

## Pump Engineer News

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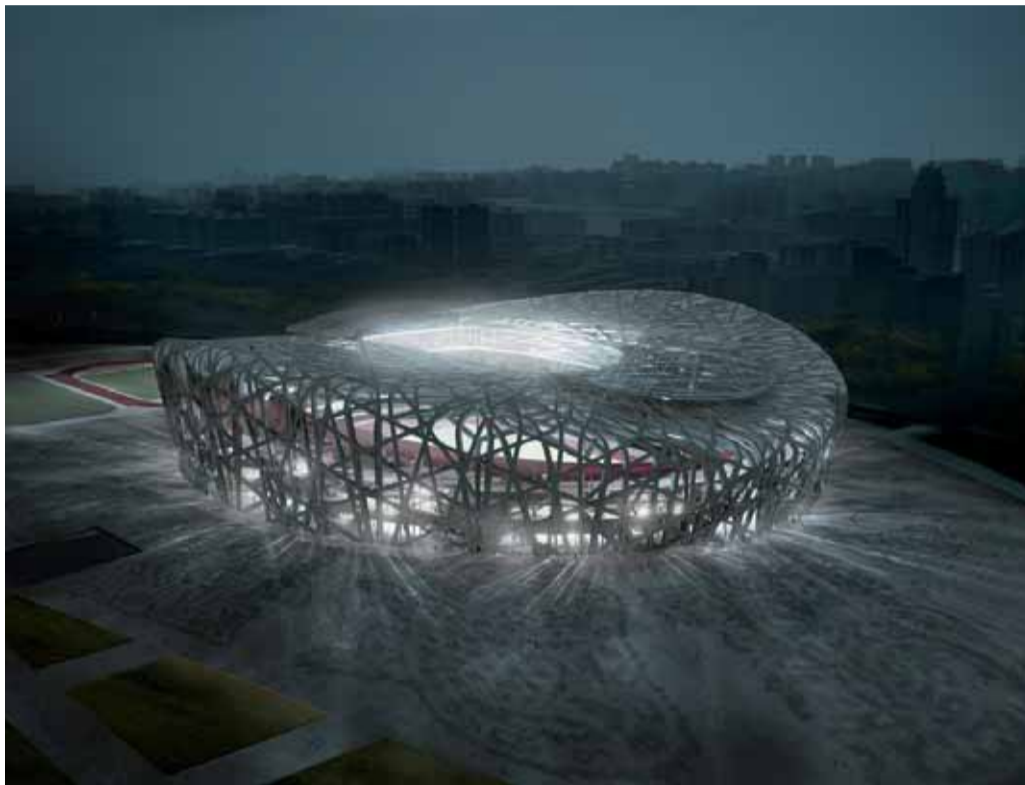
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# ITT Fluid Technology: global leader in efficiency and innovation

The slogan “where there’s life, there’s water, and where there’s water, there’s ITT” is fitting for this designer and manufacturer of a wide range of highly engineered products and services. The ability to apply its vast global expertise in specific local situations is one of the company’s strengths; efficiently delivering safe water to the world is one of its key concerns. Anticipating and fulfilling the world’s future water needs is both a passion and a profession for the ITT team.

By Joanne McIntyre & David Sear



Maintaining and expanding its participation in the global market is a priority for ITT Fluid Technology, which today operates in 141 countries. “While we have achieved global representation it’s important to consider the big picture for waste water processing and sanitation needs” explains Mr Björn von Euler, Director of Corporate Communication. “Local situations will al-



ways need to be approached from a local angle. Our extensive worldwide network means we are able to bring our expertise and knowledge of operating systems to any local market and then apply that knowledge to find the most efficient solution for each customer. This is applicable whether we are talking about small-scale sanitation needs or large-scale industrial applications.” With a wealth of well known brand names and representation in so many countries

ITT has a huge inventory of expert technicians repair all brands of pumps and rotating equipment in our service centers or at customer locations, every hour of every day, removing the need to source different product specialists for different equipment.”

“From the customer’s point of view we can offer not only a very broad product range

but also outstanding service. Our customers are operating under increasingly tough and harsh conditions, so they need solutions, not just products. Our global network of service centres for after-market customer care provide integrated service solutions including preventive monitoring, contract maintenance, emergency field service, engineered upgrades, inventory management, and overhauls for pumps and other rotating equipment. In addition, our

expert technicians repair all brands of pumps and rotating equipment in our service centers or at customer locations, every hour of every day, removing the need to source different product specialists for different equipment.”

## Global footprint, local handshake

ITT Fluid Technology’s main production and assembly facilities are located all around the globe in sixteen countries. Recently it has focused on gaining market share in Asia. Mr von Euler explains: “In recent years we’ve rapidly expanded our presence in the Asia-Pacific region. In China, ITT’s water and wastewater pump systems figure prominently in ongoing infrastructure initiatives, such as the Three Gorges Dam and the South-North water diversion project as well as in unique applications like powering the kayak racecourse for the Beijing Olympic Games.”

“We anticipate that our main markets in China will be water supply and treatment for infrastructure projects, commercial buildings, and industrial applications like mining. To meet the growing demand in China, we recently opened two world-class manufacturing plants in Shenyang (producing submersible drainage and sewage pumps) and Nanjing (producing residential and commercial water products).

We’re proud of the fact that both new facilities incorporate “green” practices, such as water treatment technologies that get as close as possible to total water re-use and zero wastewater discharge.” A new research and development centre, also at Nanjing, will be the hub of aggressive efforts to tailor existing and future products to the country’s expanding market, reflecting ITT’s emphasis on localisation.

India is proving to be another booming market for ITT, and in response the company recently opened a new technology centre in Vadodara, in the state of Gujarat. “This is ITT’s first major facility in India. It will assist in developing deep engineering competencies in several core water and other fluid transport technology areas and accelerate our market penetration in southern Asia. A key factor in our success is having a global manufacturing footprint to serve the world’s regions.”

With sales for ITT’s Fluid Technology division topping USD 3.5 billion in 2007, the future is looking promising indeed. Main customers are based in North America (45% of turnover), Europe (35%), the Middle East, Africa, Latin and South America. Currently around 10% of turnover is generated in the Asia/Pacific region. Sales are made directly to customers or through independent distributors and representatives.

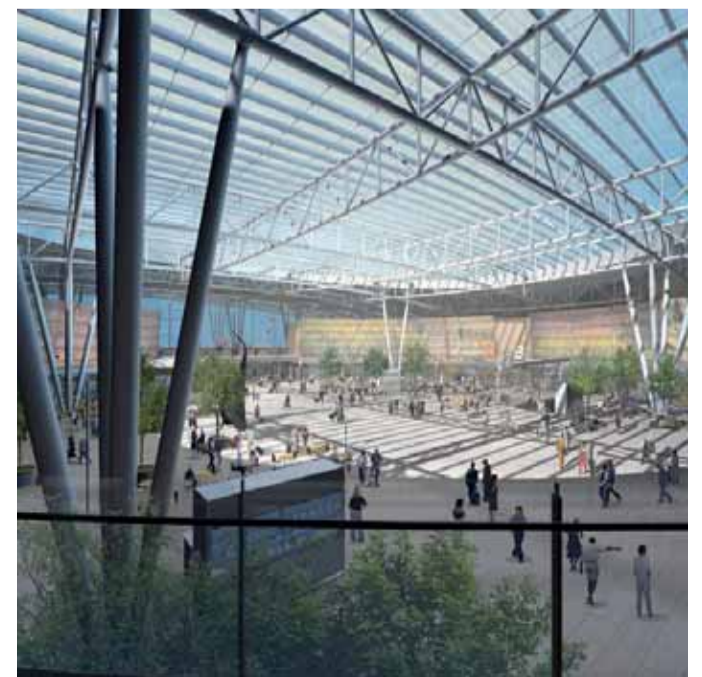
“The success of ITT Fluid Technology in Asia Pacific will not simply ride on the

marketing of our existing portfolio; ITT is actively developing new products which are specifically designed for the Chinese and Indian markets to meet their specific needs. These customised products will be ideally positioned to suit local needs, providing tailor-made solutions to unique challenges in every locality” explains Mr von Euler.

Listening to Mr von Euler it soon becomes apparent that he and the entire ITT Fluid Technology Team have a genuine passion for bringing safe water to a needy world. “We are passionate about taking safe water and sanitation to the world. The fact that there are millions of people in this world without access to those basic necessities is one of the things that motivate us. Our drive to succeed isn’t simply about sales; what we are doing, the knowledge we can bring to countries can make a huge difference to so many lives. It’s important to keep looking ahead, planning for tomorrow’s need to provide the best possible service and products.”

## Bracing for climate change

ITT is committed to the wise and sustainable development and use of the world’s water resources. “Our focus is on providing innovative equipment, systems and applications knowledge to water users. We are also dedicated to preserving the environment and nurturing knowledge and awareness of





the world's water issues" explains Mr von Euler. "Everybody has heard about climate change and the potentially devastating effects it may have on global water resource management. Already climate change is affecting many of our customers at an accelerating pace around the world. A key issue of concern is that many leaders and governments are neglecting to update their infrastructure. We see daily reports of mains bursting and other infrastructure disasters around the globe. This is simply not acceptable! Countries need to focus on where they spend

bad shape. The leaders of the world need to face up to their responsibilities and have the courage to make the investment." "At ITT we are working on developing new solutions to meet these emerging challenges. For instance in areas where water will become scarce, solutions need to be found to provide water for industry and people. Singapore is a very good example of modern, up-to-date water management by a municipality. They reuse a large part of what they supply and that is an issue that most communities should think about.

## Need for energy savings

In the marketplace, ITT's technology is engineered to 'wring out the last drop' of water, energy, and product lifecycle to solve many of the world's water problems. "We need to be more efficient in how we treat water. Our broad knowledge base has converged into the ability to offer full water lifecycle solutions."

"In the big picture, energy and water are very closely related. It's important to understand that saving energy is also saving water. Energy efficiencies are crucial because in many places in the western world power producers are already producing at their peak; they don't have much more capacity. This means that if you need more energy you must either pay a lot more or you need to economise. An integral part of this should be getting energy producers to educate consumers to consume less, as well as finding better ways to use energy."

"Looking specifically at the pump industry, 10 to 20% of all energy consumed in a water treatment plant is used by pumps. That's a huge percentage so pump manufacturers must take responsibility to reduce this consumption and save energy. The new generation of ITT vertical turbine pumps for the residential and commercial water markets vividly illustrates that point. The

pump's 2% boost in base efficiency translates into a very significant 10% reduction in lifecycle costs for the customer. The N-pump, de-

signed for wastewater applications, reflects similar synergies, uses 20-30% less energy and lowers life-long maintenance costs. Our



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smart pumping systems such as the Hydrovar frequency inverter control system provide microprocessor control of any centrifugal pump, reducing energy exposure. Focusing on the efficiency of the entire system gives you a better chance of making a big difference. "

## Facts & Figures

Name: ITT Fluid Technology  
 Products: Pumps, mixers, valves, control systems, ozone and UV disinfection, SBR, MBR, HVAC systems, accessories  
 Key markets: Clean water, wastewater, treatment, building services, mining, power, chemical processing, pulp & paper, oil & gas, agriculture, leisure marine.  
 Turnover: USD 3.5 billion (2007)  
 Employees: 12000  
 Manufacturing centres: Argentina, Australia, Austria, Brazil, Canada, China, England, Germany, Italy, Malaysia, Mexico, the Philippines, South Korea, Sweden, Poland, USA



their money to reap the maximum benefits for their people." "Climate change could dramatically affect water supply in many regions, either causing massive droughts or huge floods. Either way countries will suffer from the results and be unable to cope unless they make the right infrastructure investments. Accelerated climate change is going to leave many of us in

The whole concept of reuse needs to be accelerated because we'll soon discover that we have no alternative." "Desalination is one example of how we can source water for various applications. Most municipal solutions for desalination are designed for 500,000 people or more; now the challenge is to find a way to economically desalinate for small communities."

## Bulletins

**Ceetak Engineering** has acquired a controlling interest in Pump Support Systems, based in Gloucester. This acquisition continues Ceetak's expansion and development in the process industry. With the acquisition of Pump Support Systems, Ceetak has a national network of service facilities based in all of the major industrial regions in the UK, as well as a network of mobile service technicians. Pump Support Systems is headed up by Phil Cockburn, who founded the company and remains as a Director. The company offers a range of Pump services including specification, overhaul and repair as well as complete installation.

German pump manufacturer **Pumpeneinbau Fenzel** in Hohenhann is helping Munich celebrate its 850th anniversary and the city will be doing some serious partying until September 2008. Pumpeneinbau Fenzel has recently renewed its corporate design and increased staff numbers.

**Georg Fischer Ltd**, Schaffhausen/Switzerland, is to acquire the business activities of Alfa Plastics Inc. in Brampton (Toronto), Ontario. The company is a distributor of plastic pipes, fittings and valves for water treatment, chemical processes and other industrial applications. It has annual sales of about CHF 4.5 million and employs 20 people. Alfa Plastics has worked with GF Piping Systems for the past 20 years and is currently a major distribution partner in Canada. The company will be renamed Georg Fischer Piping Systems Ltd. and will be responsible for managing the Piping Systems activities in Canada.

Four new sewerage treatment plants in Algeria will be operated with pumps from manufacturer **Allweiler** in Radolfzell. The order is for 48 eccentric screw pumps and macerators.

**Sulzer AG**, Switzerland, has won a major order from Alstom Power in South Africa for pumps. At a press conference Sulzer said that 48 pumps to the value of a "double-figure million amount in Swiss francs" were to be used for a new coal-fired power station. According to Sulzer, the power station is to be built for Eskom, the South African national power company.

German pump manufacturer **KSB and Nikkiso Co** from Japan plan to enter into a joint venture. It is intended that the new company Nikkiso-KSB GmbH concentrate on developing and making canned motor pumps for customers in Europe and the Middle East.

**VSX Vogel Software**, which specialises in software and internet solutions for the pump industry, has launched a menu programme for designing armatures. The programme helps users to select products, configure them, calculate prices and prepare quotes.