



# ITT

# SOLUTIONS

A newsletter for the users and distributors of Pure-Flo 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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## Integrated Block Valve Technology

ITT understands that the Biopharmaceutical industry is constantly striving to improve purity and efficiency in the drug manufacturing process. Biopharm processes are complex and extremely sensitive to system and environmental factors. The purity and output of the manufacturing process can be greatly affected by the design of the system. To satisfy the needs of the Biopharm industry, ITT has developed innovative solutions commonly called integrated block valves.

In the past, many piping challenges were solved by welding standard valve bodies into complex webs of piping. Now with the use of powerful 3D modeling software, ITT provides a wide variety of previously unthinkable block body solutions. ITT Pure-Flo has developed integrated block designs that meet the most demanding requirements for:

- Minimized internal volume
- Minimized hold-up and deadlegs
- Increased product purity
- Reduced CIP cycle times

The integrated block design concept is not only innovative, but cost effective. Pure-Flo block designs have additional benefits of:

- Reducing installation time
- Reducing expensive field welds
- Minimizing process piping footprints
- Utilizing standard Pure-Flo actuation and diaphragms

### Integrated Block Examples

The ISG (Integral Sterile Access & GMP) illustrates the benefits of block technology. The ISG serves the same functionali-



Sterile Access Fabrication



ISG

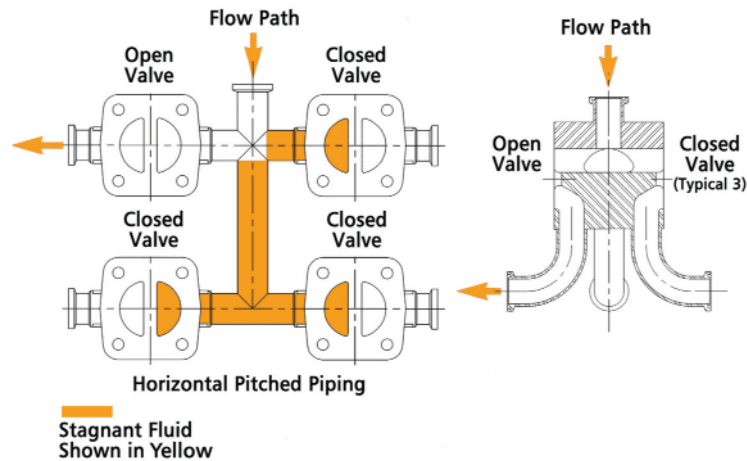
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## Integrated Block Valve Technology (cont.)

ty as the Sterile Access fabrication. However, instead of two separate valves welded together, both valves are machined from an integral block of 316L stainless steel. Not only does this greatly reduce hold-up volume and the length of deadleg, it eliminates a manual weld.

ITT is the first in the industry to incorporate multiple divert valves into a block design. Multiport divert valves allow process fluids to be diverted, mixed and/or sampled. The benefits of this block technology can be seen by comparing the 4-way divert valve to the conventional divert valve assembly. The picture on the right illustrates how the conventional divert valve assembly allows for a large amount of stagnant fluid when three valves are closed. However, within the 4-way divert valve the stagnant fluid is greatly reduced, along with the overall footprint.



### Total Cost of Ownership

Total cost of ownership for a process system can not be calculated by material costs alone. Installation and ongoing operational costs should be taken into account when making any component purchasing decision. In many cases the cost of block valves are greatly offset by reductions in installation costs, space requirements and improvements in operational efficiency. Block valves can improve production efficiencies by:

- Minimizing internal valve volume
- Minimizing hold up
- Minimizing deadlegs
- Reducing CIP cycle times
- Increasing product purity
- Reducing qualification and validation efforts

Block valves also reduce:

- Installation time and costs
- Expensive field welds
- Process piping footprint

### Education is Key

ITT is dedicated to providing customers with the right technology for their application. Block valves can be utilized in a variety of different applications, such as chromatography, fermentation, water systems, clean in place, and bioreactors. To educate customers on typical placement of block valves, ITT has conducted block training for distributors and provided a number of resources including presentations, technical sheets, and graphics.

The technical sheets provide information on many of the common block valves including a product overview, specifications, typical applications, flow paths, P&ID's, drawings, and directions for how to order. The technical sheets can be found online at [www.ittpureflo.com/techsheets.html](http://www.ittpureflo.com/techsheets.html).

## Employee Spotlight

### Stephen Irvine, Customer Service Representative

Since July 16, 2007, Steve Irvine has been busy with e-mails, faxes, order entry, phone calls, and quotes for customers. More importantly, he's been busy satisfying customer needs in a friendly, professional manner. Steve joined ITT as a Customer Service Representative in Simi Valley, CA. He has worked in Customer Service for twenty years and enjoys helping customers solve their problems. When customers acknowledge his performance and are happy with the company, he is motivated to work even harder.

Recently, Steve was able to satisfy a customer and win back their trust. Steve noticed that a particular customer was unhappy with recent lead times and a few late deliveries. After a period of not placing orders with ITT, Steve saw an order from the customer. He knew it was important to perform above and beyond their initial request. Therefore, he followed the order closely from the day of entry and was able to better the delivery by a few days.

Outside of work, Steve is a Father and typical family man. He enjoys bowling and playing basketball and tennis. He looks forward to his career at ITT and can see himself advancing in the company.



### Chris Purvis, Channel Relationship Manager

Chris Purvis joined ITT on July 16, 2007 as a Channel Relationship Manager. Chris brings with him a degree in Aerospace Science from the Air Force and five years in the sanitary process industry. Thinking back on the past five years Chris says, "Working within this industry is quite challenging and rewarding and never a shortage of exciting customers and projects. The BioPharm industry is a constantly-changing landscape that offers many opportunities."

In his new position, Chris enjoys the opportunity to partner with numerous distributor organizations in pursuit of the sale. He interacts with and supports multiple sales channels throughout the country. His most rewarding experience over the past few months has been traveling to meet each of the ITT distributors. It's clear to him that we have the best in the business!

Because he serves as a conduit between ITT distributors and operations, a typical workday involves a great deal of telephone and face to face communication. This is when Chris utilizes his excellent listening skills. Much of his time is spent discussing projects and end-user strategies, pricing and product issues, and keeping an eye on the competition. When problems arise, Chris believes it is an opportunity and a matter of common sense analysis followed by a tenacious approach in working through to a solution.

Chris has been a member of the International Society of Pharmaceutical Engineering (ISPE) for seven years and attends several events each year as an exhibitor. He is also a board member of both the Indianapolis Transportation Club and the White River Ballet Company. He has been married to Kim for sixteen years and their three children are active in school, sports, and church functions. They enjoy get-togethers with family and friends, wine-tastings, grilling out and enjoying various outdoor activities. Chris also enjoys golfing, hiking, music, following the Indianapolis Colts, plus many of the great racing events in Indy.



## News and Events

### The Customer is the Center of our Universe

Last year's employee survey results showed that management needed to improve communications of our strategic direction. The Industrial Process Management Team listened to this feedback and developed the "Strategic Star", a visual representation of our five strategic imperatives. The strategic star will be displayed globally to all employees at all locations, and produced in Spanish, Chinese and English. The five strategic imperatives start with the customer. The customer is the center of our universe. Meeting and exceeding customer expectations is our purpose. Our customers demand consistently high quality, on-time delivery and the best overall value, just like we do when we make purchases.

- **Growth:** We have strong market share in North America but globally, we have a tremendous opportunity for growth. We need to position our business to meet the needs of global customers. Additionally, the same old pump, valve, and service business model "isn't going to cut it" in the future. We will focus our resources on developing differentiated products and services that provide our global customers substantial value.
- **Safety:** Safety on the job and designing it into our products, is a serious issue in IP and is the responsibility of all employees. We owe it to our coworkers and customers to provide a safe working environment. Whether we work in a factory, office or in the field, please be proactive in your areas and address any safety issues.
- **Productivity:** Customers want products and services in a timely fashion at competitive prices. The more we improve our cycle times with lean processes and the more flexible we can be to various customer needs, will result in greater customer satisfaction. Additionally, continuous improvement in our processes will drive reduced costs. We must reduce our product costs every year in order to continue to compete.
- **Leadership:** Core to our culture. We need to develop leaders at all levels – all inclusively. We also need to increase the diversity in our organization. It is difficult to serve the global market



without a global organization. It is said, "When all think alike, no one thinks very much." Diversity in our teams will drive robust conversations, creative solutions and improved decisions.

- **Innovation:** Key to long term success. A business' ability to innovate, both internally and externally, is the largest factor of long term success. Jeff Immelt, CEO of General Electric, said it like this: "The only source of profit, the only reason to invest in companies in the future is their ability to innovate and differentiate."

By focusing on the customer and excelling at the above five areas (Growth, Safety, Productivity, Leadership and Innovation) we will continue to lead our industry. Every one of us can influence our performance in all of these areas. However, we must do it together. There is a saying that "The whole is greater than the sum of its parts". This is especially true with our broad, cross functional organization. Sure, we can incrementally improve independently, but only through working together with a common vision, will we achieve premier results.

## News and Events

### ITT Aligns with George E. Booth Co. to Multiply Successes

In early 2006, a pharmaceutical plant announced their intention to build a grass roots facility to produce a time released diabetic drug. The project would involve four separate facilities. An engineering firm was hired to provide design and purchasing for the company. ITT and George E. Booth Co. both heard about the project and began making contacts with the pharmaceutical plant and engineering firm. They knew that early partnership with the end user and engineering firm would allow them to be involved in early planning meetings to provide technical support.

In July, 2006, the P&IDs were initially completed. Because of the contacts already made, ITT and George E. Booth Co. were given the opportunity to peruse the drawings and give recommendations. ITT Product Specialist Joe Kadamian along with Steve Snell and John Murray of George E. Booth Co. spent a day reviewing the P&IDs. They saw many applications for the ISG valve as well as several block body divert valves and other special fabrications. The original P&IDs had many sterile access valves, which have more deadlegs, hold-up volume, and contact surface, and require more space than the ISG.

The engineering firm was sold on the recommendations and submitted their request for updated drawings. This was accomplished after much discussion between engineering personnel on site and the engineers at their headquarters. As a result, initial orders were placed with George E. Booth Co. in September, 2006. The orders were for around 500 valves, including everything from standard 2 ways to custom blocks.

Throughout the entire project Joe Kadamian and representatives from the George E. Booth Co.

supported the pharmaceutical plant in several ways. They created a tracking database to prioritize deliveries so that the piping contractor would not be delayed. They provided continued support during phase 1, making suggestions for improvements and modifications. Representatives from George E. Booth Co. spent time at the facility during commissioning and start up to fix any problems they encountered with switches, diaphragms, parts, etc.

The second stage is presently in design and George E. Booth Co. expects an order in December, 2007. This includes an order for the skid valves from the skid vendor. For the remaining stages (2, 3, and 4) ITT valves have preference over competitor valves because of several factors.

First, is the introduction of the ISG valve. The customer has seen the ISG in service and is happy with its performance. Second, is ITT's on-time deliveries and quick response for drawing requests. Third, is the local service provided by ITT rep, Joe Kadamian and George E. Booth Co. Lastly, the validation documentation was discussed from the beginning and paper work was on site when needed.

Overall, this was and is an extremely successful project for the pharmaceutical plant, ITT, and George E. Booth Co. All parties involved worked in unison for a common goal, which led to a success story that will continue for years to come. Most importantly ITT and their partners played a role in the process of producing a drug that will improve the quality of life for countless people in North America and around the globe.

## Distributor Highlight

### Linda DiPasquale from Eastern Controls, Inc.

In this section of the Solutions newsletter, each issue we will learn about a distributor employee and recognize them for their talent and hard work. In this issue, we will get to know Linda DiPasquale, Inside Technical Sales for Eastern Controls, Inc. in Edgemont, PA.

Linda has worked for Eastern Controls for twenty nine years. Five years after high school, Linda applied for a secretarial position at Eastern Controls. After a two hour interview they sent her home with a Masoneilan Control Valve catalog to help her decide if she wanted the job. After looking through the catalog, Linda almost didn't take the job because she had no clue what a control valve was! However, she took the job and after a year was taking sales calls and going to product training classes. From the beginning she found the Pharmaceutical industry the most interesting and through the years grew into a position that is strictly sales for the Pharmaceutical market.

Linda enjoys getting to know the customers and suppliers she works with every day. She considers many of them good friends and that motivates her to put forth her best effort. Inside sales never gets boring and every day presents a new challenge. On a typical day, Linda has a plan for what needs to be accomplished. But the moment her day begins, the phone starts ringing, the emails start pouring in, and that's the end of her plan! She tries to prioritize, but it can be difficult because every customer is a priority.

A problem Linda often faces is the drive-thru mentality of many customers. Customers frequently expect to be able to get even the most complex valve fabrications shipped the same day from stock. She often jokes with ITT Customer Service Representative Bill Schaeffer (the most awesome CSR ever, Linda says) that ITT should put in a drive-thru window like McDonald's. Then customers can swing in, place their order for a dozen valve fabrications, and drive away with



assembled and polished valves. If only life could be so easy.

Linda's most rewarding experience at work is handling large projects for new drugs. Recently, she worked on a project with around 800 valves for a Pharmaceutical company making the flu vaccine. During the course of the project a large number of the valves were changed, even after the drawings were approved and valves were ready to ship. But Linda was always there to assist with changing the size, orientation, or end connections as needed.

Between her job and home life, things are pretty hectic for Linda. When she does have free time, Linda enjoys horseback riding and is a huge movie addict. She is very outgoing, but at the same time loves staying home with her family to watch a good movie. Linda is a single Mom of a 21 year old son, 19 year old daughter, a dog, two cats, and a goldfish. Her son is in college and her daughter works for a talent agency.

If you would like to nominate a distributor employee to be highlighted in this section of Solutions, please contact Heather Sandoe at 717-509-2208 or [heather.sandoe@itt.com](mailto:heather.sandoe@itt.com).

## Distributor Advisory Council Update

### DAC Welcomes GE Booth as New Council Member

On August 8-10, 2007 the Pure-Flo Distributor Advisory Council (DAC) conducted a semi-annual meeting, in Bolton, MA. DAC member G.E. Booth was welcomed to his first meeting as a new council member. Also in attendance was DAC President Charlie Clark. Due to a family emergency, council member Michael Sherrill was unable to attend. Representatives from the Pure-Flo Sales, Marketing, and Operations department were also present.

A number of issues were addressed and discussed during the meeting in addition to general updates on the ITT Sales, Operations and Marketing efforts. Some of the topics discussed were:

**Industrial Process:** Chuck Graves introduced Dave Steblein, Industrial Process VP & GM Sales & Service Americas. Dave reviewed the Industrial Process (IP) performance for 2007. He discussed the marketing conditions and business outlook for IP as a whole and the valve group specifically. He stated that IP is committed to the valve business and that plans were to increase the valve portion of the business in the future.

**Sales update:** Chuck Graves reviewed the 2007 Pure-Flo sales performance and the plans for 2008. He stated that Channel Partner orders drove first half performance and that they must lead differentiation through service and technical support in the second half of the year.

**Operations update:** Mark Steele and Mike Arkelin reviewed the Lancaster, PA and Simi Valley, CA operations performance. Mike announced that a new CSR was hired in Simi Valley and Mark Steele discussed the volatile raw material costs and how ITT is handling the changes.

**Business Development:** Dave Loula reviewed the the mission and objectives of the Strategic Account program. He updated the group on three active alliance agreements in process. Dave highlighted several other initiatives for 2007 including the new market program, university projects, and Target Account program.

**Marketing update:** Rick Zinkowski gave a product update, including an overview of three new products planned for launch in 2007 and early 2008. Rick discussed new sales and marketing tools available including pdf drawings on ittpureflo.com and an expanded Distributor section on the Extranet with graphics, training presentations, and white papers.

Charlie Clark addressed his view on how the Biopharm/Biotech Industry is moving forward. He stated that 2007 was a strong market and end users were busy with projects. However, engineering houses are slowing and indications are that customers may have spent too much too fast. Therefore, in 2008 we need to differentiate from competitors and make quality our number one priority. The entire group discussed the commoditization of diaphragm valves and offered thoughts on how we can reverse the trend.

Chuck Graves announced that the Engineered Valves DAC and Pure-Flo DAC will join together to form one DAC for the future. The date for the next DAC meeting will be announced at a later time.

#### Current DAC Members:

Charlie Clark  
DAC President  
Eastern Region  
Perrigo Inc.  
282 D Quarry Rd.  
Milford, CT 06460  
203-877-1112  
cclark@perrigo-inc.com

Michael Sherrill  
Southern Region  
M.G. Newell Corporation  
P.O. Box 18765  
Greensboro, NC 27419  
336-393-0100  
michael.sherrill@mgnewell.com

G.E. Booth  
Midwest Region  
George E. Booth Co., Inc.  
8202 W. 10th Street  
Indianapolis, IN 46214  
317-247-0100  
geb@gebooth.com

#### ITT DAC Contact:

Andrew Mahoney  
610-541-0800  
andrew.mahoney@itt.com

## Customer Service Highlight

### ITT and CSI Help Customer with New Building Project

On May 10, 2007 a Midwest pharmaceutical company placed an order for Pure-Flo valves through Central States Industrial (CSI). The standard lead time for the 43 valves (2 way and Zerostatic Block Body Tees with Advantage Actuators) would bring the order to ship on June 11, 2007. However, the customer's new building project was behind schedule and they were anxious to make up time anywhere and everywhere they could. Michael David of CSI communicated this to ITT Customer Service Representative Bill Schaeffer to see if the delivery dates could be pulled forward. Bill was able to provide expedited delivery dates, which hit the most important valves first and delivered all valves very efficiently. The first shipment was made on May 23 and the last on June 4. In the end, all of the delivery dates were met, proving that the customer could depend on the due dates provided by ITT. Michael David commented that, "with ITT's help (props to Bill Schaeffer) I was able to be efficient and effective for my customer."



**Bill Schaeffer, Customer Service Representative**

ITT Pure-Flo  
33 Centerville Rd.  
Lancaster, PA 17603

Phone: (800) 366-1111 or (717) 509-2200  
Fax: (717) 509-2336  
Email: [pureflo.custserv@itt.com](mailto:pureflo.custserv@itt.com)

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