



VIZA Valves strengthens global presence

Low fugitive emission test to ISO 15848.

Established in 1998, VIZA Valves has always aimed for becoming a first class valve manufacturer, serving a variety of EPC contractors and end-users located all around the world through a global distribution network. Since its early beginnings, the company enjoyed a rapid, yet steady, growth with record turnovers in the first ten years of being in the valve industry. When, at the end of 2008, the recession affected valve industry, VIZA, due to their strong position in the market was able to overcome this situation. In order to strengthen the company, Mr. Zong Cheng, co-founder of VIZA, relocated the headquarters to the production location in order to streamline processes and improve both production efficiency and client satisfaction. Valve World was invited to the new compound to have a look at the site and to learn more about the current status and also about future plans of the company.

By Yuzhong Shen

Global valve supplier

Surrounded by a beautiful landscape, the VIZA headquarters and valve fabrication centre is located in Kunshan City, Jin Xi

town, a small historical town that lies between Shanghai and Suzhou. The company owns a low pressure valve plant in the new coastal zone in Tianjin, North

China, where the economy is flourishing. VIZA Valve has had the benefit of support from the establishment of their subsidiary in Dallas, Texas throughout the whole process (from pre-sale to after-sale process) for the U.S. based clients. VIZA concentrates on its most specialized product lines. Currently there are two major lines: ball valves and cast steel gate/globe/check valves, which accounts for 80% of total production and low pressure butterfly/soft seal gate valve series, which accounts for 20%. The high pressure products are mainly applied in the oil & gas, chemical and pipeline transmission industries. President Mr. Zong explained: "Viza has two valve plants and one foundry, with complete series of ball valves, gate/globe/check valves and butterfly valves. VIZA Valves has been rapidly developing our ball valve series in recent years, now this type accounts for over 50% of the total sales volume,

especially our core product – 3pcs body forged steel trunnion mounted ball valves, ranging from 2" - 48", pressure level Class 150-2500. Besides the standard TF series, the TW welded body ball valve, TT top entry ball valves, TM metal to metal seated ball valve and TY cryogenic ball valve series are also available. This is because VIZA has a lot of business in the gas industry, which requires a vast quantity of ball valves, especially the forged trunnion ball valve, which is very often the best choice. For us the ball valve has more value added compared with other standard valves."

As you would expect from a market leader, VIZA's valve products are almost 100% exported nowadays. The traditional market for VIZA's valve products is still the advanced developed countries with exports to more than 40 countries including North America, Europe, the Middle East, Latin America, South East Asia



Actuated ball valve at job site.

and Australia, among others. Recently, the company has been paying more attention to the market in emerging developing countries, especially the BRIC (Brazil, Russia, India, and China). Mr. Zong said: "Viza keeps growing fast again after 2008-2009 crises, not only in the traditional market like North American and European countries, VIZA's business in Brazil, India and Russia has been running very well. For example in the past few years, we have successfully finished several important projects in Brazil, where local end users have some very high end requirements from the supplier. We were able to meet all those requirements including valves with fugitive emission design and have been tested and verified by TUV. And just in this year, we

have successfully obtained the Petrobras CRCC approval, which will even enlarge our business and presence in Brazil." VIZA Valve's customer composition mainly consists of distributors, EPC and end users. Mr. Zong explained: "Through cooperation with multi-national and local distributors, our valve products are delivered to the sites of various kinds of clients. VIZA's client list covers many world class magnates, such as BP, Repsol-YPF, PT Chevron, PDVSA, GAIL, Murphy Oil, PetroPeru, etc. Recently we have been busy running many projects: gas pipeline, offshore platform, LNG plant, oil sands and gas shale exploration and so on. Aside from standard valves, orders from these projects will also utilize our high class engineered valves, such as large diameter



Pneumatic actuated ball valves.



AUMA electrical actuated gate valves.

top entry forged steel ball valves, three-way metal seated ball valves, TA-Luft certified fugitive emission gate/globe valves, etc."

In order to support its global market, VIZA Valve has established a sales network for its own brand consisting of distributors, stockists and agents, which covers UK, France, Spain, Germany, Italy, USA, Brazil, Venezuela, Peru, Columbia, Iran, Oman, India, Indonesia, Malaysia, Australia and New Zealand. Thanks to their sales and service network, clients can receive global and localized service wherever they are.

VIZA Valves Inc., (refer to VIZA USA), a subsidiary of VIZA Valves was set up in 2008 in the United States. Located the metropolis of Dallas, Texas, VIZA USA is focusing on the service to the North American customers and providing strategic support to the company's business in the American market. Mr. Zong explained: "The American market has been a traditional focus of VIZA, where our ball valve products, especially the forged body trunnion mounted ball valves, have been very popular. Recently we have also seen more and more metal to metal seat ball valve orders coming from this market. We have been working with distributors, stockists and EPCs in this market. In addition to our distributors who stock and distribute VIZA branded valves, we also have some Strategic OEM customers to work with, based on stocks and projects. This office in Dallas, Texas is an ideal organization to do the communication and service job. For example they are focusing on the after-sales services for customers in the US, which helps to improve customer satisfaction by

immediate response and on-site visits. VIZA USA is also a marketing branch for North American markets, to help our customer/distributor promote valve products and build up the distribution system." Asking about the project business, Mr. Zong confirms that Viza is also becoming more focused on projects. He explains: "We are comfortable with the project amount between 500K USD and 5 Million, with a confirmed delivery time between 12 weeks and 24 weeks. Viza has good reputation for project business, not only from the products quality, but also very much from its delivery performance. We are confident to have on-time delivery for 90% of our projects, and for the rest, most of them have less-than-2 weeks delay. Viza also provides "fast track" service, which means customers can get delivery at least 4 weeks earlier than



Casting from VIZA foundry.

standard delivery. With some premium charge, a customer is willing to pay for that because it saves big cost comparing with air freight or buying from stock. To support the on-time delivery and fast track orders, Viza has a strong technical team, working force, reliable supply chain, and management ability and flexibility to meet the customer satisfaction. At the same time we refuse to pick too many or too large orders, so that we can always leave some capacity for smooth operation or emergency use."

Challenge and strategy

Mr. Zong told us: "The global recession of the past few years has obviously been a serious challenge. Due to our quality products and support from our premium clients who highly trust us, VIZA Valves did not suffer much impact in respect to its business. The company has been keen to develop a long term strategy, reinforcing investment and integrating resources, to raise the operation to a higher level. Of course, challenge is never limited to a macro environment such as economic recession. Product quality and the delivery time of supplies, such as castings, as well as fugitive emission code and environmental protection standards, are all factors requiring great attention and stringent control. We believe the key issue for enterprises is to work out a proper strategy to handle such challenges. As a manufacturer, we also see a lot of business opportunities ahead, but you cannot take all of them, so we think it's important to focus on our core value – creating value for the customers."

Although each player has had to face the same pressures, VIZA has been proactive. For example, the acquisition of a foundry they previously did business with. This has not only served to break through the bottleneck of casting supplies, but has also helped to implement initiatives on castings quality control. The company has achieved remarkable progress in respect of castings quality and delivery time, and consequently the raising of customer satisfaction.

Mr. Zong also reveals that Viza has been developing customized products solutions for different projects. "Besides



Pressure testing.

the standard commodity valves, Viza has become more engaged in projects with engineering valves and customized valves, including metal to metal ball valves, all forged top entry ball valves, cryogenic valves, low fugitive emission valves, etc. In addition Viza has built a full series of bellows sealed gate and globe valves, from small sizes to big sizes with bellows imported from Germany. Now Viza has a complete solution for "Green" valves including gate, globe and check valves, besides ball valves. When strictly no leakage and emission is allowed, the customer could take our bellows sealed valves; when we need to meet the high requirements from refinery and chemical plant, Viza has TA-Luft certified valves, with special design and Pillar packing, to minimize the fugitive emission; at the same time, the economical option is also available with standard material but the latest design, which has been factory tested to have competitive fugitive emission performance." Talking about the recent investment plan, Mr. Zong explained that Viza will keep focusing on its core products and manufacturing capabilities. "As a manufacturer, we believe our growth will be achieved step by step instead



Workshop spring 2013.

of getting everything in a hurry. We are building new workshops to increase the capacity; we plan to build a new foundry of sand casting, together with the current investment casting to have a stronger supplying base. In addition, we are also investing in R&D, QA&QC with great effort, including new machines, new tooling and new people. Viza maintains diversification as a key management factor, providing different product lines in different locations, even with different business models to meet the distributors,



High pressure air shell test.

contractors, and EPCs' expectations. In other words we will make the valve supplying more efficient and more flexible. Mr. Zong continued: "Viza is an open company, not only to our customers, end users, suppliers, but also open our resources to the whole industry. Viza's foundry is operated independently and keeps supplying castings for other famous brands manufacturers. Viza's high performance testing center is also used by other manufacturers' demands for cryogenic testing, high pressure gas testing, high temperature testing, fugitive emission testing, etc., to help the Chinese valve industry improve the valve technical and functional performance." Mr. Zong expressed the company's ambition to become a reliable valve partner. He said: "Viza would like to be the best valve manufacturer, instead of being the biggest one. To be your most reliable partner for valves and valve related technology is the promise of Viza Valves in this market."

Company profile

Name:	Suzhou Viza Valve Co., Ltd.
Established in:	1998
Headquarters:	Kunshan, China
Subsidiary:	Dallas, Texas, USA
Major application field:	Petrochemical, chemical, oil & gas, electricity, water conservancy
Special product:	Forged steel trunnion ball valves, metal seated ball valves, forged steel top entry ball valves.
Staff:	400+
Turnover:	US\$50 million