

# STERIFLOW VALVE INTRODUCES... **SANITARY DIAPHRAGM VALVES**

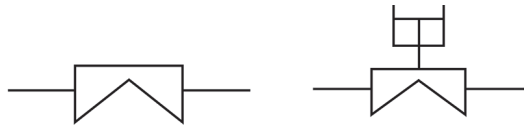


PHARMA QUALITY AND RELIABILITY - DELIVERED ON TIME

Steriflow's Diaphragm Valve offering provides customers with 9 distinct product offerings, the same number of category offerings as the big players in this market:

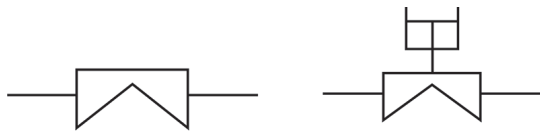
### ASEPTIC 2-WAY DIAPHRAGM VALVE

Standard, Compact, Manual or Pneumatically Actuated



### CAST BODY, 2-WAY DIAPHRAGM VALVE

Manual or Pneumatically Actuated Cast Body 2-way Valves



### PORTED, 2-WAY VALVE

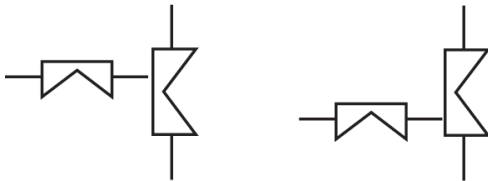
Two-way valves with a drain or purge Tri-clamp or Tube weld connection off the inlet or outlet side of the valve's weir.



[Click Here to View the Detailed Product Catalog for the Steriflow Diaphragm Valves](#)

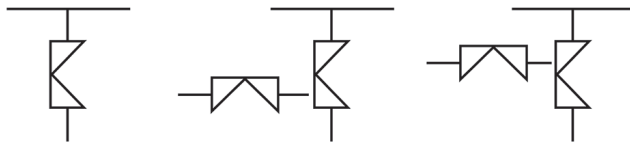
## TANDEM ACCESS VALVE

Two-way valves with an additional two-way drain or purge valve off the inlet or outlet side of the valve's weir.



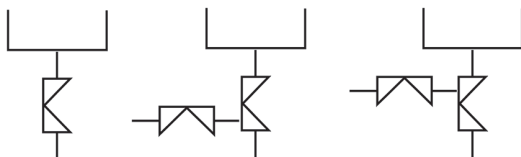
## ZERO STATIC TEE BLOCK VALVE

Barstock body with integral outlet valve for sampling, or drain



## ZERO STATIC POINT OF USE VALVE

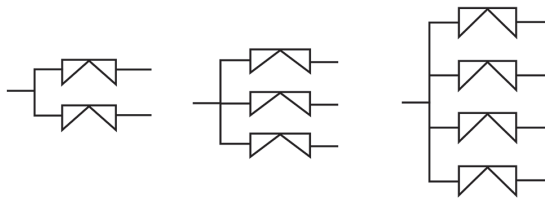
Barstock body with tubing provided for direct connection to Purified Water loops, with integral outlet valve.



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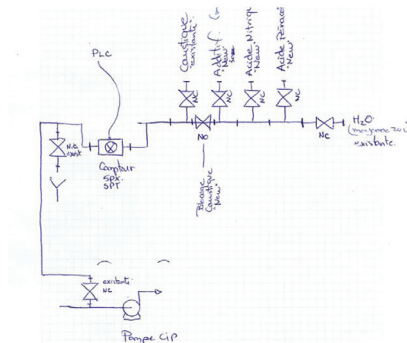
## DIVERT MULTI-PATH, BLOCK VALVE

Barstock body with single inlet, and  
2 or more outlets.



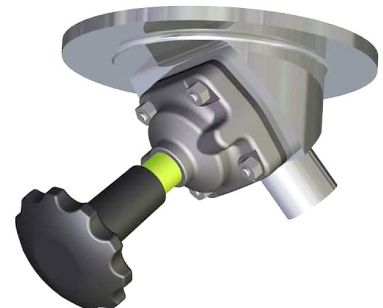
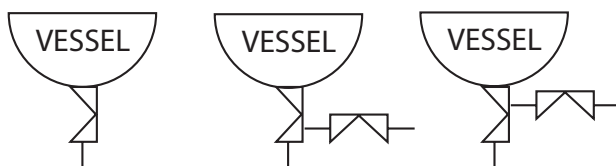
## CUSTOM BLOCK BODY VALVES, CLUSTERS

Barstock Body with multiple valves made to  
customer's specific configuration.



## TANK BOTTOM DIAPHRAGM VALVE

Barstock Body constructed to be welded directly  
to bottom of vessels.



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## SALES AND MARKETING

### The competitive landscape

There are two distinct styles of Sanitary Diaphragm valves. Weir, and Radial. See Figure 1. The Radial Diaphragm valve is a relative newcomer to the market. The rising stem, globe style concept is not new, but the sanitary design for application in pharma is only about 25 years old. By contrast, Weir style Diaphragm valves have been used in Pharma applications for at least 40 years and for that reason (and others), they are more widely accepted.

Weir Style diaphragm valves are traditionally viewed as the most sanitary of all on/off valve types with regards to inlet -> outlet free draining (hold-up minimization and less chance for fluid stagnation).

It's not very clear from the illustrations below, but both styles are gravity drainable when the valve is opened in one or more orientations. However the radial style valve has orientation limitations. This is the other reason for the weir style diaphragm valve's popularity.

Worldwide weir style diaphragm installations vastly outnumber the more recent Radial Diaphragm installations. Estimated market share position for both valve types is listed below.

Weir Style Diaphragm Valves ~ 98% of installations

1. Gemu
2. Saunders – Crane ChemPharma
3. ITT
4. Burkert
5. Sisto
6. SED-Samson
7. Aquasyn

Radial Diaphragm Valves ~ 2% of installations

1. NovAseptic
2. Asepco Div of Watson Marlo
3. Rattinox
4. Swagelok
5. PBM
6. Inoxpa

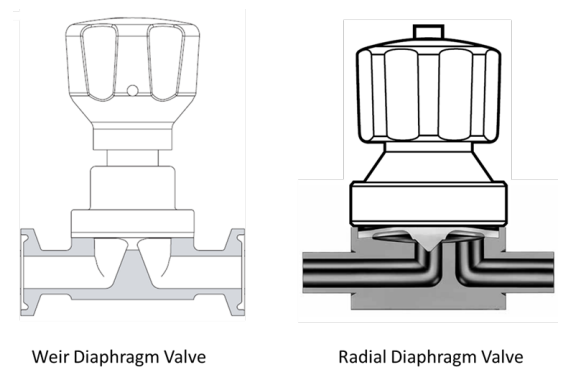


Figure 1

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## SALES AND MARKETING

### Steriflow Differentiation

With such a simple product there really isn't much in terms of differential features to distinguish each competitors basic valve types. Each of the top 3 Diaphragm valve manufacturers claim to have the better diaphragm configuration, but truth be told they are all just about the same. As an example, some of Saunders and ITT, and our diaphragms are reported to be interchangeable.

So how do we expect to differentiate our Diaphragm valves? By doing what we do best:

- On time, and expedited delivery of standard product
- Special or Custom designed products

#### **On time, and expedited delivery for standard products.**

As most of you know, Steriflow can react very quickly to meet customer lead times for our current products by stocking components, and assembling/testing to order. Our shipping speed with the many COVID-19 orders is a recent example.

You also have experience with Steriflow meeting your customers rush project deliveries. Our small-company nimbleness, and our willingness to stock components in anticipation of projects helps us meet those requirements. As an example, quite a few of you have recent experience with us beating our competitors 'Clean Gas regulator deliveries on recent Cell & Gene therapy and Covid-19 projects.

In summary, our plan is to beat Gemu, ITT and Saunders by responding and delivering faster than they can.

#### **Special or Custom designed products**

The other way we will take business from the big boys is with our willingness, nimbleness, and speed of design and manufacture for customers special or custom product requirements.

You can make good money by selling a lot of 2-way, Ported, Tandem , or T-block diaphragm valves, but you can make **great** money selling just a few custom block body valves. Block body valves are normally used in critical downstream purification applications like Chromatography and Filtration. Those products, especially the large valves, typically sell for thousands or tens of thousands of dollars each, and competitors lead times are usually very long. Take advantage of that!

The larger companies, generally are not set up to design and build custom block bodies for their customers. Also, If they do take such RFQ's and orders, the reported lead times are usually dozens of weeks. Steriflow is small and nimble, and can quickly react. We want, and expect your special requests, as that is one of the two pillars of how we can grow this product line.

To that end, we have created a special response process for the design and quotation of Custom Block Body Valves and Clusters, called our **Rapid Prototype Process**. You can read about it on page 29 of the product catalog.

[Click Here to View the Detailed Product Catalog for the Steriflow Diaphragm Valves](#)



## SALES AND MARKETING

### Steriflow Expectations – Defining Opportunities

Steriflow acquired this product line with our eyes wide open. We realized that we are not suddenly going to get large project orders from multinational drug companies for this valve series. Our short to medium term objectives and expectations are more realistic.

1. We want to win orders from your OEMS and contractors, and smaller, startup pharma end users (and their E&C's). We want you to pursue these end users' orders for in-plant requirements, and their small project needs. Smaller pharma company specifications are less likely to be well developed, and they are more likely to be flexible in product selection. For all of the above customers, focus on our delivery capabilities, and our willingness to work with them on special design. We want to get the orders from your OEMS, contractors, and smaller pharma end users (and their E&C's) for their 1-15 piece (for example) standard valve requirements for in plant requirements, and their small projects. In short, focus on delivery.
2. We would like you to pursue business at your OEMs in particular, and any size end user, for custom block body valves. The requests for *"I need to get 5 valves in one body, in this small space for diversion and isolation....",* or *"can you make a valve that will do this.... that looks like this?"* are usually small quantity, high dollar value jobs that we can do well.
3. Pursue any project where customers need expedited delivery of diaphragm valves. While this pandemic continues, PLEASE pursue customers currently focused on **COVID-19 vaccine or drug therapies**. I would imagine lead times from ITT, GEMU and Saunders are currently long, especially for the large, or custom block body valves.

### Steriflow Pricing

Pricing for Steriflow's Diaphragm Valve Series will not be available or accessible through Member Login. We will send the price list directly to you this week via email.

[Click Here to View the Detailed Product Catalog for the Steriflow Diaphragm Valves](#)