



# ITT

# SOLUTIONS

A newsletter for the users and distributors of Pure-Flo products  
Summer 2007



Letter from Chuck

*Chuck Graves*  
Director, Sales & Marketing

## ITT Supports US Biodefense Program

The first half of the year is almost over and the results look promising. The renewed focus on our valve business and the new market opportunities I mentioned in my last letter, are joining together with your hard work and initiative to make a difference in 2007.

We held our first Distributor Product Champion meeting in January and will continue to raise the visibility of this elite group of sales people in an upcoming, industry wide magazine advertisement. Pure-Flo continues to roll out tools on our Extranet to help you better serve our customers needs with timely, accurate technical information. Again this year, we hosted a reception in New York at Interphex to say thank you to our customers and channel partners who attended the show. And, as always, we will be participating in a large number of ISPE events this year, to bring the latest in Pure-Flo designs and innovations to your local area.

We have several new products in the pipeline and look forward to rolling them out later this year. We believe these new products are going to give you even more ways to delight our customers. Your involvement, from Idea Generation to Launch, are key to the success of our new product pipeline and I need your involvement if we are to achieve innovation and differentiation in an increasingly competitive environment.

In closing I want to again reassure you of our commitment to satisfying our customers needs and staying the course in our efforts to focus on the success of our Pure-Flo valve brand and products. Your continued support is appreciated.

The *Project BioShield Act*, introduced in 2004, directs the department of Health and Human Services to prepare for a biological or bioterror event by encouraging the creation and procurement of therapeutics that could effectively respond to a biological event. Altogether, \$5.6 Billion was earmarked for biodefense products, including over \$2 Billion to the anthrax and botulinum toxin defense programs.

Cangene Corporation was awarded a \$362 million BioShield contract in May 2006 to develop and supply botulinum toxin immune globulin and subsequently signed an expanded BioShield contract for \$143 million for anthrax immune globulin. In order to meet the timelines required by the contracts, speed was of the essence. Therefore, Cangene decided to design and build a new manufacturing facility concurrent with initial manufacturing-scale batches that were produced in its existing facility.

Early in the design stage, Turnkey Modular Systems (TKMS) was brought on board to design and manufacture 12 modular equipment systems to allow reorganization of unit operations to suit different processes. Again, speed was a major driver for the design and installation of these systems. Therefore, TKMS turned to ITT to provide Pure-Flo<sup>®</sup> hygienic diaphragm valves for the project.

In addition to speed, FDA compliance was another major driver for the project. Cangene was intending to apply for a Fast-Track FDA review and needed FDA compliant suppliers to

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## ITT Supports US Biodefense Program (cont.)

bring its design to reality. The time tested Pure-Flo® diaphragm valve was chosen because it meets industry standards and comes standard with a Certification of Compliance and Certified Mill Test Reports.

On January 10, 2006, TKMS placed a purchase order with ITT for 61 Pure-Flo® valves, ranging from two-way to block body valves. TKMS ordered a large number of specialty valves including 6-way and Chromatography valves to ease the design and cleanability of the equipment TKMS supplied. The two-way valves were shipped within a month and specialty valves shipped within two months of the order. In April another order was placed for 168 valves for the project. ITT responded with the same speed so that TKMS received all the valves necessary by June, 2006. The valves were utilized on a number of systems, including Plasma Filtration, Chromatography, UF/DF Filtration, Nano Filtration, Large Liquid Prep, CIP, and Column Cleaning Stations.



In addition to the standard qualification documents, ITT also provided a Canadian Registration Number (CRN), diaphragm material certification, and valve drawings with the order. Mike Hallman from TKMS said, "The ITT component was outstanding." TKMS delivered the systems to Cangene in four stages:

1. Large Liquid Prep – late May, 2006
2. Three CIP Systems – late June, 2006
3. First lot of portable systems (UF/DF, Chromatography, Nano Filtration) – mid August, 2006
4. Second lot of portable systems (UF/DF, Chromatography, Nano Filtration, Plasma Filtration, Column Cleaning Stations) – mid September, 2006

Cangene now has a 42,000 sq. ft. facility with process equipment to support two manufacturing platforms – equine and human antibodies. The new facility includes PW, WFI, pure steam and compressed air utilities for new and existing manufacturing operations. Cangene's project is on track to supply the US Strategic National Stockpile with critical biodefense products.



# Marketing Update

## New Tools for Customers and Distributors

### Pure-Flo Advertisements

ITT has two new advertisements highlighting the Pure-Flo channel partners. New advertisements were placed in the May and July issue of Pharmaceutical Technology, June and September issue of Pharmaceutical Processing, and October issue of Pharmaceutical Engineering. You can check out the advertisements on the [ittpureflo.com](http://ittpureflo.com) homepage.



### Tools for Training and Sales Support

To support the sales and marketing efforts of Pure-Flo Distributors, we have created an area in the ITT Extranet where Distributors can download product pictures, training and technical presentations, and white papers. Users may want to use these resources for personal training or creating their own tailored sales presentations. To view the files, logon to the Extranet (<https://extranet.gouldspumps.com/>), click on ITT Pure-Flo Extranet, and then the Pure-Flo Distributors folder.

### Drawings on the Extranet

Two dimensional tabulated drawings are now available in pdf format at [www.ittpureflo.com/drawings.html](http://www.ittpureflo.com/drawings.html). The drawings include multiple views, basic dimensional data, end connection options, and P&ID's.

### Emergency Phone Service

To improve our customer service availability, ITT Pure-Flo now offers an emergency phone line to be used on weekends and holidays. When you need immediate assistance, just call **866-812-8304**. This emergency number can be used for extreme emergencies on weekends or holidays (ex. when a product must be shipped immediately). Someone will answer your call and offer assistance 24/7/365. The phone may ring many times as we connect you with our service professional, so please stay on the line. We realize in this industry an emergency can happen and we want to be able to respond as quickly as possible.



## Marketing Update (cont.)

### Upcoming 2007 Trade Shows

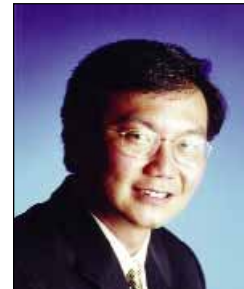
Trade Show	Date	Location
ISPE San Diego	August 9	La Jolla, CA
ISPE Pacific Northwest	September 13	Bellevue, WA
BioKorea	September 12-14	Seoul, Korea
Interphex India	September 13-15	Mumbai, India
ISPE Boston	October 17	Foxborough, MA
China Pharm	October 29-31	Shanghai, China
ISPE Annual Meeting	November 4-7	Las Vegas, NV

## Employee Spotlight

### Kenneth Koh, Regional Sales Manager, Asia Pacific

On January 2, 2007 Kenneth Koh started his new position as the Pure-Flo Regional Manager for Asia Pacific. Kenneth is based in Singapore but travels to many surrounding countries to visit local customers. He enjoys working in all aspects of the customer service and sales process. With his 16 years experience as a sales person, he understands that listening to customer views, concerns, comments, or even complaints attentively and responding appropriately to realize their problems and needs would show he cares and is serious about a business relationship.

Kenneth received a Bachelor of Science (Economics) in Finance from the University of London and a diploma in Mechanical Engineering from Singapore Polytechnic. Outside of work, he enjoys basketball, reading, Chinese music and sports, and spending time with his family. Kenneth is looking forward to all of the opportunities ahead of him within the dynamic Asia Pacific Region.



## **Employee Spotlight (cont.)**

### **Miles Chamblee, Product Specialist**

On March 12, 2007, Miles Chamblee began his career with ITT as the Southeast Product Specialist for Pure-Flo. Miles previously worked as a consultant for Pharma and Bio companies, with most of his time spent on validation projects. During this time, he enjoyed meeting with potential clients about new projects more than performing the technical project work. Therefore, he began looking for a position within the technical sales realm and found the right fit with ITT.

Miles received a B.S. in Chemical Engineering from North Carolina State University and is an active member of ISPE-CASA chapter. Within the ISPE chapter, he has worked with the Programs and the Vendor committees. Outside of work, Miles enjoys golfing, fishing, and cheering for the Carolina Panthers, Hurricanes, or any North Carolina State team!



### **Joe Kareivis, Product Specialist**

Joe Kareivis joined ITT as the Northeast Product Specialist for Pure-Flo on May 7, 2007. Joe received a B.S. in Chemical Engineering from Lehigh University and a Masters in Technology Management from Stevens Institute of Technology. Over the past 13 years he has gained engineering, project management and compliance experience in the pharmaceutical and specialty chemicals industries. Most recently Joe was a Project Engineer for the Global Leader in the Pharmaceutical Packaging industry; before that, Joe was the validation manager for a biotechnology equipment engineering and integration company.

Joe is an active member of ISPE, EMTM and ASQ. Outside of work, Joe is actively involved with the Lehigh University GAC, enjoys several outdoor activities and is an avid home renovator.



## ITT Trains Distributor Personnel as new “Product Champions”

January 16-18, 2007 marked the launch of the ITT Pure-Flo Product Champion program. For this program, twelve North American Distributors designated one individual within their organization to attend an initial training and become a “Product Champion” for the ITT Pure-Flo product offering. These individuals already have a knowledge of ITT products, tools ITT offers (product configurator, drawings on the web, catalogs, etc.), and general industry standards, processes and terms.

ITT is dedicated to providing all the necessary training and tools for Product Champions to become as knowledgeable as possible regarding the Pure-Flo product offering, industry standards, and standard processes utilized in the industry. In return, the Product Champion will gather Voice of

the Customer, participate in the ITT new product portfolio process, and provide input on what type of training is required. The sessions in January were the first step in the training process for these individuals.

The Product Champions are now the go-to person in the Distributor’s organization for technical support of ITT Pure-Flo products, and are included in the Pure-Flo product development process. They will be participating in future ITT training sessions, promoting new products, providing technical support and training to their company’s sales associates, and presenting technical product and basic maintenance training to customers.

Pictured below are the twelve Product Champions and two ITT trainers from the sessions held in Simi Valley, CA in January.



L to R: Garry Baumel (Romatec), Andrew Wood (Holland Applied Technologies), Brian Chastain (Central States Industrial), Dave Johnston (MG Newell), John Angi (GE Booth), Jeff Marshall (Perrigo Inc.), Shawn Callahan (FCx Performance), Mark Clefe (Tyco Valves), Bruce Hedlund (Northwest Fluid Solutions), Frank Murphy (Eastern Controls), Tom Beres (Tri-State Technical Sales), Jim Oscovitch (FCx Performance), Paul McClune (ITT), Mystic Himmel (ITT)

## Distributor Advisory Council Welcomes New Member

On January 16-18, 2007 the Pure-Flo Distributor Advisory Council (DAC) conducted one of their semi-annual meetings, in Simi Valley, CA. The meeting was notable for two reasons: It was the first DAC meeting since the Pure-Flo sales reorganization and it kicked off the new Product Champion program. The Product Champions arrived a day early and participated in several days of in depth training. They also participated in a portion of the DAC meeting.

DAC President Charlie Clark and council member Michael Sherrill were in attendance, but unfortunately outgoing council member Mark Cook missed the meeting due to weather complications in the mid-west. Also in attendance was David Carroll of Induchem, in Ireland, who observed the DAC process to gain insight for future European meetings. 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 our Sales, Operations and Marketing efforts. Some of the key items discussed were:

**Sales update:** Chuck Graves reviewed the 2006 Pure-Flo sales performance and the plans for 2007. He included an analysis of sales by customer type, emphasizing the importance of the Pure-Flo channel partners.

**Operations update:** Dawn Arnold and Mark Steele introduced the new 24 hour emergency phone service and the notification of late shipment program, which addressed issues brought up at previous DAC meetings. Dawn gave a demonstration of the E-Prism program scheduled to be introduced early in 2008. This program will allow our distribution to configure, price and order valves over the Internet. Scott Haisman gave a tour of the Simi Valley facility, giving the DAC members and Product Champions an overview of the production process.

**Marketing update:** Paul McClune and Mystic Himmell gave a product update, including an overview of the ASP and new products planned for 2007. The new product process and block body initiative were also discussed. Heather Sandoe demonstrated the new online Certs program, which allows Distributors and customers to access Material Certification packages on the Pure-Flo Extranet and the new ittpureflo.com drawing area, currently under construction. Heather also discussed plans for a new advertising campaign focused on the Pure-Flo Distributor channel partners.

Charlie Clark and Michael Sherrill spoke about the new Pure-Flo sales organization. Both felt that Pure-Flo was headed in the right direction by focusing on our distribution channel. They stressed the importance of distributors working together on large projects that involve multiple territories and gave examples of successful projects where multiple distributors worked together with positive results for all involved.

The next DAC meeting will be held August 8-10, 2007 in Bolton, MA. At that time GE Booth of George E. Booth Co., Inc. will join the DAC as the newest committee member replacing Mark Cook.

### Current DAC Members:

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## Customer Service Highlight

### Plant Maintenance Shutdown Made Possible through Global Sourcing

On Tuesday, December 19, 2006 Customer Satisfaction Representative Caroline Sierra received an urgent email from ITT distributor Indusa, Inc. in Puerto Rico. Indusa had placed an order with ITT that was scheduled to ship January 9, 2007 to a pharmaceutical company in Puerto Rico. However, the customer was planning a shutdown the week after Christmas and needed to expedite the order. This shutdown would be a critical time for them to replace process components during a slow manufacturing week without disrupting valuable manufacturing time during a busier time of the year. With only four business days until the Christmas holiday, it would require an extraordinary effort to get the customer what they needed in time.

Caroline began working with the staff in the Lancaster, PA and Simi Valley, CA facilities to see which facility had the parts and manufacturing time necessary to ship the valves in time for the shutdown. The customer needed one ZSBBS (Zerostatic Back to Back Sample), one Sterile

Access valve, six ½" valves with an Advantage® Actuator, SP2 Switch and Solenoid, two ½" valves with Advantage® Actuators, and two 1" valves with 963 bonnets. To get all the products to the customer in time, ITT utilized Global Sourcing and simultaneously worked in the Lancaster, PA and Simi Valley, CA facilities to complete the project. Planners at both facilities got to work right away to expedite the order through the shop floors.

By Friday, December 22, ITT was able to ship all the products needed by the customer for their shutdown. Ramon Riancho III of Indusa expressed his appreciation to ITT, "I was impressed with your reaction to each request and with the speed that you made it happen, cutting several days off what we had discussed as a best scenario. We commend you for your special attention and again thank you for this unique effort which in the end accommodated the customer's need." This is just one example of how ITT utilized Global Sourcing and worked with their channel partner to successfully satisfy a customer's needs.

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