin Screw ever machined by Allweiler India.

CIRCOR wins contract to supply of shipsets for five passenger ferries.

Vertical twin screw pumps supplied to French shipyard.

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# HAPPY NEW YEAR CIRCOR ALLWEILER N2



Aftermarket contact data. New channel

### **PRODUCTS &** SOLUTIONS

New Houttuin TT series · Twin Screw Pumps.

New MI series · Centrifugal Pumps.

### MARKETING **UPDATES**

Sales Training material.

New high quality 3D renders.

New channel

**Channel Partner** Virtual Training



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# CIRCOR

# 60 YEARS ALLWEILER CHALLENGE

CIRCOR

# **160 YEARS ALLWEILER CHALLENGE WINNERS**



# HOW LONG OUR PUMPS LAST?

No one knows our pumps like the experts at CIRCOR and our channel partners. Our certified OEM parts are engineered to meet or exceed original equipment standards and our service and support teams are equipped with some of the best knowledge in the industry that make its durability and high performance possible.

Thanks to all who participated in this challenge and joined in our celebration Allweiler's 160 year anniversary. As you will see in the pictures below, the participants found examples of Allweiler pumps still in service ranging in age from more than 30 years old to almost 60 years old.





The oldest reference was submitted by Alexandra Becher, CIRCOR Sales Aftermarket EMEA in Radolfzell. Thank you very much! In the spirit of the Allweiler challenge we have, however, decided to reward the oldest pump presented by one of our channel partners.

We take pleasure in congratulating, Hakan Ağan, Environmental Engineer from our Authorized Channel Partner ARGUS for participating and submitting the winning pump. Made in 1963!



in the line of the

We will also send a small gift to all participants and to the customers who are operating the pumps. We appreciate all the great feed-back received!

# **BEING A TRUSTED ADVISOR**



SPECIA

Roberto Vurchio Area Sales Manager

This is maybe my main success story in this pandemic year. I would like to participate with this story because it was incredible job for a very special application that only a few people know about (Power Vessels) with a civil function essential for the lives of many people and that maybe after your publication many people are now informed.

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# ALLWEILER DONATION OF WATER PUMPS TAKES CARE OF KIDS FUN

Although the pandemic has caused many things to change from "normal" in 2020, one thing that we did not want to change is our practice of giving back to the community. Especially during this very special year when we are celebrating our 160th anniversary, we wanted to do something special for the communities in which we have Allweiler factories. What better way to do so than to help out the many children who are being affected by this pandemic?

For so long, children were not able to go to parks to play with their friends or to kindergarten. For this reason, now that they are returning, we decided to donate manual water pumps to kindergartens in the communities

where Allweiler's factories are housed. Now, the children of these communities can have fun and once again enjoy a new normal.

We want to thank all of our peers who have made the installation of water pumps in all of these kindergartens possible.



Thank you to our colleagues Frank Kahnert, Herbert Matos, Markus Wucher, Sascha Sadurska and Gerhard Baumgärtner to manage and help with the action

### Ev. Tageseinrichtung für Kinder Kirchhellen-Bottrop

The kindergarten in Kirchhellen thanks us for the great support. "The children are already looking forward to spring - then a new play area will be created with a "mud corner".

# Kindergarten Löwenzahn in Eigeltingen

Sascha Sadurska (from left) and his children, as well as educator Patrizia Herrmann, mayor Alois Fritschi and kindergarten manager Nicole Preisendörfer are happy about the repaired pump.

"We are very happy that we can now pump again," said kindergarten director Nicole Preisendörfer. And educator Patrizia Herrmann adds: "The water playground is very popular with the children.

Kindergarten Güttingen Kindergarten Liggeringen





### Kindergarten St. Elisabeth in Hilzingen

The educators and the children of the St. Elisabeth kindergarten in Hilzingen would like to thank Allweiler GmbH in Radolfzell for the donation of the new water pump. The children are happy to be able to play with the cool water again on those hot summer days and say: MANY THANKS!

# The Waldorf Kindergarten 7-Zwerge in Radolfzell

Jella Wucher and her friends have a lot of fun with the new water pump installed in their Waldorf kindergarten 7-Zwerge.

We received from the children a warm thank you postcard.



INSIDE CIRCOR



# **NEW LOCATION IN CHINA**

Continuing to drive its strategy of increasing local product availability and support in China and the Asia-Pacific market, CIRCOR has opened for business at its expanded 6,000 sqm plant in the city of Weihai, Shandong province. The fully integrated facility is providing end-to-end manufacturing, sales and service to commercial marine and industrial customers in the region.

CIRCOR's expansion in the Weihai Economic & Technological Development Zone (ETDZ) reinforces the company's capacity to provide strong support and foster proximity to new and longtime flow control customers as well as the regional supplier base. The Weihai facility is readily accessible by highway, air, rail and sea.



At the new facility in Weihai, CIRCOR will manufacture commercial marine packages, three-screw positive displacement pumps, control valves, progressing cavity pumps and centrifugal pumps. In addition, the Weihai team will offer engineering expertise and after-sales support to ensure a localized and complete value chain, with an emphasis on faster quotes and shorter lead times.

Upon entering the facility visitors can explore the New Customer Experience Center. This area allows the visitor to be immersed in CIRCOR's brand and culture through simple messaging, clean design and product samples. Customers will learn visually how CIRCOR is

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- bringing both its durable brand and technologies to customers in China and Asia Pacific to provide them with unparalleled solutions to even the most complex of needs and applications.
- "Our customers demand high quality products, systems and support within the region, and we are fortunate to be able to respond with our robust flow control product portfolio and local support teams," said Ashish Dutta, Vice President, CIRCOR China and Industrial APAC. "The team completed the plant move and setup while paying special attention to COVID-19 safety protocols, with no disruption to supply and shipments. Our first shipment went out on April 23."







### **Overview**

A CIRCOR Customer, ENI Italy, needed to replace their existing volumetric twin screw pumps for Fuel Oil transfer service in a mineral oil depot plant in the port of Genoa.

### The Challenge

The installed pumps, no longer available from the previous supplier, needed to be as small as possible size due to limited installation and operating space at the site.



### The Solution

We were contacted and invited to present a solution, thanks to a history of partnership and other Allweiler pumps installed in other ENI plants in Italy. In particular, ENI was impressed with CIRCOR's experience and product quality.

We presented a proposal based on our TT series pumps. The compact design of these pumps enabled them to fit into the constrained area onsite, while the competitive price - made possible by our in our facility in India manufacturing the complete system – impressed the customer as well. Combined, the quality of the pumps and cost of the system, tailored to ENI's needs and requirements, meant that we were awarded the order despite facing competition from Bornemann and Leistritz.

### The Result

The pump system we supplied consists of 4 unit skids of TT 250 pumps, rated at 350 m<sup>3</sup>/h with API676 and Atex execution, complete with 132 kW motors and VFD systems.

In the first guarter of 2021, the pumps will be installed by the customer in the plant. Startup will occur later in the year supported by our specialized technicians.



**CUSTOMER FOCUS** 

ALLWEILER



# **Success Story** LARGEST TWIN SCREW EVER MACHINED **BY ALLWEILER INDIA**

As a continuous improvement to increase our capability and capacity, we accepted a challenging order from SES International at the Daman facility of machining 249.385(400)/242 twin-screw rotor set in July 2020.

This was the first time the Daman facility made a 385mm diameter twin-screw rotor set having a hollow design and many special features like key-way milling in length of 800 mm - prior to this achievement our largest machined twin screw to date was 285mm diameter. To ensure 'First Time Right', the team planned the project and detailed out the requirements, developed special fixtures, developed large size special mandrels, modified cutters, and developed supplier for wire-cutting of 800mm long key-way. There were 4 screw blocks to be machined individually and matched all together to get the desired clearances.

### **Challenges during execution**

It was a challenge to meet the customer timeline in this pandemic situation, but dedicated teamwork and project management made it all possible.

The supplier was under lockdown for a period of almost 2 months (in May and June) due to COVID-19. After they resumed operations, we made visits at the supplier's end to expedite the activities. Even though we were working at 50% capacity at our plant in Daman, we worked on war footing to finally make the order ready on 24th July '20.

### Result

With this development now, Allweiler India has set an example of handling difficult jobs with team work and dedication.



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## SECTION 2 **CUSTOMER FOCUS**



SECTION 2 **CUSTOMER FOCUS** 



# **Success Story CIRCOR WINS CONTRACT TO SUPPLY OF SHIPSETS FOR FIVE PASSENGER** FERRIES WITH AN EYE TOWARDS SUSTAINABILITY AND THE FUTURE.

How often do we hear about sustainable mobility, zeroemissions, or hybrid and green technology? These terms all describe the future of transportation. Sustainable mobility models of transportation systems minimize environmental impact by maximizing the efficiency, intelligence, and speed of travel. Sustainable mobility means giving people the opportunity to move freely, communicate, and establish relationships without ever losing sight of the human and environmental costs and benefits, today and into the future. Achieving sustainable mobility in Europe and beyond requires new projects and technologies, especially when it comes to means of transport from scooters to cars to ships.

Thanks to the constant development of our pump technologies, CIRCOR is able to play a leading role in this kind of vision of a sustainable future. For example, in one recent project in a Turkish shipyard, CIRCOR contributed to a flexible green ferry concept.

The ferry is a modern, efficient and high-quality hybrid/fullelectric double-ended passenger ferry. With a length of 35 meters and a capacity of 350 passengers, the ship is suitable for traffic in sheltered waters. The design and engineering of the entire project has been aimed at developing a modern ferry of lightweight and simple construction that is well prepared for high maneuverability, easy maintenance, and low-cost operation.





The ferry is designed as a versatile electric/plug-in hybrid, with automated high-power charging from shore and sufficient battery capacity for fully electric operation on selected routes. The ferry is also equipped with two generators capable of operating on biodiesel.

The plug-in electric hybrid propulsion system includes 2 250kW biodiesel generator sets and 2 250kW electrical driven thrusters, all located in the forward and aft propulsion rooms.

The shipyard was primarily concerned with energy efficiency and weight





**CUSTOMER FOCUS** 



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during the selection and configuration of the equipment. These two factors drove the selection of centrifugal and progressing screw pumps from CIRCOR for sewage transfer, bilge, auxiliary cooling, fire, and seawater handling applications.

Thanks to our extensive product portfolio of highly efficienct pumps, we were able to optimize the the pump size and the electric motors for both efficiency and weight.



### SECTION 2 **CUSTOMER FOCUS**



# **Success Story VERTICAL TWIN SCREW PUMPS SUPPLIED TO FRENCH** SHIPYARD CHANTIERS DE L'ATLANTIQUE



The CIRCOR IMO Allweiler Defense EMEA team has been awarded a contract to supply Vertical Twin Screw Pumps to the French Shipyard Chantiers de l'Atlantique for a Fuel Oil transfer application. The pumps will be used in the manufacture of four replenishment tanker vessels, known as "BRFs," which will be completed between the end of 2022 and 2029.

The BRFs, with a liquid supply capacity of 13,000 m<sup>3</sup>, have a long-term logistical support mission for French Navy ships deployed on the high seas, by supplying them with fuel, ammunition, spare parts and food. Chantiers de l'Atlantique is responsible for the overall design and construction of the four vessels as well as for the integration and assembly of on-board systems.

Main characteristics of Force Supply Vessels :

- Full load displacement: 31,000 tonnes
- Overall length: 194 m
- Overall width: 27.60 m
- Crew capacity: 190 people, including 130 crew members and a capacity of 60 passengers
- Fuel capacity: 13,000 m<sup>3</sup>
- Total installed power: 24 M

CIRCOR supplied 4 unit skids of Vertical Twin Screw Pumps for a Fuel Oil transfer application of 30 m<sup>3</sup>/h, in 8.5 bar pressure, and 8 unit skids of Vertical Twin Screw Pumps for a Fuel Oil transfer application of 440 m<sup>3</sup>/h. in 2.2 bar pressure. The manufacturing of these pumps was done in our India facility.

This successful project highlights the great work of the CIRCOR IMO Allweiler Defense EMEA team in providing engineering and design support to France's Defense industry on key mission-critical assets on Navy platforms.

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# **CUSTOMER SERVICE HOW TO GET THE RIGHT STUFF** TO THE RIGHT PLACE

**CIRCOR INDUSTRIAL PUMPS** 

SECTION

## AFTERMARKET CONTACT DATA

Replacement Pump and Spare Parts Inquiries

Centrifugal Pumps, Propeller Pumps & 3-Screw Pumps

### cc-emea-gr@circor.com

### Contact the Aftermarket Quotation Team in case:

- You would like to rquest a replacement pump or spares.
- General aftermarket consulting.

### Replacement Pump and Spare Parts Orders

Centrifugal Pumps, Propeller Pumps & 3-Screw Pumps

### orders-mam-allweiler-gr@circor.com

### Contact the Aftermarket Order Team in case:

- You would like to submit a purchase order for replacement pumps or spares.
- You need to know the status of an order for replacement pumps or spares.

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PC-Pumps, Hose Pumps and Macerators

cc-emea-ge@circor.com

PC-Pumps, Hose Pumps and Macerators

cc-emea-ge@circor.com



# SALES CHANNEL FOCUS



SALES CHANNEL FOCUS



# **NEW CHANNEL PARTNER IN SINGAPORE** ROA – BUILDING FOR GROWTH

As part of our growth plan, we have been actively looking for new distributor companies that can work in partnership to grow our General Industrial business footprint in the Rest Of Asia (ROA) market. Miltrade is the first of the new companies to come onboard to work for GI as a distributor for the Singapore market.

Clement Snauwaert of the Defense Pumps team intends to work with Miltrade as an ISR, utilizing the company's experience and knowledge of the government and defense agencies in Singapore.

The relationship is being managed by Javier Koo, sales manager for Singapore. The partnership between Circor and Miltrade is developing, growing, and bringing fresh new opportunities to both companies. Miltrade has already secured their first order for Allweiler product, with another high value order on the way. **Miltrade Technologies** is a Singapore SME incorporated in 1993. The company has core competencies in sales representation, supply management and delivery of projects from contract award to system commissioning. As part of equipment sustainment, the company complements its services by providing logistics support, maintenance, repair and overhaul services throughout the life cycle of the delivered solutions. Miltrade owns a 20,000 sq. ft. building equipped with facilities for: conference meetings; workshops and lab space for operations ranging from heavy equipment handling to electronics and software development and testing; electrical engineering; and maintenance and repair work.

# **NEW CHANNEL PARTNER IN GERMANY** NEW PARTNER FOR ALLWEILER PUMP-SERVICE NETWORK

We are happy to welcome Baumüller Services as a new partner in our Sales and Service partner network in Germany. With the service workshops in Nürnberg and Munich, Baumüller covers the Bavarian region.

Establishing our Sales and Service partner network in Germany has helped us to improve our capabilities for servicing the needs of our customers and end users. Key for this success is to have qualified partners as part of our network, leading to customer satisfaction and growth.

Welcoming Baumüller Services as a partner is another step towards covering the DACH region with partners to bring the best possible sales and service to the users our pumps.









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# SALES CHANNEL FOCUS



# **CHANNEL PARTNER VIRTUAL TRAINING 2020**

In order to successfully sell our products, we need powerful channel partners support. To help strengthen our network of channel partners, we have updated our Allweiler training presentations to really drive our products' value propositions and technical capabilities. Under the leadership of Markus Wucher (Head of Technical Sales) a team of employees has developed a new virtual training program and created training modules with a strong focus on market segments, product- and application know-how and selection. The course speakers/subject matter experts come from Technical Sales, Field Sales and Product Management backgrounds.

Due to the travel restrictions, the training was carried out in a total of 14 online sessions in November and early December. Thanks to the online format we were able to achieve a fantastic reach with a total of more than 2500 participants worldwide. The high number of participants shows the great interest in such training and motivates us to offer a series of trainings also next year.



I was surprised by the interest of the people and I was not expecting to have > 220 people online at the sessions. The usage of such tools like online trainings is great to reach a broad audience, increase internal and external product awareness and keep the communication flowing between all channels. And this is especially important in the time of the pandemic that we dealing with at the moment.

**Elvis Kovaćević** Global Product Manager PC Pu



in the same month for all participants globally that were interested to hear learn about basics of 3 screw technology, also getting familiar with our global 3S folio and our brands IMO AB, AMO NA and WEILER. We were happy to see and present nore than 250+ attendees on this sessions. ne sessions are the way to reach a big ience at the same time.

**irko Mandac** obal Product Mar

Our new market modules are design to summarize especially the informati sales staff needs. It's exciting to see th we have such a large global coverage with the o ine training format reaching and supporting bur global sales channels.

Market Module Tool Machinery
Market Module Power Generation

Jannik Röben Sales D-A-CH



/olfgang Seiberth Iarket Module Process Engineering nd Chemical Industry Market Iodule Heat Transfer



ing. I think online training is a tool but it is also a product and will be part of our ture. We need to get perfection on that, like we e trying every day to deliver a perfect product to ir customers.

> nomas Reitz 'P Engineering EMEA & APAC



Amazing to see how large the interest w in this first online training session. Ma thanks to all participants.

CIRCOR

**irgen Gebhard** Slobal Product Management Sentrifugal Pumps

# SMOOTHER TERMINAL & REFINERY LOGISTICS WITH THE NEW HOUTTUIN<sup>TM</sup> TT SERIES THE HOUTTUIN TT TWIN-SCREW PUMP SERIES DELIVERS IMPROVED FLOW IN A MUCH MORE STREAMLINED PACKAGE

In transfer and unloading applications, the need is speed and flexibility. Now tank terminal and refinery operators can unload fluids faster than ever with the new Houttuin TT twin-screw pump series – a solution that weighs less and has a smaller footprint, but doesn't skimp on performance.

SECTION

The new Houttuin TT brings terminals, tank farms, refineries, and other storage operators a high flow, low pressure, low NPSH pump for their loading, unloading and transfer operations. It offers best-inclass NPSHR performance and a streamlined package. It is suitable for the wide variety of applications and fluids found in oil and gas, chemical and petrochemical processes.



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- Reduced size and parts improve both footprint and reliability
- Assembled rotors allow matching materials to the application
- Large, finned gearbox for ambient cooling
- Compliant with API 676



With nearly a third of past global demand for oil pumped into storage for several months running, terminal operators need new strategies to deal with an unprecedented glut.

CIRCOR has launched just the solution needed. As our National Oil Company customer did, now is the time to examine the operational flexibility afforded by a positive displacement solution to transfer and unloading and stop struggling with cavitation.

Pictured is the new Houttuin TT technology that facilitates consistent performance across changing fuel mixes, fluid levels and inlet pressures, reduced the customer's offloading time even during stripping, increased offloading capacity and avoided tanker demurrage.

## SECTION 4 **PRODUCTS & SOLUTIONS**



# SECTION 4 **PRODUCTS & SOLUTIONS**



# ALLMARINE MI-S/MI-C AND MA-S/MA-C PERFORMANCE THAT FITS YOUR SPACE AND NEEDS.

Designed to stand up to even the most demanding of environments, our redesigned Allweiler centrifugal pumps are tailored to meet the unique needs of the commercial marine industry, whether it's a smaller footprint or easier maintenance.

The ALLMARINE MI-S/MI-C and MA-S/MA-C series are single-stage, singleflow vertical volute-casing centrifugal pumps with capacity, hydraulics and a compact design that are specifically optimized for Shipbuilding and Offshore applications.



## **ALLMARINE MI-S/MI-C:** EASY-TO-INSTALL RELIABILITY

Product capabilies	Product features	Product's benefits	Possible Specific Customer Benefits
Easy maintenance	Pump has a spacer coupling type	No need to disas- sembling motor and volute casing for main- tenance	Reduction of maintenance effort (costs & faster))
Weight reduction	In comparision to MI the MI- S has a substantial weight reduction	Up to 10% lighter compared to MI	easier handling and installa- tion of the pump
Domuiros loss	Compared to MI the MI-S has a smaller foot print	installation space saving, Up to 20% smaller footprint com- pared to MI	less required space in the tightly arranged engine rooms of a vessel
Requires less installation space	Compared to MI-S the MI-C requires a smaller installation height	installation space sav- ing, MI-S up to 20% & MI-C up to 40% shorter compared to MI	less required space in the tightly arranged engine rooms of a vessel + lower ceiling height possible
Easy installation	Integrated mounting lugs in the inline volute casing	easy installation	easy installation (positioning of pump on the foundation frame)

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The compact MI-C and MA-C series are the right choice when space restrictions require a low overall pump height. The pump bearing and shaft seal can be dismounted without removing the volute casing from the piping.

The MI-C and MA-C offer solid construction and reliable performance in a package that's:



HEIGHT

23

FOOTPRINT

MAKES INSTALLATION

EASY



In a vessel, pump maintenance can be a challenging and costly exercise. The MI-S and MA-S series are designed to keep maintenance and the accompanying downtime to a minimum.

With spacer couplings that incorporate distance pieces, the MI-S and MA-S allow you to dismount the bearing and sealing unit, including impeller, without removing the volute casing, pipes, or drive motor.

The redesigned MI-S and MA-S offer more than just easy and faster maintenance. Lighter in weight and smaller in size than previous models, the new MI-S and MA-S also delivers uncompromising performance and durability.



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# **ALLMARINE MI-S/MA-S** EASY TO MAINTAIN. HARD TO BEAT.







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# **SALES TRAINING MATERIAL**

To share our knowledge with you, we have prepared downloadable training material.



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MARKETINGUPDATES

ALLWEILER **160** YEARS









### **CALENDAR WITH AVAILABILITY**





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**MARKETING UPDATES** 

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