

# THE **EXTRAMILE**

Meeting You Where Your Needs Are

## Print on Demand

Shortly after the recent integration of Engineered Valves Group (EVG) and Industrial Products groups, it became fairly obvious that we would also have to integrate the literature print and fulfillment processes. IPG had initiated a very successful "Print on Demand" process several years ago. It was decided that EVG should follow that same model.

We can happily report that we are nearing the end of our team effort to develop a **Print on Demand (POD)** process for the Engineered Valve Group.

### What is Print on Demand (POD)?

In the past, EVG, and most of the rest of the world, would offset print large quantities of literature on an offset press in order to lower the initial unit price. Quantities under 5,000 were uneconomical because of set-up time/costs.

Using that model, if a new brochure was produced, we might print 5,000 copies.

- 2,000 would be used to send to the field with an announcement
- 3,000 would be inventoried on skids or shelves at our fulfillment / distribution vendor

When additional orders were received from sales offices or distributors, our fulfillment vendor would pick, pack, and ship. The result, everyone has literature inventory on the shelf.

What happens when there are product updates or revisions? This expensive (time & dollars) process starts again. Superseded bulletins are recycled at the warehouse and hopefully in the field.

Today, Print on Demand allows us to use CURRENT print files to print any quantity, locally...no inventories, and substantially reduced lead times and shipping charges. Print quality is indiscernible.

### Our POD vendor will be ViaTech.

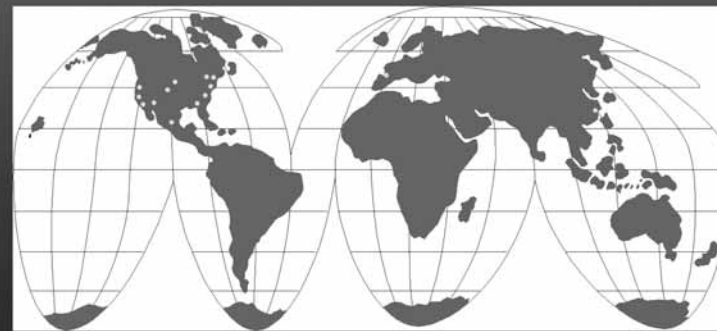
ViaTech is an employee-owned, experienced POD supplier with excellent client support services. Engineered Valves previously used their print services.

ViaTech has ten print centers in major metropolitan areas throughout the USA. They also have print centers in the United Kingdom, Mexico, and China to service regional needs. Viatech provides standardized print capabilities throughout their global system.

Some design and layout changes may have to be made to

### Global Network

- 11 USA locations
  - Atlanta
  - Baltimore
  - Boston
  - Chicago
  - Los Angeles
  - New York City
  - Phoenix
  - Rochester, NY
  - San Francisco
  - Seattle
  - St. Louis
- Asia-Pacific (Hong Kong)
- Europe (Oxford, UK) / ME / Africa
- Latin America (Mexico)



ITT Industries

accommodate digital POD. Use of standard paper stock (11" x 17" and A4) is preferable.

Our customers need accurate product information. Print on Demand gives that to all of us.

We have spent months preparing, gathering data, cleaning up inventories, and programming the new ordering websites.

### What will change for our distributors?

Literature ordering will continue to be via a password protected website. Quantities will be limited to 20 pieces or less of any literature unless approved by your TSR. We realize there may be occasional requirements for mailings, trade shows, etc. Again, we are just trying to minimize field inventories and waste. Remember, you always have the option of downloading the most current literature directly off our website for low usage requirements.

### Cost

Literature will continue to be free of charge in these reasonable quantities.

### Shipment

Literature is usually shipped the same day if the order is received by Noon, USA EST. You may request expedited shipment, but you must have an account number for the service you request (Federal Express, UPS, etc)

To prepare for POD, distributors and sales offices should be significantly reducing the amount of literature inventoried. Ideally, NO literature inventory is required. All immediate requirements can be fulfilled by downloading web-based pdfs. For training, sales presentations, trade shows, and other planned events, quantities of literature can be ordered in advance of the date of intended use.

POD has the endorsement of the Distributor Advisory Council. A joint EVG and PFSG Distributor Advisory Council, meeting in Seneca Falls recently, was shown print samples and were impressed.

### When will EVG go to Print on Demand?

Believe it or not, you are already working with some digitally-printed bulletins.

The new ordering website should be in place September 12. You will be using a Literature Log-in Code which will be used by everyone in your office. This is the same code currently used to order literature. The name and e-mail address will be the differentiator.

Your Log-in Code and instructions for using the Literature Ordering Website will be e-mailed to you the first week of September. There will be help desk phone numbers included should you need assistance.

POD will deliver digital quality, accuracy, reduced lead times, reduced shipping charges, and web-based ordering / reporting / tracking.

If you have any questions or suggestions, please contact one of the team members.

#### John J. Beca

Director – IBG Communications  
315-568-7122

#### Heather Collins

Manager – Communications PFSG  
717-509-2208

#### Darleen Strassle

Supervisor – IBG Marketing Communications  
315-568-7303

## The Road Map

1

### Featured Article

Print on Demand

2

### On The Highway

Oil Sands: The Opportunity

### New Products Coming Soon

ITT Introduces Fabri-Valve® Urethane Lined Knife Gate Valves

3

### The Checkered Flag

Dia-Flo® Valves Inside the Mining Market

### From Our Road Crew

Interview with Jose Luis Lopez Tello

4

### Signal Ahead

ITT President and CEO Visits Lancaster

### Distributor Corner

Distributor Advisory Council Meeting  
Distributor Contacts



ITT Industries  
Engineered for life

# On The Highway

## Oil Sands: The Opportunity

When we think of oil, we tend to think of Saudi Arabia and the Middle East. Truth be told, the biggest known oil reserves in the world are in Canada. Alberta's oil sands contain an estimated 1.7 to 2.5 trillion barrels of oil trapped in a complex mixture of sand, water and clay. The concentration of bitumen (viscous, carbon rich oil) in the oil sands ranges from 1% to 20%. The question is how do we get it out?

Open pit mining started in the area eighty-five years ago. The first large scale commercial operation in the late 1960's introduced bucketwheels from the coal mining industry. In the 1970's gigantic draglines, 60 times as large, were brought on-line. These large machines were connected to the processing plant by a system of conveyor belts. Today, large trucks and shovels have replaced draglines and bucketwheels as a more selective and cost effective way to mine oil sands. The process begins by clearing trees, draining and storing the overburden, and then removing this top layer of earth to expose the ore body. The equipment must be durable and strong enough to withstand extreme climate and abrasive oil sand. Mining never stops, the trucks and other equipment work day and night, every day of the year.

### Primary Separation

Hot water extraction technique is used to extract the oil. Oil sand is mixed with hot water creating a slurry. Hydrotransport pipelines are used to condition and transport the oil sand from the mine to the extraction plant. The slurry is fed into a separation vessel where it separates into three layers - sand, water and bitumen. The bitumen is then skimmed off the top to be cleaned and processed further.

### Secondary Separation

Secondary recoveries are made with the middlings zone of the separation vessels to return the smaller quantities of bitumen that would otherwise flow to the settling ponds.

### Other Processes....More Opportunities

About 80% of the oil sands in Alberta are buried too deep below the surface for open pit mining. This oil must be recovered by in-place techniques. Using drilling technology, steam is injected into the deposit to heat the oil sand lowering the viscosity of the bitumen. The hot bitumen migrates towards producing wells, bringing it to the surface, while the sand is left in place. Steam Assisted Gravity Drainage is a type of in-place technology that uses innovation in horizontal drilling to produce bitumen. Production from in-place already rivals open pit mining and in the future may well replace mining as the main source of bitumen production from the oil

sands. Challenges facing in place process are efficient recoveries, management of water used to make steam, and co-generation of all (otherwise waste) heat sources to minimize energy costs.

Whatever the process, valves and pumps to control and move the fluids will be essential. ITT... We have them both.

### A New Selling Tool

Throughout the process of extraction, there are requirements for flow control valves that can handle the abrasive slurries and corrosive applications.

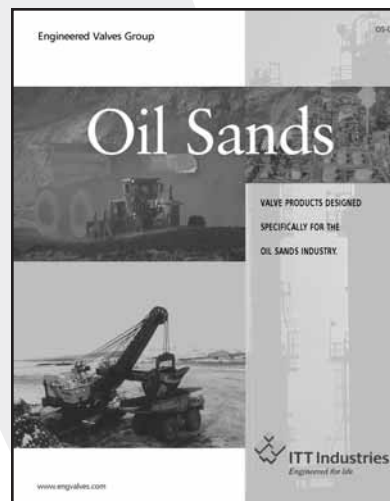
In our new, full color 8-page brochure, the complete Oil Sands extraction process is diagramed and ITT Engineered Valve solutions for each challenge are detailed.

Fabri-Valve® Heavy Duty 150/300 valves for example, were designed specifically for the abrasive, high pressure applications in the Oil Sands. Applications include hydrotransport, flush/dilution water, coarse slurry/tailings and drain valves.

Fabri-Valve Figure 45 knife gate valves likewise will handle aggressive slurries found in many of the processes including flush/dilution water, drain valves, froth, and tailings.

The new brochure outlines the complete EVG offering and graphically depicts where you will find our valves in the process.

For more information on Oil Sand applications, contact Eric Pierce or Ed Macys. To download a copy of the new brochure, "Valve Products Designed Specifically for the Oil Sands Industry," visit our website at [engvalves.com](http://engvalves.com).



**ITT Engineered Valves Group  
Booth #214  
Oil Sands Trade Show 2005  
September 14 - 15  
C.A. Knight Centre  
Fort McMurray, Canada**

# New Products Coming Soon

## ITT Introduces Fabri-Valve® Urethane Lined Knife Gate Valves

**The XS150-ULV Urethane Lined Knife Gate Valve provides superior performance and sealing in abrasive and corrosive applications.**

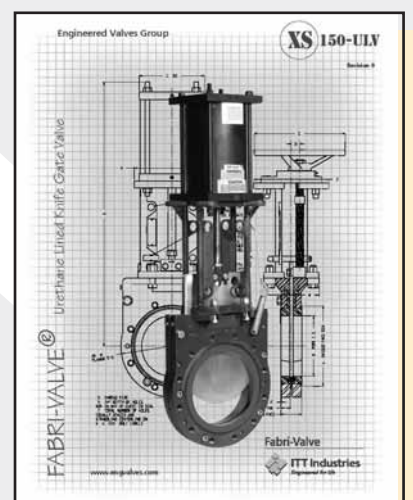
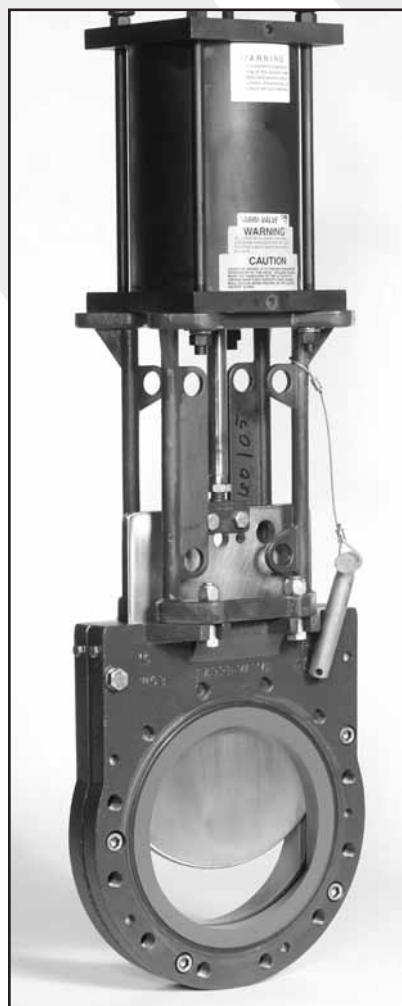
The new ITT Fabri-Valve XS150-ULV Urethane-Lined Knife Gate Valve utilizes superior sealing design and includes replaceable FV8000™ urethane liners to protect the valve body from abrasion and corrosion. The design features a robust perimeter seal that provides bi-directional, bubble-tight shutoff without discharging process media into the environment. The XS150-ULV is the perfect solution to common performance problems that typically plague knife gate valves in abrasive and corrosive applications found in industry, particularly in the Power and Mining sectors.

The FV8000 urethane liner and perimeter seal are independent and work in harmony providing body protection and bubble-tight shutoff in abrasive and/or corrosive applications. Because the liner is independent of the perimeter seal, the urethane compound has the maximum hardness for superior abrasion resistance. A triple-scraper design is incorporated into the liners which cleans the heavy duty gate during operation and prevents media build up in the chest area.

The XS-150-ULV is the answer to a growing customer demand for valves which do not discharge process media into the environment and provide reliable shutoff. It is easy to maintain, and the one-piece perimeter seal is repairable under line pressure should the packing leak. New packing can be injected into the valve without shutting the system down. The urethane liners are easily and economically (when compared to a complete valve body replacement) replaced after extended operation. The XS150-ULV delivers advantages that no other knife gate valve on the market currently offers yet is competitively priced.

To learn more or to obtain technical specifications, visit the Engineered Valves Group website at [www.engvalves.com](http://www.engvalves.com) and click "Fabri-Valve®" and then click "Product Selection Guide."

Fabri-Valve® is a registered brand of ITT Industries, Industrial & BioPharm Group headquartered in Seneca Falls, NY with additional manufacturing operations in Lancaster, PA and Amory, MS.



**ITT Engineered Valves Group  
Booth # 5439  
Power-Gen International 2005  
December 6 - 8  
Sands Expo  
Las Vegas, NV**

# The Checkered Flag

## Dia-Flo® Valves Inside the Mining Market

In Nacozy, Sonora in the northeast of Mexico, there is a copper mining and processing company named Mexicana de Cobre. In 1997 they built a new facility named Planta de Acido where copper is purified through electrolytic cells. When the copper goes through the refinery process, it is converted in  $\text{CuSO}_4 \cdot 5\text{H}_2\text{O}$  (blue vitriol) to purify it. In this area, there are 1,116 electrolytic cells with an annual production rate of 300,000 tons of purified copper. More than 2,000 ITT Dia-Flo plastic valves are installed there. The main function of these valves is to maintain the liquid level inside of the electrolytic cells. The valves are always in the semi-open position.

After eight years of operation, Ing. Humberto Duran, Maintenance Manager and Ing. Ismael Ramirez, Operations Manager were totally satisfied with the service and functionality of our ITT Valves. The maintenance and prevention program began last year.

In 2004 Mexicana de Cobre required 300 new valves. This year they ordered an additional 300 valves with the technical change to Hypalon diaphragms instead of Teflon.

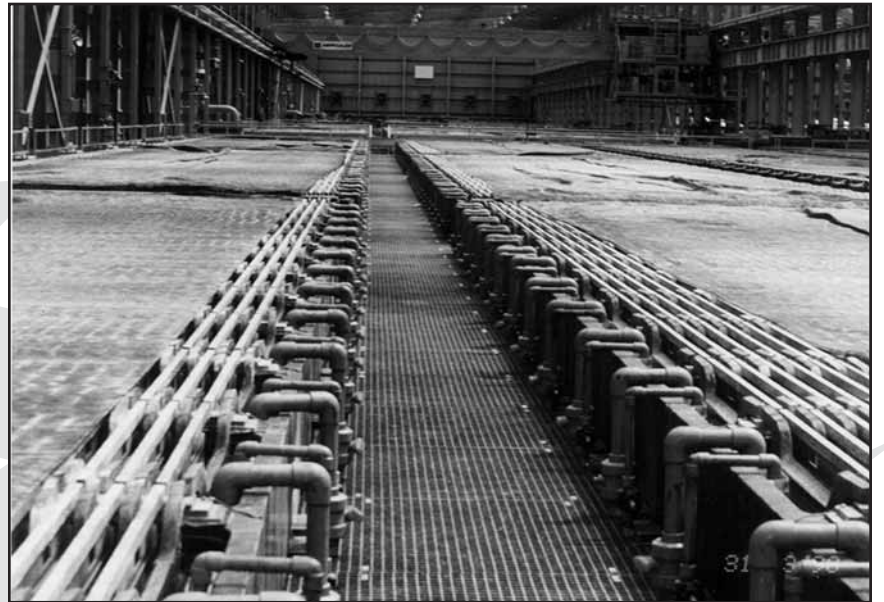
Obviously the competition has tried to capture this market opportunity, but it has not been possible for two reasons:

- Quality of the products
- ITT Field Service available in their facility

Guillermo Flores has played an important role conducting frequent visits to insure the customer's satisfaction. He is part of IIPSA, our distributor in the northeast of the country.

Mexicana de Cobre is part of Grupo Mexico, who is currently the third largest copper producer in the world. It is a key account customer of ITT at all of its facilities including, San Luis Potosi, Sonora, Chihuahua and Zacatecas states.

Jose Luis Lopez Tello  
Regional Manager - Mexico, CA, Colombia & Venezuela  
ITT Industrial & BioPharm Group



## From Our Road Crew

### Interview with Jose Luis Lopez Tello

**How long have you been with the company?**

10 years

**What is your official title?**

Regional Manager

**What do you enjoy about your job?**

Finding new applications and solving technical problems.

**Describe a typical workday.**

1-2 visits (customers, distributors, contactors), 2-3 quotes, several phone calls, checking the mail, e-mail, and pendings in the office.

**What are some of the problems you encounter in your job?**

Helping my U.S. based colleagues understand the Latin American market.

**How would you describe yourself?**

I am a technical seller, a friendly extrovert.

**Why did you choose this line of work?**

I like the chemical process and the instrumentation areas inside plants. With our products, we have applications in both.

**Where did you receive your degree(s)?**

My Chemical Engineering degree is from Instituto Politecnico Nacional. My Industrial Business Administrator Masters Degree came from Universidad Nacional Autonoma de Mexico

**What, if any, professional groups are you a member of, and how active have you been in those groups?**

Asociacion Farmaceutica Mexicana A.C. I attend seminars, conferences, and training programs throughout the year.

**Outside interests?**

I love diving.

**Hobbies or activities?**

Sports in general.

**What motivates you to put forth your best effort?**

My motivation comes from my family and working for a good company like ITT.

**Describe your most rewarding experience at ITT.**

To be awarded Salesman of the Year, 2 consecutive years.

**Describe a situation where you helped a customer.**

During the development of one project, I helped write the specifications for our equipment, sizing the actuators, selecting the correct accessories, saving them money and getting more EVA.



# Signal Ahead

## ITT President and CEO Visits Lancaster



Mr. Loranger talking to Electro-Polishing Technician Brenda Donnan.

Steve Loranger, ITT Industries' President and Chief Executive Officer visited our Lancaster facility recently. Our Lancaster operation houses two business groups – Engineered Valves Group (Industrial) and Pure-Flo Solutions Group (BioPharm). Mr. Loranger visited both operations.

The industrial group, EVG serves chemical, power generation, mining, nuclear, water treatment and pulp & paper markets. Some of the processes carried out for Lancaster's Industrial group are: machining of castings using CNC and manual machines, welding, painting, assembly, hydro test and inspection.

The Pure-Flo Solutions Group serves global hygienic processing industries - Pharmaceutical, Bioprocessing and Fine Chemicals. Products include: hygienic process valves, tanks and pressure vessels,



Srinath Asuri explains the new shop process to Steve Loranger that has been implemented based on Lean Six-Sigma techniques.

**Pictured L-R** Jon Sasala – PFSG VBSS champion, Srinath Asuri – PFPA Black belt, Steve Loranger, ITT President and CEO, and Rich Randall – VP & GM of IBG BioPharm Group.

process skid systems, process modules, hygienic pumps, architectural and custom fabrications and custom piping systems.

At the Lancaster facility, hygienic process valves and custom fabrications are made from 316L stainless steel, titanium and other customer requested special materials.

Major processes carried out in the Lancaster facility are precision machining of valve bodies from 316L, forging and bar-stock, polishing the interiors of the valve body up to 11 Ra surface finish, welding stainless steel fabrications in a controlled environment, electro-polishing, assembly and testing. All the valves will be shipped with complete material documentation in compliance with FDA regulations.

Mr. Loranger was very impressed with Lancaster operations. During the plant tour he stopped at several workstations to learn about what the employees did.

# Distributor Corner

## Distributor Advisory Council Meeting

The Engineered Valves Group (EVG) and Pure-Flo Solutions Group (PFSG) held their first Distributor Advisory Council (DAC) meeting since the formation of the Industrial & BioPharm Group (IBG). With the recent organizational change, we took the opportunity to host this first meeting at our Seneca Falls, NY headquarters to enable the council members to meet our IBG senior level staff.

We kicked off a joint meeting on Wednesday afternoon with introductions of the council members and IBG senior staff. The focus of this portion of the meeting was to provide council members with an insight into the recent structural changes, the state of our IBG business YTD, and allow DAC members to express concerns or offer comments. The dialog was open and honest, as usual. Notable was the stated commitment that there are no current plans to change the EVG or PFSG channel models under the IBG structure. Another key point of discussion revolved around the need to continue to have joint EVG and PFSG council meetings. The team tentatively agreed to hold one joint meeting per year with IBG senior staff and a separate EVG and PFSG meeting one time each year. More details will follow on this topic.

The second day's sessions were split. The Engineered Valves Group spent time reviewing both Lancaster and Amory operations and addressing council questions. Action items will be communicated in the meeting minutes. There was also a review on new products including the XS150 knife gate and soon-to-be-released XS150ULV (Urethane Lined Valve). Lastly, the group wrapped up the day with an open discussion on how EVG can better leverage MRO activity within the power market.

During our next meeting we will welcome new members Mike Bennett from Home Depot Supply and Grant Rust from Rust Automation to comprise the expanded EVG DAC councils.

## Distributor Contacts

**Fred Freeman**  
Eastern Region  
Tri-State Technical Sales Corp  
382 Lancaster Avenue  
Malvern, PA 19355  
610-647-5700  
ffreeman@tristatetech.com  
Represents, Engineered Valves Group

**Randy Forgy**  
Central Region  
Forgy Process Equipment  
12480 W. 62nd Terrace Suite 301  
Shawnee, KS 66216  
(314) 785-6326  
rforgy@forgyprocess.com  
Represents, Engineered Valves Group

**Tom Felter, DAC President**  
Southern Region  
Carter Chambers Supply  
6800 South Choctaw Drive  
Baton Rouge, LA 70806  
225-926-2236  
tpfelter@carterchambers.com  
Represents: Engineered Valves Group

## From the Editor

The **ExtraMile** is published for the distributors, staff, and friends of ITT Industries, Engineered Valves Group by the Communications Department. If you have any questions regarding the stories in this issue, or would like to see other topics covered in the future, please contact John Beca at 315-568-7122 or email: john.beca@itt.com