



ITT

SOLUTIONS

A newsletter for the users and distributors of Pure-Flo products
Fall 2006



Letter from Chuck

Chuck Graves
Director, Sales & Marketing

As we close out 2006 I want to thank all our customers, channel partners and coworkers for their tireless efforts this year. We approach 2007 with a renewed focus and many opportunities. The Pure-Flo valves are our core business and you will see a significant change in the attention our organization gives them. New products, increased market visibility, working more closely with our channel partners and striving even harder than before to delight our customers all on our agenda. I am encouraged by the way you have adapted to past changes and look forward to your ongoing support. I ask for your continued efforts to close this year in strong fashion, meeting objectives, satisfying customers and working together to restore the market position of the Pure-Flo valve line.

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Networking 101

In today's Industrial Automation world there is a trend from traditional hardwired devices to Bus Network devices. This trend, driven by technology advances and pressures to reduce manufacturing time, has driven industry professionals to look toward Distributed Control Systems that use various network types.

Fieldbus networks provide a multitude of features and benefits that make them an excellent choice in nearly all process control environments. Compared to conventional technology, fieldbus networks deliver the following:

Features

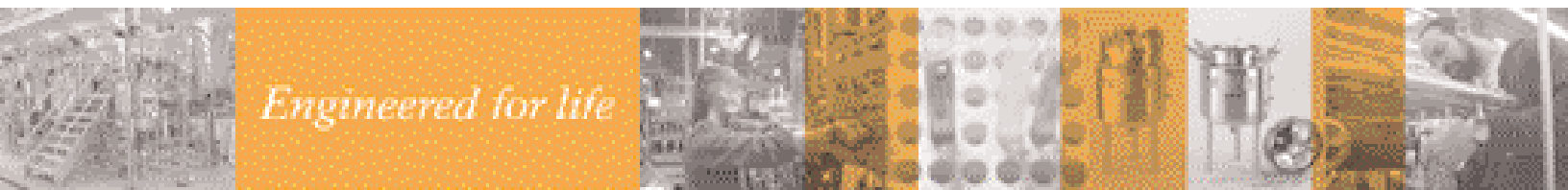
1. Two wires from controller to many different devices
2. Control system uses fewer I/O cards with networking
3. Control system hardware uses less power
4. Open architecture structure
5. Diagnostics are predictive and delivered directly to the control and maintenance systems
6. More diagnostics
7. Uses node addressing

Benefits

1. Minimized device wiring costs; Less time and personnel needed for install and setup
2. Smaller footprint needed for panels
3. Lower energy costs
4. Easier and faster to integrate multiple vendor controls
5. Decreased upkeep costs
6. Easier to troubleshoot and less production downtime
7. Minimized commissioning costs

Traditional cable wiring consists of point to point connections or "home run" wiring. This method is effective but also costly and time consuming. Cable has to be run from every device to PLC, causing higher cabling costs. A complex network and/or little diagnostic information results in a time consuming and difficult repair process. Traditional wiring practices also have only one I/O point per wire, which is not very practical when you see what a fieldbus network solution can do. Notice the traditional wiring on page 2.

Continued on pgs. 2-3

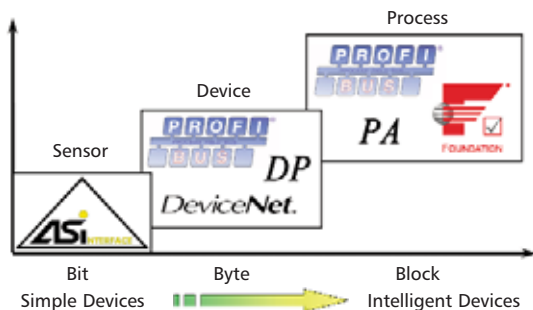


Networking 101 (cont.)

Traditional Wiring



To determine what network best suits your needs, review the following list of strengths, limitations and suggested uses for Sensor, Device, and Process Level Networks.



Sensor Level Networks

AS-I is the most common Sensor Bus today. The Sensor Bus network is the lowest level of network capability. It provides a cost effective way to connect simple discrete devices to a higher level networks using gateways. These devices would typically be used on a Sensor Bus network: on/off valves, limit switches, solenoid valves, and pressure, temperature, level, and flow switches.

Strengths

- Cost effective solution for discrete devices
- Simplistic by nature
- Designed for one way communication; a great way to get discrete information from the field to the control system
- Offers users a range of topologies
- Easy to install and configure; ability to add new devices later

- Delivers sufficient power to the field to fully operate field devices

Limitations

- Wiring length - Max length of cable run is limited to 100 m per segment. Up to two repeaters can be added to increase this length to 300 m.
- Hazardous Areas - AS-i is an 8 amp bus therefore it cannot be intrinsically safe

Suggestions for when to use AS-i

- Discrete devices (On/Off)
- Intrinsically safe is not required
- Cable length fits application
- Simplistic network is required
- Need to get information from a discrete device to a PLC on an upper level network
- A substantial number of discrete devices need to be cost-effectively integrated into a control level network via a gateway

Device Level Networks

A DeviceNet network is a low-cost industrial network that eliminates expensive hard-wiring by providing device-level communications and diagnostics. DeviceNet is designed for discrete devices but can also support analog signals as well. These devices would typically be used on a Device Bus network: numerous discrete sensors and actuators, solenoid valves, variable frequency drives, operator interface and controllers.

Strengths

- Discrete and Analog devices
- Fast transmission speeds
- Cable lengths up to 6000 m
- Controls up to 64 devices
- Has 8 amps of power
- Wide range of topologies
- Duplicate node detection
- Open Architecture, monitored by ODVA

Limitations

- Hazardous Areas
- Cannot be used in an Intrinsically Safe Area
- When a very basic network is needed, AS-I is a more cost effective solution

Suggestions for when to use DeviceNet

- Discrete devices are primarily used along with some analog devices
- Diagnostic capability is desired to assist with early detection of system performance problems
- Need to get information from the discrete/analog devices to a PLC on an upper level network

Networking 101 (cont.)

- Flexible network that works with devices from multiple vendors who are ODVA approved

Process Level Networks

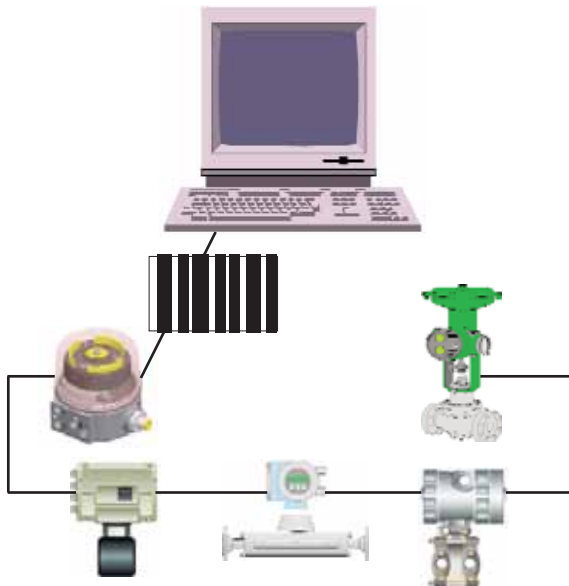
Today the most advanced network is the Process Control network. It provides control to many different intelligent devices. This type of network can do more superior tasks with the controllers and computers while interfacing with more complex devices. This type of system can deploy a new system much faster because it makes addressing and commissioning much easier. Typically on a Process Control Bus network these devices would be used: control valves, temperature and pressure transmitters, programmable controllers and pc and process analytical instruments.

Interconnectivity of Networks

What network will give you the best results for your devices in the most cost effective way? You now have the capability to use the best network suited for the devices you use and be able to bridge between them. This allows you to get important information from all devices on the network back to the controller. Therefore, you get more out of your system, saving you time and money.

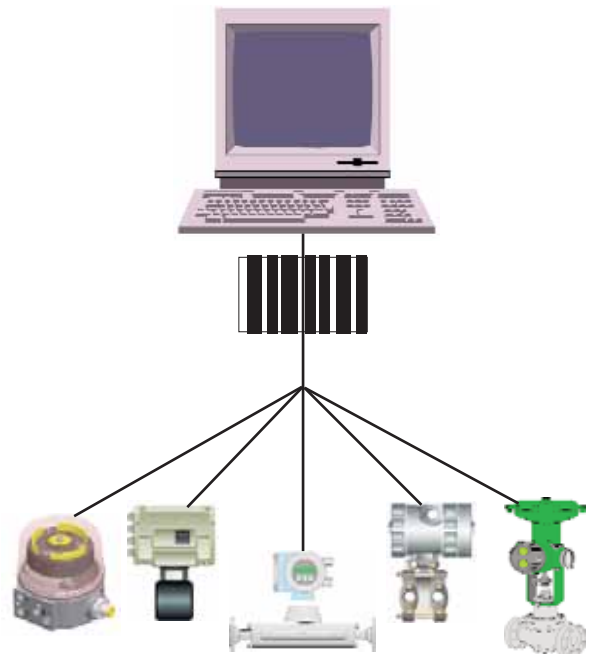
Daisy Topology

Field devices are connected in series.



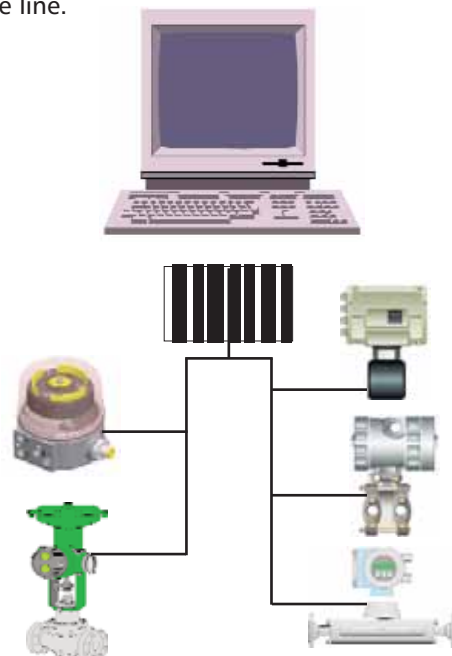
Star Topology

Master is connected to every device through a two point coupling.



Trunk Line/Drop Line Topology

Field devices are connected in parallel thru a collective line.



Marketing Update

New Tools for Customers and Distributors

The Pure-Flo Marketing department is committed to providing better tools for distributors and customers alike. Many of these projects were undertaken due to feedback from the Pure-Flo Distributor Advisory Council.

New Pure-Flo Overview Brochure

A new brochure featuring the valve capabilities of the Pure-Flo organization is now available. The brochure highlights the major Pure-Flo product lines and manufacturing capabilities worldwide. The brochure can be found online at www.ittpureflo.com/valvebrochures.html. Distributors can order hard copies via the online literature ordering process.

Pure-Flo Brochure Translations

The Diaphragm, Topworks, and General Engineering brochures were translated into French and German. Pdf's are available at ittpureflo.com and Distributors can order copies at www.ittpureflo.com/literature.html. These brochures will be translated into Italian and Spanish next year and the Automation & Control brochure will be translated into all four languages.

Pure-Flo Advertisement

ITT placed an advertisement for Pure-Flo in the November/December issue of Pharmaceutical Engineering, the November issue of Pharmaceutical Technology, and the November issue of Pharmaceutical Processing. The new advertisement can be found on the www.ittpureflo.com homepage.

Valve Configurator

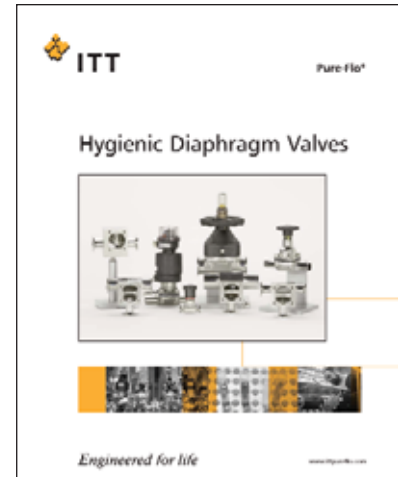
This valuable tool assists in creating valve figure numbers (pricing will also be displayed for Distributors). A new version of the valve configurator is now available on the Pure-Flo Extranet at www.ittpureflo.com/members.html. It includes new products and a feature that allows users to create a configuration without knowing the orientation, purge size or outlet option. This feature applies to the following: Single Valve Fabrication - Purge Location, 2 Valve Fabrications - Purge Location and Orientation, 2 Way Divert Valve - Outlet Option, ISG Valve - Outlet Option, ZSBBS Valve - Sample Outlet Side.

Certification Packages

ITT has created a self service program available 24/7 for distributors or customers to access certification packages for past orders. The application is located on the ITT Extranet where registered users can search via their serial number for the certification package needed. Anyone not registered for the Extranet can register at www.ittpureflo.com/extranetpasswordrequest.html. Please note that this program is not available for anyone from a CB2 country due to Export Regulations.

Drawings on the Extranet

In the first quarter of 2007, two dimensional tabulated drawings will be available in pdf format at www.ittpureflo.com/drawings.html. The drawings include multiple views, basic dimensional data, end connection options, and P&ID's. At the same time, ITT engineers are updating the CAD model drawings on the ITT Extranet. Therefore, the Extranet will house a more complete line of CAD drawings in an easier to find format.



Distributor Advisory Council Begins New Era in City of Brotherly Love

By Dave Loula, Business Development Manager

The Pure-Flo Valve Distributor Advisory Council (DAC) held its first meeting as the recently reorganized council in Philadelphia on July 24-26. In attendance were the three council members representing Pure-Flo channel partners and key members from the Pure-Flo Valve sales, marketing, and operations teams.

The meeting was a tremendous success with many critical issues impacting both distributor and manufacturer discussed. Among the most important items addressed were the following:

Pure-Flo Sales Reorganization: ITT provided an overview of the new Pure-Flo Valve sales structure and explained the role of the distributor within that new organization. Pure-Flo distributors will be expected to take on a higher level of responsibility and will be provided with better tools from ITT to accomplish that task.

New Products/Marketing Initiatives: While new products such as the 970 bonnet and the ASP switch pack were discussed, future products were also reviewed. The distributor's role in helping ITT identify new products, applications, and markets was discussed.

Communications: Key initiatives such as Pure-Flo literature, the updated Pure-Flo website, and ITT branding were presented.

Charlie Clark, President of the council, summed up the meeting by saying, "The exchange of ideas at the 3-day meeting was extensive and open, and you got the sense that the leadership of the Pure-Flo Valve group was listening and is going to be responsive. The management at ITT Pure-Flo is now totally focused on the valve business, and they are going to be more heavily leaning on the channel partners to achieve their goals. In the past, new policies, new product development, and sales direction have come from ITT. In the future, they expect these ideas to come from a partnership of the distributor and Pure-Flo Valve."

The next council meeting is planned for January 16-18, 2007. Andrew Mahoney, newly appointed Customer Relationship Manager, will be responsible for future DAC meetings. All Pure-Flo distributors should be thinking about key topics to be included on the agenda. These ideas can be communicated to any one of the council members or to any individual in the Pure-Flo Valve organization.

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Employee Spotlight

Dawn Arnold, Customer Service Supervisor

Dawn Arnold was recently promoted to Supervisor, Pure-Flo Customer Service. She began at ITT in 2001 as a temporary switchboard operator and then was hired full time as a Customer Service Representative. She has a Masters in Business Administration from University of Phoenix.

One of the biggest challenges of her job is trying to meet the various requests that come from all different directions. However, she enjoys learning something new everyday about the ITT products, marketplace and customers.

Outside of work, Dawn is a volunteer at a local Fire Company raising money for the organization and enjoys playing tennis and jogging.



Caroline Sierra, Customer Service Representative

Caroline Sierra has worked at ITT for ten years in various administrative positions and recently was promoted to Customer Service Representative. Caroline brings to the team a friendly smile, flexible personality, and the ability to speak Spanish fluently. Therefore, she works with many customers in Puerto Rico and South America. She enjoys working in Customer Service because it brings something new everyday and she likes interacting with customers.

At home Caroline is busy with four children, driving them to soccer, church, choir, etc.



Vikram Mahapatra, India Country Manager

Vikram began working for ITT on October 1st as the Country Manager for India. Before coming to ITT, he worked with Pall India (a 100% subsidiary of Pall Corporation, USA) for almost 12 years. At Pall he worked in different positions in Scientific & Laboratory Services, Business Development, All India Bioseparations Sales Manager, and Application Engineering Manager PASS (Pall Advanced Separation Systems). In his new position Vikram is responsible for working with local distributors, creating ITT brand image in India, and fulfilling customer needs.

Vikram received a Bachelor of Engineering (Chemical) from the University of Mumbai, India and is a member of the BFS India (Blow, Fill Seal). Outside of work he enjoys time with his wife, Leena and 7 year old daughter, Malaika. He also works with NGO's (Non Governmental Organizations) to raise money for child welfare projects.



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