



EXPECT  
STORIES FROM  
THE AVK WORLD

Expect... **AVK**

# DEAR READER

At AVK it is a tradition to hold a conference each year in June. This year, we held the Continental European Sales Conference as well as the Global Management Conference in Denmark where our managing directors from AVK companies worldwide met to exchange experiences and hear about new products etc.

In only 44 years, AVK has grown from a local machine shop with five employees to a group with more than 3,000 employees and representation in more than 80 countries. It is an interesting history which has now been put down in writing and published in a book. The book was amusingly introduced as a conclusion of the last conference day when our owner and CEO, Niels Aage Kjær personally handed out the book from the truck bed of an old Ford Model A. You can read about the conferences on pages 16 – 19.

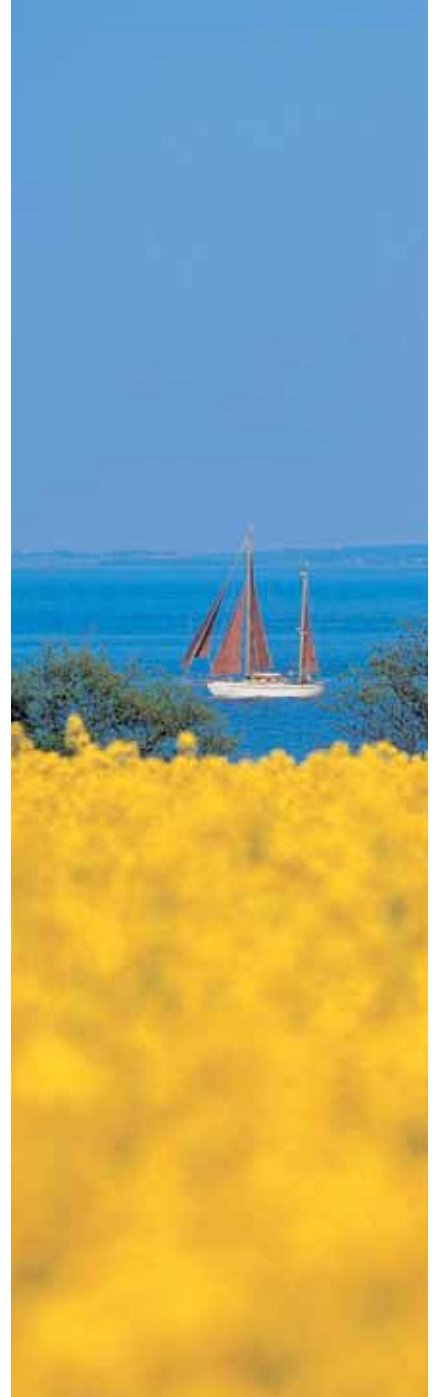
This edition of Interlink also includes a selection of AVK stories describing how we are entering new markets, introducing new products to our customers, and winning project

orders for delivery of valves and accessories thus contributing to distribution of clean drinking water, safe handling of wastewater, and updated energy supply in development areas.

I would like to encourage you all to keep sending us these good stories that can help us sell our products across markets, giving good references and thereby hopefully help increasing our sales.

Enjoy your reading.

Michael Ramlau-Hansen



## AVK INTERLINK NO. 43, JUNE 2014

### Published by

AVK Holding A/S 2-3 times a year in 5200 copies.

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### Frontpage picture

The photo is from the presentation of the AVK book at the Global Management Conference 2014 and shows a Ford Model A which is similar to one of the very first cars owned by AVK.

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# DIRECTOR AT AVK NEDERLAND B.V. PRESENTED WITH MEDAL OF HONOUR

## THE NETHERLANDS

At a festive ceremony at De Cannenburgh Castle in Vaassen, Managing Director of AVK Nederland B.V., Hendrik Kwakkel, was presented with “The Diploma of the Danish Export Association” and the corresponding “Prince Henrik’s Medal of Honour” by the Danish ambassador in the Netherlands, Mr Ole E. Moesby.



*Extract of articles posted on websites and in newspapers.*



On the 25th of February 2014 Managing Director, Hendrik Kwakkel was presented with “The Diploma of the Danish Export Association” and the corresponding “Prince Henrik’s Medal of Honour”.

### **The first foreign branch of AVK**

“AVK Nederland BV has managed to increase its market share even though the market over the last decade has undergone a major change because of the massive privatization of former publicly owned water and gas companies”, says Group Director of AVK in Continental Europe, Morten S. Nielsen who nominated Hendrik Kwakkel and AVK Nederland B.V. for the award.

The company has succeeded in developing its services and products meaning that sales to the Dutch market are growing steadily.

### **Charismatic leader**

Hendrik Kwakkel started in AVK Nederland B.V. in 1980. He has held

various positions in the company before he became Managing Director. According to Morten S. Nielsen, much of the commercial success of AVK Nederland B.V. can be ascribed to Hendrik Kwakkel.

“Hendrik Kwakkel has always been a charismatic, energetic and creative leader. This has resulted in many non-traditional events and activities, for example, a tensile SUPA MAXI coupling was tested by elephants when the coupling was launched,” says Morten S. Nielsen and continues: “Hendrik Kwakkel has made great efforts to increase sales and exports of the products of the company. He has shown a far-sighted leadership of AVK Nederland B.V. - always with dedication and great respect for his employees.”

### **Quality-aware manufacturers**

The award now presented to Hendrik Kwakkel is given to people and businesses for their extraordinary efforts in boosting the sales of Danish products and services abroad.

The Danish Export Association, an organisation with some 500 members, has a prominent role in this matter; its object is to create a platform where quality-aware manufacturers and service companies from Denmark can meet businesses and partners from abroad. Every year since the first presentation in 1982, the Diploma in question and the corresponding Prince Henrik’s Medal of Honour is issued to people who have fulfilled a notable role in increasing sales.

We congratulate Hendrik on receiving the award and the Medal of Honour.

# NEW FACTORY IN BRAZIL

# BRAZIL



It is a great pleasure to inform you that we have completed the building of a new AVK factory in Brazil and that we now are able to produce valves that comply with Brazilian standards.

most popular supplier in terms of sales of gate valves to the local market and thus surpassing the traditional and local manufacturers. Having raised our market shares considerably gave us the opportunity to realize our plan of building the local factory.

year and we have secured an annual contract with SABESP, the largest public water supply and waste water company in Latin America, to deliver gate valves in the dimensions from DN 50 to DN 400.

Today, we have a factory enabling us to produce a 5 digit number of units a

This major step was achieved on the basis of a great plan drawn up between AVK Brazil and AVK Holding and as

*By Estevan Fernandes Lopes,  
Sales & Marketing manager,  
AVK Valvulas do Brasil Ltda.*

We started operating in Brazil as an AVK sales company and since then, AVK Brazil has strived to open its own factory to produce series 06/75 gate valves that comply with Brazilian standards and following, also to be able to produce butterfly valves series 756 and check ball valves series 53.

When AVK Brazil started six years ago, the AVK name was quite unknown to the market. Today, we are the second





Mr Lars Kudsk made the opening speech.



AVK Brazil celebrated the opening of the new factory with a delicious AVK cake.

Estevan Fernandes Lopes, Sales and Marketing manager at AVK Brazil, explains: "We are confident that the large capacity that the AVK Group holds in relation to manufacturing valves of high quality combined with the extensive expertise of our local teams, will be the key to success for the companies in Brazil and South America".

Our goal now is to combine large supplies from local production (primarily for wastewater treatment plants) with deliveries from our traditional suppliers within the AVK Group.



A toast to celebrate the opening of the new factory.

# EXPECT... AVK AT IFAT 2014 – THIS YEAR WITH 25 % MORE VISITORS AT THE STAND!

# GERMANY



The IFAT exhibition has beaten its own records: this year, even parking space was used as exhibition ground and in total 135,000 visitors came to the Munich fair (IFAT 2012: 125,000 visitors). The share of visitors from abroad was 60,000 (50,000 in 2012) thus significantly high. These figures surely emphasize the fact that IFAT is the world's leading fair in water, wastewater, waste and raw materials management.

*By Ilka Keilen,  
Marketing Manager,  
AVK Mittelmänn Armaturen GmbH*

For AVK too, this year's IFAT set a new record in the number of visitors. Thanks to the enlarged booth (175 m<sup>2</sup> instead of 145 m<sup>2</sup>) approx. 25 % more visitors than last time came to our stand during the IFAT week. For the first time, a first floor with meeting rooms was built, so the total space for products could be raised significantly.

As a response to the growing internationalization of the fair, AVK was represented at the stand by colleagues from sales areas in the entire Continental Europe. The share between people from AVK Mittelmänn, AVK International and other AVK companies was almost equal.

The AVK theme was "Expect solutions, not just products". For the first time since 2008, it was a joint booth between AVK Mittelmänn and AVK International. The stand was

made in a completely new layout based on the Expect... AVK design and was the successful result of a close cooperation between the two companies.

Main focus at the AVK stand was on the new free-flow hydrant, the series 29/78 above ground hydrant generation as well as the Supa Maxi coupling in





DN 400. But also the latest solutions from AVK Plastics (i.e. the time saver valve series) attracted much attention as well as the various types of butterfly valves.

In honor of the Danish origin of AVK, we were glad to have the Little Mermaid of Copenhagen at our stand; alive and real, she was an eye-catcher to get even more public attention – also from a Japanese TV station!



# CARREFOUR DE L'EAU - LA SOIREE AVK

# FRANCE

The exhibition Carrefour de L'eau in Rennes in Bretagne, France has been an annual event for AVK France since year 2000 comprising two full visitor days during the last week of January. Carrefour de L'eau is nowadays the second most important water fair in France after Pollutec in Lyon with visitors from all of France, but particularly from the North-western part of the country.



*By Francisco Viskinge,  
General Manager,  
AVK France S.A.S.*

Previously, it was a "battle" between exhibitors every year to capture enough customers to participate in the after-exhibition activities. As there is only one evening available, the competition to win customers over is naturally very intense. AVK France has primarily competed with Bayard and PAM.

Our sales representative, Hermann Esnault, responsible for the North-western part of France, had a brilliant idea which was implemented for the first time last year in connection with Carrefour de l'eau 2013. The idea was to arrange a private AVK evening at the well-known discothèque, La Suite, in Rennes.

Carrefour de L'eau 2014 was held from 29-30 January, and the 2nd edition of the AVK event was held in the evening of the 29th.

The event started at 23:00 hours and finished at approx. 05:00 hours in the morning the following day. The

invitees were distributors, engineering companies, contractors, municipalities, etc. and all guests had been invited in advance by AVK France and asked to pick-up their entry cards at our booth on the first day of the exhibition.

Last year approx. 300 guests were registered at the evening event and soon after, stories from the event spread by word of mouth in the market, creating envy from our competitors.

This year, Hermann and his wife arranged the happening and a record of 590 guests were registered in La Suite that night. The event became an even greater success this year, and the evening at Carrefour de L'eau is now known as LA SOIREE AVK.

Other companies have asked us whether they can participate in next year's event. Like one of them told us: "...as the evening at Carrefour de l'eau has now been monopolised by AVK"

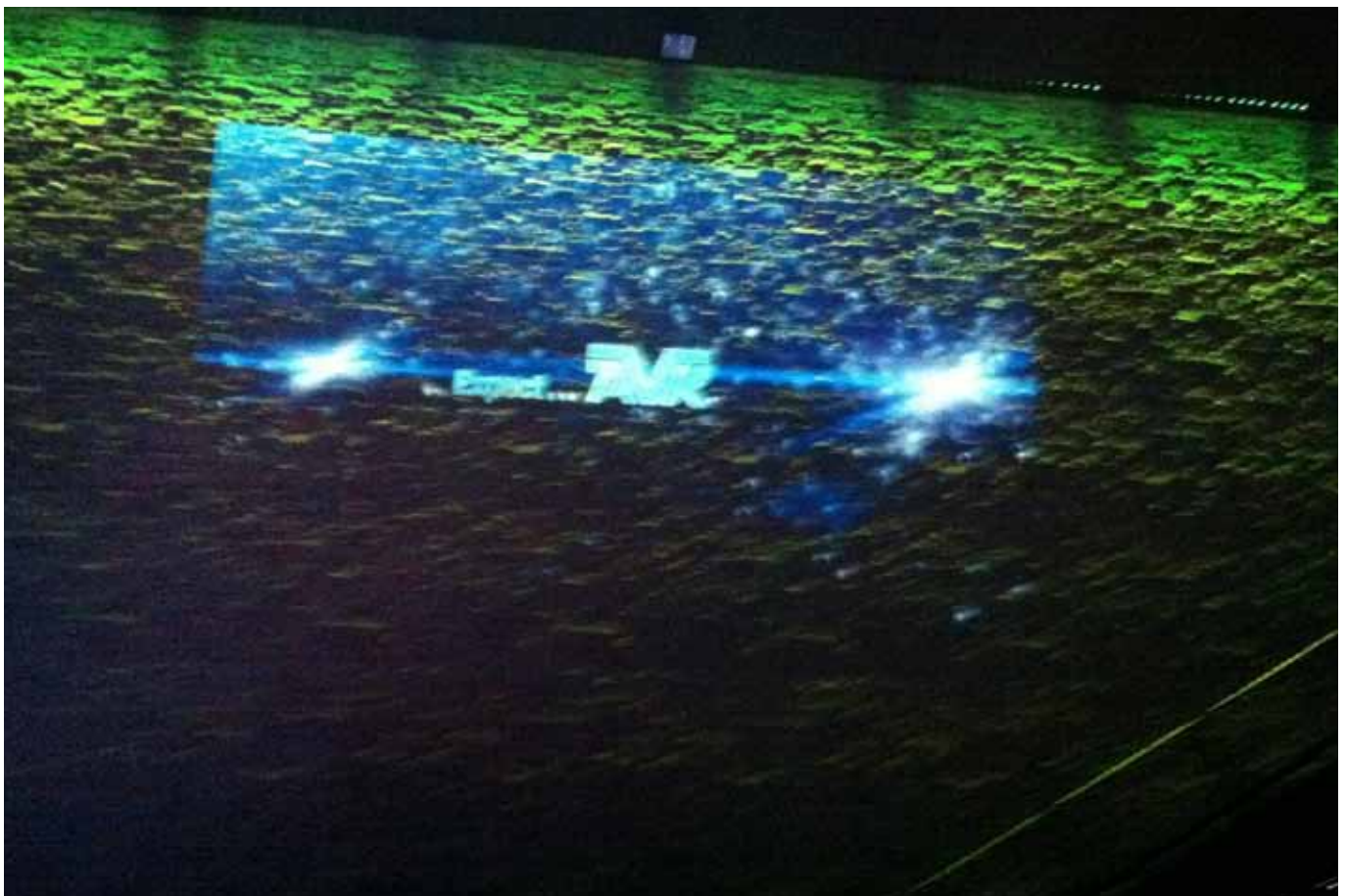




Everyone knows that relationships matter ... that's basic knowledge! However, sometimes we all tend to forget it, particularly during slack periods when reduction of expenses is on the board. What is certain, however, is that customers have memories like elephants, i.e. they appreciate and will always remember who did something special for them during difficult times. We at AVK France can confirm that!

We believe that spending good time with customers will strengthen friendships which again help us developing our business further. Just to mention a customer at La Suite: "You're challenging the old players in the market"; or another one who was a competitor we met the next day at the booth: "We are hearing a lot of noise".

LA SOIREE AVK is just one of many actions being implemented in connection with the strategy "C'est le temps de changer les habitudes" which at its essence is about encouraging the whole team to think new ways and dare to try them out in order to win market share and make the French business profitable for AVK..... and the team is moving fast!



# AVK ANHUI, WELL PREPARED FOR MORE PROJECT ORDERS

# CHINA

To get more favorable prices and more convenient services, more and more customers choose to purchase valves as project packages from one single qualified valve manufacturer. To win these project orders, valve manufactures are required to supply wide-range products not only with competitive quality, price and lead time but also with sound solutions.

AVK Anhui is embracing this new trend as an opportunity and not only as a challenge. Facts speak; in the fiscal year 2013 project orders have accounted for more than 30 % of AVK Anhui's turnover.

AVK Anhui expects to receive more project orders in the coming years and this case story will show you that AVK Anhui is well-prepared:

*By Gimmy Lee,  
Product Manager,  
AVK Valves (Anhui) Co., Ltd. China*



BEIHEKOU Water Treatment Plant operated since 1929.



New activated carbon filters.

Nanjing BEIHEKOU Water Treatment Plant is one of the biggest water treatment plants in China and has been in operation since 1929. It now supplies approx. 700,000 tons of drinking water per day for more than half of Nanjing City's population of 8,000,000 people. Another interesting

fact is that the water plant is only 40 kilometers away from the AVK Anhui factories.

Nanjing City is the host city for the 2014 Youth Olympic Games (YOG). To ensure that the drinking water supplied will meet the IOC requirements, the

municipal water authority decided to upgrade the old water plant with a more advanced activated carbon filtration process.

AVK was the only supplier approved by the municipal authority to supply all the motorized butterfly valves and manually operated butterfly valves for the new activated carbon filtration process.

The project is worth approx. 6,000,000 RMB in total and includes 87 pieces motorized butterfly valves from DN 100 to DN 900, plus 30 pieces manually operated butterfly valves from DN 100 to DN 2800.

It was a huge challenge for AVK Anhui when we received this big project order. On one hand, the customer required quite short delivery time because the valves needed to be installed into pipe-works due to a tight project schedule, since this upgraded project was the only water resource for 2014 YOG facilities and therefore given high priority by the government authorities. On the other hand, there have been many special requirements in the project, i.e. the customer required a 5500 mm extension stem for 2 pieces DN 2800 and 3 pieces DN 2200 butterfly valves.

However, AVK Anhui turned all these challenges into opportunities and cooperated closely with sales team, engineering consultant, contractor and end-user from the beginning when the tender specs were drafted all the way to the end when the valves were installed.

We have not only manufactured the valves for the project but also supplied valuable technical suggestions and solutions. For instance, originally the tender specs required the DN 2200 and DN 2800 valves to be vertically installed. Such installation would not only bring significant costs for extension spindles but also make maintenance on the valve non-drive shaft impossible.

AVK Anhui was aware of these problems immediately when we received the tender specs and therefore, we proposed to install the valves horizontally with the submersible gearbox and the extension spindles.



Series 756 DN 2800 - Body machining at AVK ANHUI.



Installing series 756 DN 2800.

Moreover, AVK Anhui has presented the advantages of its proposal in such a professional way that the contractor and consultant engineers noted the potential problems quickly and accepted Anhui's technical proposal with great appreciation.

# LOW PRESSURE SUSTAINING MODULE

# UNITED KINGDOM

The newly launched innovative design of the series 859 hydraulically operated automatic control valve (ACV) was recently given recognition from Costain, one of the largest UK based contractors, who stated: “Glenfield valves have been very helpful with developing a non-standard item on a PSV. They have developed, tested and made available a low pressure module to suit a particular site requirement at a reasonable cost”.

*By Philip Rough,  
Product Control Valve Manager,  
Glenfield Valves Ltd.*

Costain supplied specifications for three individual pressure sustaining control valves for three separate sites in the United Kingdom. Three pressure sustaining valves were built, tested and dispatched from Glenfield as requested. A few weeks later, Glenfield were asked if they could provide a “low pressure sustaining module”. This type of module was not a standard module.

Flow and pressure characteristics were provided by the client and a new “low pressure sustaining module” was designed and constructed to suit the client’s requirements. The client requested a further three modules shortly after.

One of the many distinctive advantages of the new design of the series 859 is its ability to facilitate an easy change

from one module to another. All that is required is local isolation which will only cause very minor disruptions to the network allowing the application to be changed to the client’s requirements in a timely manner with little downtime. This procedure means that the client can change the function of the application without the need to purchase a new valve.

The series 859 has approximately forty different applications to suit all clients’ requirements; e.g.:

- low pressure reducing
- pressure reducing
- pressure sustaining
- flow control
- altitude control
- solenoid control

All these applications are called single function modules and can be easily built as a multifunction module - for example pressure reducing with solenoid control or pressure reducing with pressure sustaining. This is easily achieved by joining two single function modules giving you a multifunction module which will allow one valve to carry out two different applications.

The fundamental requirement for an effective operation of an automatic control valve is that the selection made for the appropriate application and functionality is correct. Technical information is supplied via the client or the client’s design team which allows Glenfield to determine the correct type of valve for the required application. Provision of flow and pressure ratings enable the correct sizing of the control valve. The end result is that the valve is tailored to the client’s specifications.

It is Glenfield’s responsibility to provide this control valve recognising that cost (with respect to how it suits the application) can be a major influence. This can be achieved by providing the valve in either full bore or reduced bore depending on the flow characteristics and external fittings being supplied in either stainless steel AISI 304 or AISI 316.

The valve is supplied with a large number of optional extras such as pressure gauges, flushing valve, position indicator (visual and SCADA), anti-cavitation trims etc. This allows the client to select the required components that provide the opportunity for cost savings.

Framework SHEQ Meeting  
Supply Chain

**Glenfield** valves - have been very helpful with developing a non standard item on a PSV. They have developed, tested and made available a low pressure module to suit a particular site requirement a reasonable cost.

**Glenfield**  
Member of the **IMR** Group

SEVERN  
TRENT  
WATER

This slide was used as part of the Severn Trent Framework AMP 5 Water SHEQ feedback presentation provided by Costain.

# EXPANSION OF FACTORY AT AVK SAUDI VALVES MANUFACTURING CO. LTD.

SAUDI ARABIA



manufacturer that has been able to live up to the strict quality demands from Saudi Aramco.

AVK SVMC has seen a steady increase in demand on both valves and fire hydrants; especially UL/FM approved valves and hydrants. AVK SVMC expects growth to continue in coming years in the core markets for water, wastewater and fire but also to see significant growth from the industrial segments such as desalination, power and petro-chem.

AVK SVMC is also adding on to its range of locally manufactured products; this year we are introducing several new valves and a brand new type of fire hydrant developed for the local markets in the GCC region.

The official opening of the new building was held in January 2014 and was attended by the Danish Ambassador in Saudi Arabia, Mr Ole Frijs-Madsen, and the AVK Group Management including Mr Niels A. Kjaer, AVK Group CEO.

Over the past five years, AVK Saudi Valves Manufacturing Co. Ltd. (AVK SVMC) has increased local production by 75 % and has slowly been running out of local manufacturing capacity. The bottleneck was coating capacity and therefore, it was decided to invest in further coating capacity to ensure that AVK SVMC could keep up with local demand in Saudi Arabia and the GCC region.

line which also includes a wet coating line for special coating required by Saudi Aramco (the world's largest oil company).

More than 20 % of the local manufacturing at AVK SVMC is for the oil & gas segment, strongly dominated by Saudi Aramco. AVK SVMC is the only local valve and fire hydrant

*By Ole Hedegaard,  
Managing Director,  
AVK Saudi Valves Manufacturing Co. Ltd.*

A 900 m<sup>2</sup> expansion has been built in continuation of the existing factory to make room for the new coating



# NEW SET-UP IN AZERBAIJAN

# AZERBAIJAN



As a means to develop sales of valves and hydrants in Azerbaijan, AVK International A/S decided to search for local representation in this country. Last year, I was employed to operate locally for AVK and I am currently responsible for sales and promotion of AVK products in Azerbaijan.

*By Yalchin Mammadov,  
Product and Promotion Manager,  
AVK International A/S in Azerbaijan*

Azerbaijan is an ex-soviet republic located in Caucasus near the Caspian Sea with rich mineral resources like oil and gas. After gaining independence, Azerbaijan faced challenges with water shortages as well as poor water infrastructure.

In 2011, a Master Plan was approved by the government aiming to rebuild the entire water system into recognised standards.

Azerbaijan's national water operator Azersu OJSC completed a Master Plan on water supply and sewerage services as well as rainwater management with a development perspective until year 2035. The Master Plan implies that the work is done in cooperation with the relevant government agencies.

At present, projects aimed at improving water supply and sewerage services are implemented in all regions of the country. According to Azersu's president, Mr Qorxmaz Huseynov,

the exact costs of the work required for upgrading the entire water and sewerage infrastructure throughout the country have not been specified, but the estimation is that it will be about 10 billion Euros, depending on the scale of work, design, work volume and applied technologies.

The development that is going on all across the country is a great opportunity for AVK to increase its sales by offering the customers reliable products that will last for generations.



# INSTALLATION OF AVK VALVES IN GURGAON – HUDA

# INDIA

In the heart of the city, Gurgaon – situated near the Indian capital city New Delhi in the state of Haryana - the HUDA, division 3 decided to use AVK products for a project which included a new line for water transmission and water distribution for residential purposes. AVK was asked to supply metal seated valves, series 54 ranging from DN 300 to DN 1600 along with air valves.

*By Niels Erik Andersen,  
Managing Director,  
AVK Valves India Pvt. Ltd.*

TCP (Tirupati Cement Products) won the contract and their main requirements were good quality, prompt delivery and fair prices.

The “Approval” from HUDA was given to AVK for good reputation and references and following, an inspection of the metal seated valves up to DN 1600 was



Installation of a DN 1600 metal seated gate valve on site.

held at AVK Anhui, where our valves passed the pressure test successfully.

The valves were delivered within a three months period and were successfully installed. HUDA is satisfied with the quality of the AVK valves and the services rendered.



AVK valves on site at HUDA, Division 3.



◀ After installation of the air valves, we were contacted by the client because the air valves were not functioning properly.

Our sales manager in Delhi, Mr Vineet visited the site and found that waste and some empty bottles were stuck below the float blocking the water supply.

After removal of bottles and waste, the valves were functioning properly again. The picture shows one of the bottles stuck below the float blocking the water flow.

# CONTINENTAL EUROPEAN SALES CONFERENCE 2014

# DENMARK

By Jette Jensen, Sales Assistant,  
AVK International A/S

The Continental European Sales Conference was held at AVK International A/S on 11 June 2014.

Group Director of AVK in Continental Europe and Northern Africa, Morten S. Nielsen, opened the conference with a presentation of the status and strategies within the region. The main purpose of the conference was to discuss product issues and how to improve sales. The schedule for the day was tight and consisted among other things of different case stories and product presentations like the AVK fittings program, the free flow hydrant, PE time saver valves and our range of butterfly valves.

Even though focus was on products, turnover and bottom line figures, the conference also had another purpose – namely to give our managers and sales people in the region a chance to meet and establish good personal relationships.

During the conference, Morten S. Nielsen awarded three AVK employees who have made an extraordinary effort in their work. This year, the prize awards went to:

- Managing Director Eddie Holmqvist, AVK Sverige AB
- Managing Director Tadeusz Stryjski, AVK Armadan Sp. z o.o.
- General Sales & Marketing Manager Kristian Kjeldgaard, AVK International A/S



◀ Managing Director  
Eddie Holmqvist, AVK Sverige AB  
for having achieved the highest EBIT  
growth in Europe in 2013/14.

Managing Director ▶  
Tadeusz Stryjski,  
AVK Armadan Sp. z o.o.  
for having achieved the highest  
turnover growth in 2013/14 among  
AVK sales companies.





◀ General Sales & Marketing Manager Kristian Kjeldgaard, AVK International A/S for having achieved the highest turnover growth in Europe in 2013/14.

# GLOBAL MANAGEMENT CONFERENCE

The AVK Group is still growing which is also seen by the increasing number of participants attending our Global Management Conference every second year in Galten, Denmark. This year, we had 92 participants consisting of the managing directors of AVK companies around the world and heads of departments of AVK Holding A/S.

The content of the Global Management Conference was very comprehensive, still the overall topic was; how do we ensure continued growth within the AVK Group.

*By Michael Ramlau-Hansen,  
Global Branding Manager,  
AVK Holding A/S*

## **CRM**

In the past year we have been implementing a new CRM system which is a sales and customer management system that enables us to map our end-users in relation to their use of AVK products. With this tool, known as the Golden Opportunity Chart, we can define our opportunities in each market, not only in relation to the end-users but also in relation to consulting engineers, contractors and distributors.

## **Expect long-term partnership**

We have been working with the Expect... AVK branding concept for two years now, and we have initiated several improvement measures within the Group to improve our



# RENCE 2014

service to the sales companies. We are now ready to introduce our branding concept to our customers.

At AVK we focus highly on product development and during the conference, we were introduced to a number of updated as well as new products. These products will become part of our wide product range. It is a strong message to send to our customers that AVK is investing in the development of new products in order to meet our customers' requirements and wishes – now and in the future.

## IT, e-tools and e-business

In general, many companies have changed their way of implementing IT-tools. Ten years ago, the IT-departments would initiate and implement new tools. Today, it is very often the sales and marketing departments that require IT-related tools to help their customers to an easy way of doing business.

AVK is no exception. We are in the process of implementing new electronic tools to make it easier for our customers to use AVK products, like the QR codes which will give our customers easy access to data sheets, mounting installations and animations. Another example is the web-based commerce where we will introduce sales via the website to a selected market.

These and other electronic tools were introduced at the conference.

The conference concluded with a gala dinner and dance in the newly built AVK hall.



Our owner and CEO, Niels Aage Kjær, has recently published a book in which he tells the story about AVK right from the start-up by his father in 1942 and until today where the AVK Group comprises more than 70 companies with over 3000 employees worldwide.

As an amusing finish to a long conference day, the new book was introduced and handed out by Niels Aage Kjær from the truck bed of a Ford Model A which is similar to one of the very first cars owned by AVK.

# ORION HYDRANTS DECORATED WITH VILLAGE'S COAT OF ARMS

# FRANCE

In April 2013, the village of Thonnance les Joinville installed five new hydrants. The hydrants were delivered by one of our competitors in France and were to be installed in connection with a major refurbishment of one of the main roads. The fact that it was a competitor delivering the valves was really annoying to us, especially because the village is very close to AVK Haut Marnaise (AVK HM), and because our main objective is to regain a strong position for AVK HM hydrants in all villages close to our production site.

*By Anne Le Vigoureux,  
Marketing Manager, AVK France S.A.S.*

We contacted the Mayor of Thonnance les Joinville and after several meetings, he accepted in September 2013 at long last to give the green light to replace the hydrants with the ones from AVK HM, though with the condition that it should not add any extra cost, since they had already spent the money once.

We were only interested in the deal if it was not just a "one-time" event, but an opportunity to commit the municipality to support AVK HM by buying our hydrants in the future.

Two strong arguments helped during the process:

1. By choosing AVK HM hydrants the city supports local production and jobs, which is also a strong argument in connection with the municipal elections in France in March 2014.
2. AVK HM offered to decorate the hydrants in the village's coat of arms, making the hydrants "unique".

Naturally, we were happy when the municipality gave us its support, but we soon realized that it was not enough; we also needed commitment from the engineering company specifying the hydrants and from the local contractor installing the hydrants. This, we felt was obstructing the process. Several contacts were made to convince those influencers to change their opinion, and we also had to use third party business contacts to build trustful and friendly relationships.

Presently, the engineering company is changing its specs to comprise ours, and the local contractor assisted us in replacing the hydrants.



The conclusion is that it is very complex and requires a lot of effort to regain a strong position "at home" once it has been lost, but most of all, it is about building close relationships with all stakeholders involved.

The case story is a good example of how nothing is impossible!



# SUPPLY OF VALVES FOR AMBARLI WWTP PROJECT IN ISTANBUL

# TURKEY

With a population density of more than 15 million people, the Metropolitan Municipality in Istanbul is working on reducing the pollution of Marmara Sea. In order to serve this purpose, ISKI (Istanbul Water Authority) has contracted PWT for the construction of Ambarli WWTP as one of the biggest and most modern wastewater treatment plants in Europe.



*By Ismail Sincik,  
Country Manager,  
AVK International A/S in Turkey*

The treatment plant provides complete biological treatment via biological phosphorus removal and extended nitrogen removal methods. The daily capacity for the first phase is scheduled to 400,000 m<sup>3</sup> per day serving 2,000,000 people and the treated water will be discharged to Marmara sea. The plant is scheduled to be extended in upcoming years.

In scope of this project, AVK supplied the entire valve group consisting of 795 knife gate valves, check valves and loose liner butterfly valves.

A wide product range and the durability of the AVK products were the main reasons behind PWT's choice. PWT will operate the plant for 5 years.

# THE 30<sup>TH</sup> ANNUAL SLOVAK CRAFTABILITY COMPETITION IN TRENČIANSKE TEPLICE

# SLOVAKIA



From the competition.

The Slovak Craftability Competition is an annual event organised by different regional waterworks in Slovakia. The 30th annual competition was held in September 2013 in the picturesque spa-town TRENČIANSKE TEPLICE and was organised by Trenčianska vodohospodárska spoločnosť a.s. with support from the Slovak Water Association and the Ministry of the Environment.

*By Katarína Galová,  
Sales and Marketing Department,  
Aquagas spol. s r.o., Slovakia*



A special discipline - the technique of joining cast iron pipes using cord and molten lead.



The Award Ceremony – from left: Ing. Denisa Beníčková, The General Director of Trenčianska vodárenská spoločnosť a.s., Ing. Lýdia Bekerová, Ministry of the Environment of SR, moderator of the event, Ing. Jozef Tarič, General Director of Západoslovenská vodárenská spoločnosť a.s. and President of Slovak Waterwork Association, Peter Chalás, Managing Director of AQUAGAS spol. s r.o.

The purpose of the event is to compete in speed, accuracy, precision and style and to demonstrate practical knowledge, experience and new working practises when installing and fixing an assembly for a water network. Last, but not least, an important aspect is to meet all the water companies, their employees, sales representatives and directors.

The main general sponsor of the event is AQUAGAS, distributor and partner of AVK International A/S in Slovakia. Kieran Cantrell from AVK International A/S attended the event along with AQUAGAS represented by Managing Director Peter Chalás, Sales and Marketing

Manager Marián Potrok, Sales and Marketing Assistant Katarína Galová, Sales Manager for Eastern Slovakia Ing. Marián Lazár, and Sales Representative of mid Slovakia Marek Šidlovský.

This year, the disciplines were traditional installation and repair of a water pipe assembly, supplemented by newer methods of connecting pipes and fittings - all with AVK valves, hydrants and accessories.

One of the special disciplines was the old technique of joining cast iron pipes using cord and molten lead. This is not used nowadays but it added a nostalgic touch to the competition.

During the competition, the AVK products proved to be 100 % functional, trouble-free and easy to install and the event strengthened the AVK image and knowledge of the AVK products among many technicians and operators.

# NEW PRODUCT LAUNCHES FROM AVK PLASTICS

# THE NETHERLANDS

The continuous development of our products is one of our highest priorities and at AVK Plastics BV we are proud to announce several news and updates within our product programme.

By Geertje Holtrop,  
Sales & Marketing Assistant,  
AVK Plastics B.V.

## 4055V+ – An update to 4055V

We have released an update to our height adjustable surface box for underground hydrants, the AVK H-4055V. Even though the dimensions are according to the world leading (DIN) standard, in practise the diameter of the top part has proven to be too small for some connections, especially in use with large hydrants.

In order to provide more space and enable easy installation, the sizes of both the top and bottom part of this surface box were increased,

making the new type (with a “plus”) H-4055V+, suitable for every commonly used hydrant in the market.



## Detectable synthetic lids

In situations where surface boxes are covered by soil, vegetation, tarmac or snow, detectability can be an important feature. In earlier days, this was a disadvantage of synthetic lids which did not contain enough iron material to be detected.

In order to solve this issue, AVK now launches a full set of high quality detectable synthetic covers, being highly competitive with cast iron versions and a perfect substitute to use in a large variety of markets. The detectable synthetic lids have perfect signal transmission of data loggers (GPRS, RFID) and detectability is ensured by integrated ferromagnetic materials.

The advantages of synthetic covers, compared to traditional alternatives, are that the lids are completely corrosion free and cosmetically nice looking. Synthetic lids offer a weight reduction of minimum 80 %, good dimensional stability due to a

sophisticated production process, great flexibility in relation to lid colours, inscriptions, and the use of customized logos. Synthetic lids are also available with an optional locking mechanism.

In-house test results have shown that the new detectable synthetic covers are easier to detect than the previous versions. Tests have been performed in different media, e.g. sand, mud, snow and water.

## The principle

The FERROTEC® is designed to locate concealed ferromagnetic objects, which are integrated in the synthetic covers (steel, iron and cast iron). Its sensors react to changes in the earth's magnetic field caused by ferromagnetic materials. These differences are indicated in the form of a rise in the audio frequency. With FERROTEC® 350 this increase is also shown in the bar-graph display. When the pitch is highest or the bar largest, the sensor rod is pointing at an object.

**DETECTABLE SYNTHETIC COVERS** Expect... **AVR**

AVR launches a full set of high quality detectable synthetic covers, being highly competitive with cast iron versions and are a perfect substitute to use in a large variety of markets.

**The advantages of synthetic covers** (compared to traditional alternatives):

- Further weight reduction of installation site
- Completely corrosion free and cosmetically nice looking
- Great flexibility with inscriptions and use of customer specific logo's
- Various colors possible with excellent UV resistance
- Due to the moulding process, covers are self-lubricating so they will remain usable after many years of service
- Good dimensional stability
- Available with an optional locking mechanism
- Perfect signal transmission of data loggers (GPRS, RFID)
- Detectability enhanced by integrated ferromagnetic materials

Find your local dealer on [www.avkplastics.com](http://www.avkplastics.com)





**HDPE time saver valves**

Another new development is our launch of a range of robust PE valves. They have been extensively type tested against worldwide leading standards and also undergone additional tests exceeding those required in the specifications. This, to ensure that the valves can be used in a wide variety of applications and are suitable for the most harsh environments.

**Butterfly valve fused end**

The fusible butterfly valve has a body made of 100 % high density polyethylene and can be used in a wide range of chemical, fluid, and gas applications. It is designed for quick, direct heat fusion into polyethylene piping systems, providing a leak-free system which requires no additional

flange adapters, spacers, back-up rings, or hardware.

**Butterfly valve dual containment**

The dual-containment butterfly valve includes a second pipe housing. This valve can be fused into new or existing dual-containment (double wall) HDPE pipelines, eliminating the need for valve boxes or vaults. This provides a cost effective solution with a sound engineering design, created to provide reliable environmental protection.

**Butterfly valve wafer type**

The wafer type butterfly valve is designed to be installed into flanged piping systems whether they are of HDPE or not. The wafer type utilizes existing flanges and eliminates the need for valve spacers. The wafer valve is preferred in applications where

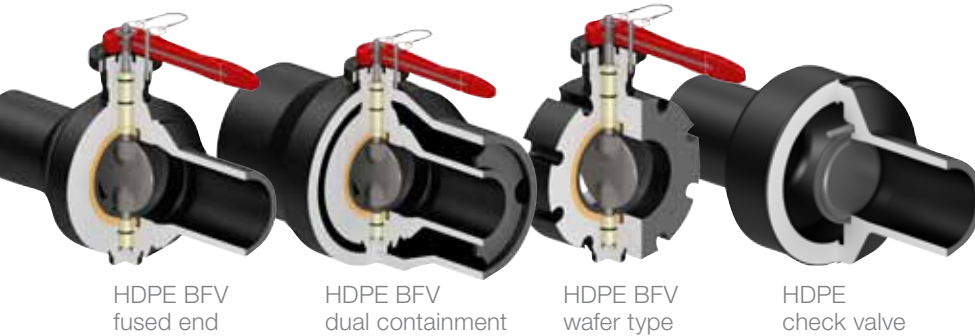
easy access into the piping system is needed.

**Check valve**

The check valve is designed for quick, direct butt fusion or electro fusion into HDPE piping systems. This product series is engineered to fully prevent back flow (reflux). AVK time saver check valves are manufactured with a full HDPE body and will provide years of service and performance.

**General features**

AVK PE valves, excluding the wafer type valve, are designed for quick, direct butt fusion or electro fusion into HDPE piping systems. The leak-free system enables easy installation and eliminates the need for flange adaptors, spacers, back-up rings, nuts, bolts or gaskets. The butterfly valves, dual-containment valves and wafer valves have stainless steel (SS316) stems and discs as well as 360° incremental positioning lever as standard for OD 63 through OD 160 valves; gearboxes as standard on OD 200 and above. Metric valve sizes range from OD 63 through OD 315, and standard SDR 11 ends, but also other SDRs, IPS and DIPS valve sizes are available upon request.



**Features of the FERROTEC®**

- Detects objects with iron content (ferromagnetic), such as valve extension rods, cast iron surface box covers and also the new AVK detectable synthetic covers
- No false readings caused by non-ferrous metals
- Detection of buried objects possible up to 1.5 m in depth
- Possible to distinguish between small and large objects
- Vertical objects (i.e. valve extension rods) are accurately detected
- High-quality aluminium housing and aluminium sensor rod
- Water-proof sensor rod, enabling safe use in conditions with snow or water
- Built-in loudspeaker with an option to connect headphones, useful when operating in areas with loud background noise

Further information on detection devices contact:



**H-4056-2 – an enlarged version of H-4056-1**

AVK has also launched a new H-4056-2 surface box in compliance with the leading DIN standard. This enlarged version of the commonly used H-4056-1 fixed height surface box provides more inner space, enabling better and easier operation of large valves.

The new H-4056-2 also matches perfectly with the 3S Antriebe AIG valve maintenance device. With this AIG valve maintenance device, easy maintenance and smooth operation of underground valves are made possible. The device is fixed on a rotationally locked AVK torque adaptor, also known as System Berliner Kappe®.

With its enlarged clear opening and more inner space, the latest synthetic surface box H-4056-2, enables easy access and smooth operation of valves at all times.



# TRANSITION COUPLING TYPE QR CLAMP

## THE NETHERLANDS



The report in which KIWA Technology confirms the functionality and durability of the coupling was handed over to Rob Nispeling from Liander along with the transitional coupling type QR clamp.

of new materials. The employees here were involved in the development and they were very positive, and thus a pre-agreement for application was soon issued. On 23 September 2013, the final approval for introduction of this coupling was issued.

The new coupling is called "transition coupling type QR clamp" (QR stands for Quick Repair) and it has been thoroughly tested by KIWA.

KIWA tested the coupling based on requirements determined by Liander in dialogue with AVK Netherlands. The requirements were prepared in close cooperation with the Liander Asset Management and established performers of Liander in Amsterdam. The coupling passed all tests. In addition, Liander conducted a pilot project in Amsterdam and the results were excellent. Based on these tests, it was concluded that the coupling has an expected service life of 30 years.

The transition coupling type QR clamp has already been implemented by the BBU in Amsterdam. The remaining service area is scheduled for early 2014. First, a pilot project was conducted which lived up to all expectations. It was a very good project for gaining experience with the coupling. Given the simplicity of the transition coupling, the explanation and practice only takes an hour.

This has been yet another project which proved that good cooperation between customer and supplier can lead to innovative products; with a win-win situation for both parties.

*By Albert Dokter,  
Sales Manager, AVK Nederland BV*

Liander Asset Management initiated a partnership with AVK Netherlands in May 2013. The task for AVK was to develop a coupling for repair of an existing leaking connection on a steel pipe by placing the coupling

over the steel pipe connection, thus sealing the pipe easily. Liander asked for development of 1" and 1¼" pipes and on 10 September 2013, Mr Rob Nispeling received the first coupling in both dimensions.

The component group within Liander is the group to decide on introduction

# AVK RSV GATE VALVES

# SOUTH AFRICA

In 2008, AVK Valves Southern Africa (Pty) Ltd was invited by ArcelorMittal to offer solutions for water leaks detected in critical areas of a water treatment plant in Pretoria.

*By Patrick Jantjies,  
Business Development,  
AVK Southern Africa (Pty) Ltd*

## The solution

The sub-standard valves that were already installed in the application needed to be replaced when the plant was shut-down for maintenance.

AVK S.A. suggested the AVK series 43/60, RSV gate valve range as the solution to eliminate the water leakage problem. This type of valve has previously been installed in submerged applications where it has been operating 100 % for the past six years without any maintenance.

The valves were installed and ArcelorMittal experienced a reduction in the maintenance budget for valves in the water treatment plant of Pretoria (South Africa).

The positive result of the AVK series 43/60 in slurry water applications is a flagship of water treatment solutions.

## Gate valves easy to operate

AVK S.A. subsequently delivered RSV gate valves that could be installed in submerged applications and were reliable to operate in an open and



**AVK valves led to reduced leakages and have greatly improved the energy performance for the customer; saving costs, minimising disruption, reducing energy usage and thus diminishing the impact on the environment.**

closed position for four hours per day. The low operating torque of the RSV's has made it easy to operate the valves with hand wheels and has abolished the cost of using electric actuators or manual gear boxes for operation.

## Saving the environment

The operators of the Pretoria plant are proud to work in an environmentally friendly and dry location. Clean drinking water is a scarce resource in Africa and the superiority of AVK valves has made ArcelorMittal operators proud to make an efficacious contribution to protect the environment by recycling the water in their production processes for industrial reuse.

After the wastewater has been through clarification, removal of iron and sand filtration, the water is discarded and re-used in their production processes.

**ArcelorMittal South Africa Limited** is the largest steel producer on the African continent, currently producing more than five million tonnes of liquid steel per annum.

It is the world's leading steel company, with operations in more than 60 countries and a workforce of around 281,000 employees.

**ArcelorMittal South Africa Limited** has steelmaking and mining operations on four continents. It is the largest producer of steel in Europe, North and South America as well as in Africa.



# BIOGAS – AN OPPORTUNITY FOR DONKIN

# UNITED KINGDOM

Biogas is a combustible gas consisting of methane, carbon dioxide and small amounts of other gases and trace elements. It is produced through anaerobic digestion which is the microbiological process of decomposition of organic matter, in the absence of oxygen. This process is carried out in airproof reactor tanks, commonly named digesters. A wide range of micro-organisms are involved in the anaerobic process which has two main end products: biogas and digestate.

*By Mike Skeemer,  
Market Sector Manager - Gas,  
AVK UK Limited*

Biogas is a cheap and renewable resource which is helpful to the environment. Methane which is the main constituent will naturally be produced by decomposition whether it is used or not and is a greenhouse gas that is a major contributor to the global warming problem. By harnessing this gas it can be turned from a problem to a valuable form of energy that can be used to produce electricity or directly injected into the gas grid (after turning into biomethane).

Biogas production in the UK is increasing with the number of

biogas projects becoming a serious opportunity for our range of gas and other products.

AVK UK has identified the biogas opportunity and has already supplied Donkin branded gas products into a number of sites:

- Springhill Farm – A tomato farm producing biomethane to feed into the IP gas grid of Wales and West. We have supplied a series 555 steel gate valve and anti-tamper device for the outlet of the injection unit and also a package of gate valves and series 460 ball valves for the IP pipework that is feeding the gas back to the grid.
- Crouchlands Dairy Farm – Biogas is converted into biomethane and then shipped by tanker to an injection point at Portland Down. We supplied series 41 non return valves for the feedstock. On the biogas side we supplied series 555 gate valves of various types including actuated as well as WW butterfly valves.
- Sotterly project – National Grid. Supplied pneumatically operated ROV valve (series 450) for the gas injection unit on this site.
- Apsley Farm (new project) - This is a project with Scottish and Southern Energy for gas injection into the grid. First orders have already been gate valves and tees.

The experiences above have given the AVK UK gas sales team a unique insight into this developing source of energy and we will continue to expand our activities in this area of the market in the UK.

Valves supplied to Springhill Farm Project.



# THE NEW AVK SERIES 208 SOCKET ENCAPSULATION COLLAR

We are delighted to announce the launch of our new range of socket encapsulation collars.

*By Kieran Fitzpatrick,  
General Manager, AVK Syddal Ltd.*

Designed to be fitted around leaking spigot/socket joints or damaged sections of cast or ductile iron water and wastewater pipe systems, AVK's highly innovative system has been developed to be the most simple to fit. This means that most water company DLOs and contractors will have the choice either to fit the collars themselves and thus significantly reducing additional installation cost, or taking our supply and fitting option.

Manufactured in our facility in Hyde near Manchester, our standard sized fittings for DI pipe will be a stocked item which can be supplied through a range of service offers from a planned standard lead time to a 24/7 emergency dispatch within a few hours. We can also supply the fittings for CI pipes or customized pipe sizes on a planned standard lead time as well as within 24 hours.

The simple design means that our unit is more cost effective in terms of total installed cost and in the cost of disruption to customer supply.

The main features are as follows:

- Nominal size range DN 300-1000 mm
- Pressure rating PN16
- Drainage and air release bosses



- Sealing tolerance exceeds that of DI and CI pipe systems
- Simple to fit – no specialized skill or equipment necessary
- Available from stock through a range of service offers including emergency
- WRAS approved materials

Please go to our website and download the 208/30 datasheet from the repair collar section of our website [www.avksyddal.co.uk](http://www.avksyddal.co.uk).

# THE NEW AVK WALL STARTER RANGE

We are delighted to announce the launch of our new series 717 wall starter range.

*By Kieran Fitzpatrick,  
General Manager, AVK Syddal Ltd.*

Wall starters are designed to be cast or built into concrete bunds, chambers or tank walls. Pipes, valves and other equipment are attached to the wall starters using a number of different connection options. The main feature of this type of fitting is the "puddle flange" which has the dual role of anchoring the fitting into position and to prevent a leak path.

Fabricated in mild steel in our facility in Hyde, our range has been developed to offer end users all options they may require on any given project. These variations include the fitting length to accommodate different wall

thicknesses, pipe diameters, flange types and a comprehensive range of terminations from plain ended, flanged, to a universal coupling.

The fittings will be supplied through our successful range of service offers to suit the end users' project requirements.

The main features are as follows:

- Nominal size range DN 350-1200
- Standard pressure rating PN16
- WRAS approved materials for water options
- Fusion bonded epoxy coating
- Range of fastener materials
- Seals EPDM for water or NBR for waste water
- Range of fitting lengths 250-1000mm
- Terminations – plain ended, flanged (part drilled and tapped), universal coupling or a combination of any

For further information, please go to our website [www.avksyddal.co.uk](http://www.avksyddal.co.uk) or contact us by e-mail [enquiries@avksyddal.co.uk](mailto:enquiries@avksyddal.co.uk).



# AVK AROUND THE WORLD

## EXHIBITION IN BAKU, AZERBAIJAN 10-12 APRIL 2014



## AVK FINLAND OY

By Leif Lindbom, Product Manager,  
AVK Finland Oy

Leif Lindbom travelling the Northern part of Finland with a demobus..... visiting the REAL home of Santa Claus in Rovaniemi ☺



# AVK AROUND THE WORLD

## AVK AUSTRALIA PTY LTD.

*By John McTavish, Business Development Manager,  
AVK Australia Pty Ltd.*

What can you do when you need, but don't have a lever and weight kit at hand? See how innovative Australians are with AVK check valves.

The unit is fully adjustable by adding or removing sand, and there is a standby bottle ready should additional weight be required.

..... and just to keep the record straight, we can inform you that the client has since ordered the required lever and weight kit; and the valve is working perfectly.



## AVK NEDERLAND BV

*By Hendrik Kwakkel, Managing Director,  
AVK Nederland BV*

Hendrik Kwakkel visited Suriname and during his visit to "Bosnegerdorp Botopassi" he saw this AVK surface box.

Quite interesting that AVK surface boxes go as far as the Suriname jungle! We wonder if people also do a rain dance around it ☺



# COMPETITION



We are happy to announce that the winners of the competition in AVK interlink no. 42 are:

- Lee Jihye, AVK Valves Korea Co., Ltd., Korea
- Ingke Moewert, Grundfos Pumpenfabrik GmbH, Germany
- Sergio Depretis, 7 in Condotte s.n.c., Italy

Gifts are on their way.

The correct answer is: series 46 long spigot end gate valve.

New competition:

Which product does this enlargement show?

Send an e-mail with the correct answer in which you state your address and the gift you would like to receive – if you win.

E-mail to: [hek@avk.dk](mailto:hek@avk.dk)

Choose between:



Bowl from TripTrap,  
Ø32 mm



Picnic grill in a cooler  
bag



Hoptimist in yellow

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Expect... **AVK**



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