

# In the Spotlight

## Pump Engineer News

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Friatec AG – Rheinhütte Pump Division

## Problem-Solver and Materials Specialist

Materials and process expertise plus service concept equals customer satisfaction. Using this formula for success, Friatec AG's Rheinhütte Pump Division has succeeded in establishing an international reputation as an expert in niche applications. From molten salt to liquid sulphur, Friatec's products pump the most critical substances. "We're specialists in special materials and advise our customers on matters ranging from the right choice of materials to commissioning the pumps", explains sales manager Dr Jürgen Weinerth. The company, which is based in Wiesbaden, in Germany, now has an assembly plant in China. "This is where we assemble goods exclusively for the Chinese market", Weinerth makes clear. But all products will continue to be "Made in Germany", he says.



The history of the company goes back to the mid-19th century. Customers in the 21st century benefit from all the know-how that has been accumulated over the last 150 years – such as an expert materials appraisal unparalleled in the market. "Our range of pumps is based on the three materials groups: metal, plastics and ceramics. Building on this we have developed 40 different series of pumps", Weinerth reports. In other words, the company produces many different types of pumps, each in small numbers – if required it even makes one-off pumps. "Our strategy is clearly oriented to special products which we make for special applications", Weinerth reports. The Friatec AG – Rheinhütte Pump Division keeps away from the fiercely competitive mass market, he said.

### A Wide and Varied Range of Products

One advantage of its product range is its diversity. "We offer the whole range of options: from small pumps to large ones which are able to cope with large volumes of materials. That means at the same time that our cus-



tomers can obtain pumps for a whole range of uses from a single source", says Weinerth. Whether they're required for the solar industry or pickling lines, chemicals factories or chlorine plants: Friatec AG – Rheinhütte Pump Division develops customised solutions, depending on which processes are used and what materials are being pumped.



This flexibility in production also enables corresponding documentation services. "For example, the major plant manufacturers often make very detailed demands on the operating instructions. As niche suppliers we can fulfil such orders without any problems, while that's hardly possible in the mass market."

### Service and Advice

A further card up the company's sleeve besides its know-how and flexibility is its service. "We help our customers in commissioning their products, for example", reports Weinerth. In his experience, most errors occur in the first week of operation. An incorrect lubricant is used, a valve is not opened or overheated material is pumped – cases of minor negligence which can have fatal effects. "To avoid such commissioning damage right from the start, we offer our advice

By Frank Wöbbing

at the quote stage." To cope with this, Friatec AG – Rheinhütte Pump Division has trained so-called applications managers, who are familiar with the entire process in each environment.

### Plastics

One focal point of Friatec's portfolio is now pumps

made completely of plastic or which have plastic linings and which are often lower-cost alternatives to expensive stainless steel or titanium pumps. "The performance of plastic pumps is proven and they are completely reliable," says Weinerth enthusiastically. This is guaranteed, among other things, by the company's materials specialists. In a special laboratory in Wiesbaden, new materials are tested constantly – every new product on the market is thoroughly tested for its suitability.

The experts also advise customers on the materials required. "Firms often require a pump for a certain application but don't know which materials are suitable for it. Or they call for a certain material which, in our opinion, is unsuitable," Weinerth says. In such cases, customers benefit very much from our expertise – we're their problemsolvers". Friatec AG – Rheinhütte Pump Division also has one of the world's largest ranges of plastic pumps, thanks to the wide range of types of gaskets and modules.

### China

One important market for Friatec AG – Rheinhütte Pump Division is China, where the company has been represented for eight years, initially with a sales employee and then with a team and now with its own plant. The assembly location was opened near Shanghai in May 2007. "In China we want to grow properly and step by step", Weinerth explains. To achieve this objective, it is necessary to have a local presence.

The first requirement for this consists of prevailing against the increasingly stronger local competition. This is why Friatec supplies its Chinese customers with pumps assembled in China. "The know-how parts come from Germany and the other parts are obtained mostly from

An important integral part is also the service concept. "We intend to train Chinese employees as service personnel who will then be competent to advise our customers, from commissioning to the supply of spare parts."

The local presence also enables Chinese customers to conduct a transaction in their national currency, regardless of whether the power unit was entirely "Made in Germany" or whether the pump and its accessories were made locally.

Besides the usual processing machinery, the location has a pump testing stand and a balancing machine for rotors. A functional run and a possible customer purchase can thus be carried out locally.



local suppliers. That's the only way to be competitive," says Weinerth.

### Quality Control

The checks on the accessories when they arrive and the checks on the finished products are as strict as they are in Germany. The company makes no compromises on this aspect, as it is the only way to guarantee the products' high quality level over the long term.

### Made in Germany

"From here, we look after the Chinese market exclusively", Weinerth emphasises. "We don't have any plans for exporting to other countries from China, including other parts of Asia," he said. This means that Germany will remain the company's only production location. Considerable investments have been made over the past few years in the factories in Wiesbaden and Rennerod. One expression of

## Pump Range

Friatec AG – Rheinhütte Pump Division makes the following types of pumps:

centrifugal pumps, axial flow pumps, semi-axial flow pumps, standard pumps, free-flow pumps, self-priming pumps, submersible pumps, liquid-ring vacuum pumps, mobile pumps

# In the Spotlight



AG – Rheinütte Pump Division. "The company has developed very pleasingly over the last few years," he says, "and annual sales are running at 40 million euros and the number of employees has stabilised to just under 300."

What does he consider to be the biggest challenges for the future? "For one thing,

there's the matter of purchasing materials purchases, so that delivery times don't run out of control, especially in the spare parts business. No customer can afford to remain at a standstill." In view of the increased price, and scarcity of raw materials, this is still a delicate job.

For another thing it's a ques-

tion of keeping up with the competition from Asia. To achieve this, there is a need to develop products that cannot be imitated.

## Maintaining the Lead

These challenges produce the objective for the years to come. "We're constantly on

the look-out for new applications and niches so we can maintain our lead", Weinerth explains. This is the only way that the company's existence can be guaranteed over the long term – so that customers in the 22nd century can benefit from the concentrated know-how of Friatec AG – Rheinütte Pump Division.

## A Powerful Group

Friatec AG – Rheinütte Pump Division is part of Friatec AG, which is based in Mannheim, Germany. Friatec AG is an internationally active supplier of products made of corrosion-proof and non-wearing materials. About 1,200 employees earn annual sales of some 195 million euros.

Friatec AG itself is part of the international company group Aliaxis, which is based in Brussels. The group consists of 100 companies, has some 15,000 employees and earns annual sales of some 2.4 thousand million euros.



the quality is the certification according to the new standard Norm ISO 9001:2000, for example. Technologies such as 3D-CAD and flow simulation programmes are used to develop products and workshops using the latest machinery, from CNC-controlled tool machines to welding machines.

## Exports

For its export market, Friatec AG – Rheinütte Pump Division has a network of sales outlets and service support centres. This is necessary because around 70 percent of the pumps are exported, including half to Europe. Another focal market is the Middle East, particularly Qatar and Egypt. "We sell the remaining 30 percent in Germany" Weinerth says. Many pumps supplied to German plant engineering companies, for example, also tend to end up abroad by various routes.

## Prospects for the Future

Weinerth is satisfied with the current situation at Friatec

## Bulletins

### Sulzer Awarded Major Power Projects

Sulzer Pumps has been awarded a major order for a total of 36 pumps for the Hongyanhe and Ningde nuclear power plants in China. CNPEC (China Guangdong Nuclear Power Engineering Company Limited), LHNP (Liaoning Hongyanhe Nuclear Power Co. Ltd) and NDNP (Ningde Nuclear Power Co. Ltd) placed an order for the supply of the conventional island main boiler feed water pumps and associated boosters on Sulzer. First deliveries, phased to match the station's build programs, are expected in June 2010.

### Richard Alan Group expands

Richard Alan Group's Pumps and Gearboxes division in Dewsbury, UK is expanding its pumps business into water and waste treatment, chemical, food and beverage, pharmaceutical and general industrial market sectors, following its appointment as the exclusive UK distributor for Boyser Peristaltic pumps. The Boyser peristaltic range contains four pump types: standard, industrial dosing, heavy-duty and high-pressure, for pumping all types of fluids, including chemicals, food additives, glues, inks, acids, resins, wastewater, enzymes and syrups at flow rates from 10 to 44,000 litres an hour. All of the Boyser pumps offer the flexibility of fixed and variable speed operation and suit standard (8bar) or high-pressure (15bar) operation.

### RCPs for nuclear plants

Curtiss-Wright Corp. has announced that it has signed an agreement with Westinghouse Electric Co. LLC to provide reactor coolant pumps (RCPs) for up to four AP1000(TM) Generation III + commercial nuclear power plants or a total of 32 RCPs. In conjunction with the agreement, Curtiss-Wright has received purchase orders valued in excess of USD 300 million to supply the first 24 domestic AP1000 RCPs. The RCPs will be used in Westinghouse's AP1000 design reactors, which will produce 1100MW each. Curtiss-Wright's Electro-Mechanical Division, a division of the Flow Control segment, will produce the RCPs at its Cheswick, Pennsylvania, USA facility.

### Wartsila and Emerson JV

Wartsila and Emerson have joined forces to deliver integrated energy and automation systems for Floating, Production, Storage and Offloading (FPSO) vessels and semi-submersible oil and gas drilling rigs. The expanded relationship combines the process automation knowledge, measurement and digital automation technology of Emerson, with the high efficiency power-generation, power-distribution and vessel-automation systems and products of Wartsila. Combined, they offer a single point for serving.

## Facts & Figures

Name:	Friatec AG- Rheinütten Pump Division
Products:	metal, plastic, ceramic pumps: (chemical norm pumps, chemical pumps, magnetic drive pumps, circulation pumps, free flow pumps, self priming pumps, submersible pumps, light duty pumps, liquid ring vacuum pumps)
Key markets:	molten salt, flue-gas cleaning, submersible and painting processes, fertiliser production, chemical and petro-chemical industry, sulphuric acid production, Chlor-alkali electrolysis, steel and stainless steel plant
Turnover:	40 million euros
Employees:	280
Year formed:	1857
Manufacturing centres:	Wiesbaden and Rennerod (Germany)
Assembly plant:	Shanghai area (China)
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