



schneider

Tailored to Your Business

FOCUS

AS-SCHNEIDER GOES MIDDLE EAST

A new company is opened in Dubai

SAFETY FOR YOUR EQUIPMENT AND PERSONNEL

Fire Safe Approval for the ISO FE-Series

WE VALUE YOUR OPINION

Customer satisfaction survey





Knowledge from 135 years engineering experience



Our services are as individual as you

High quality without compromise



We know your area of business like the back of our hand



We are your reliable Solution Provider



The right design solution for every challenge



for every challenge
The right design solution



troubleshooter
We are your reliable



High quality without compromise



of our hand
business like the back
We know your area of



engineering experience

Our services are as individual as you

We are AS-Schneider

Dear Customers, Dear Readers,



AS-Schneider goes Middle East!

This great news and many more topics await you in the new issue of our customer magazine FOCUS.

Following the opening of AS-Schneider Asia-Pacific in Singapore in 2011, a further company will be officially opened in autumn 2012, AS-Schneider Middle East in Dubai.

The Middle East region has a very important strategic role to play for AS-Schneider, as more than 30% of the world's crude oil reserves and more than 20% of the world's gas can be found within the Gulf Cooperation Council (GCC).

This fact alone, means that it is strategically crucial for AS-Schneider to gain a foothold in this region.

As already successfully implemented in Singapore, we will also enable customers to have more in-depth, personal service with shorter reaction times, using our own staff locally in Dubai. We will be able to guarantee our customers fast delivery times and an optimum service through our own warehouse in the Jebel Ali Free Zone.

The opening of the Dubai subsidiary is certainly not the end of our activities to put AS-Schneider on the global map. We have already defined further milestones for the next few years in the recently drafted strategic paper 'AS-Schneider 2015'. Therefore your anticipation is justified.

Tools and pressed parts of the highest standard

In addition to the core business of AS-Schneider in industrial valves, we have also been an important partner in pressed parts and assemblies for several renowned car and commercial vehicle manufacturers for decades.

In order to ensure increased future success in the automotive product sector, we will be merging to the first January 2013 with Eberhardt Werkzeugbau to form the new company Eberhardt + Schneider GmbH & Co. KG.

The comprehensive expert knowledge of Eberhardt in the field of tool manufacturing and the skills of AS-Schneider in the field of pressed parts production supplement each other ideally and make up the solid cornerstones of the new company Eberhardt + Schneider GmbH & Co. KG!

With around 100 employees, the new company will be based at the 6,000 m² manufacturing and administration complex in Cleeborn, and will offer combined expertise, sophisticated and efficient manufacturing processes and integrated customer solutions from 2013.

New potential will be unleashed at AS-Schneider in the industrial valves sector through the establishment of Eberhardt + Schneider. So we will be able to focus on our core business – industrial valves.

With the relocation of plants and machines to Cleeborn, a production area of over 3,000 m² will become available in Nordheim and will allow us to further expand and develop in the industrial valves sector.

Rolf Kummer
Managing Director
AS-Schneider



Exhibition in sight



ADIPEC

The oil industry's specialist trade fair ADIPEC in Abu Dhabi has established itself as a meeting place for the international oil and gas industry.

The economy in Abu Dhabi and Dubai is booming and this positive growth, according to the organisers, will also be clear to see at ADIPEC. Organisers of the Middle East's largest exhibition are expecting a total of more than 1,500 exhibitors and around 45,000 visitors.

For AS-Schneider, participation in ADIPEC is an important cornerstone within the specific international growth strategy. This exhibition offers AS-Schneider the opportunity to present the company and the comprehensive product portfolio to potential oil and gas customers from the Middle East, and make key contacts.



VALVE WORLD

The Valve World exhibition in Düsseldorf is the world's leading exhibition for industrial valves.

Valve World continues to be a successful show held every two years. Over 535 exhibitors and around 10,000 qualified trade visitors came during 3 exhibition days to Valve World Expo in Düsseldorf in 2010. Sixty percent of them were exhibition guests. The organisers are even expecting to beat their 2010 record number of visitors by some margin in 2012.

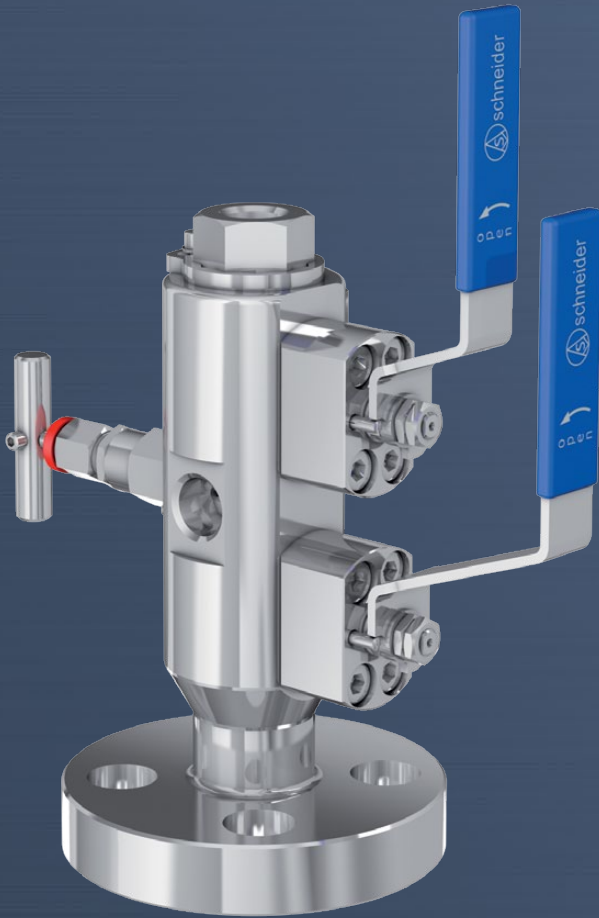
AS-Schneider will be also in Düsseldorf. Visit us at our exhibition stand and learn about our latest product developments. You will be also able to learn together with our experts about the adequate industrial valve applications for your upcoming projects.

11th – 14th November 2012
Abu Dhabi
Hall: 08/09 | Booth: 8120A

27th – 29th November 2012
Düsseldorf
Hall: 04 | Booth: 4G32



Our exhibition highlights



The VariAS-Block series – compact valves technology

We have developed the VariAS-Block series in order to replace conventional installations that consist of several single valves.

Description: VariAS-Blocks are forged, one-piece Block & Bleed and Double Block & Bleed assemblies.

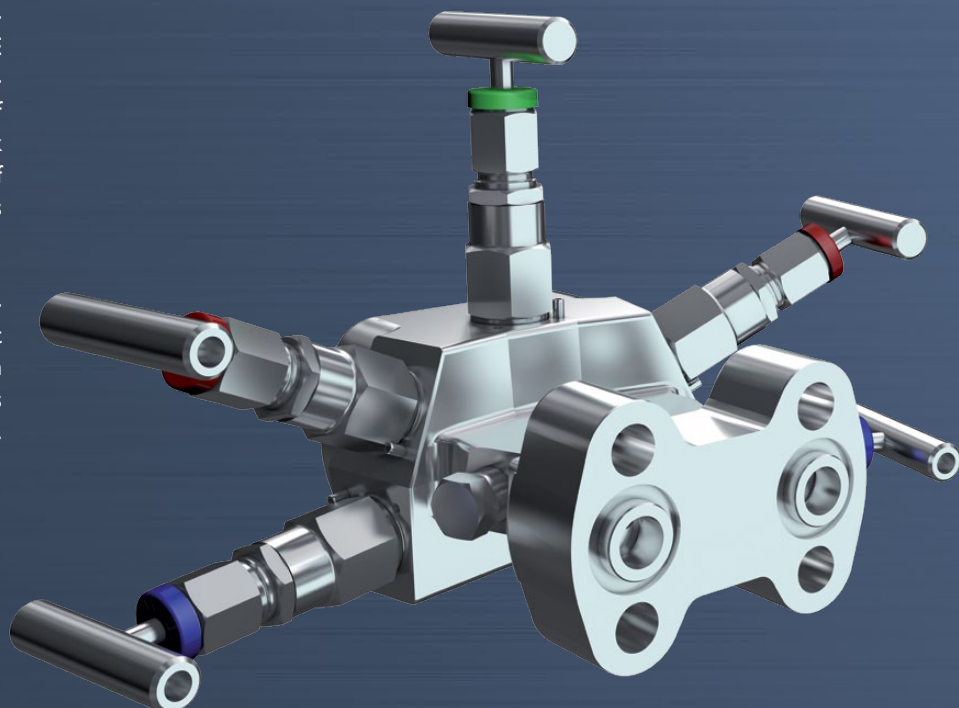
Application area: AS-Schneider VariAS-Blocks are used as primary isolation valve of pressure take-offs, where the valve is assembled directly on the pressure vessel or the process line. The pressure instruments are usually directly mounted to the outlet of the VariAS-Block.

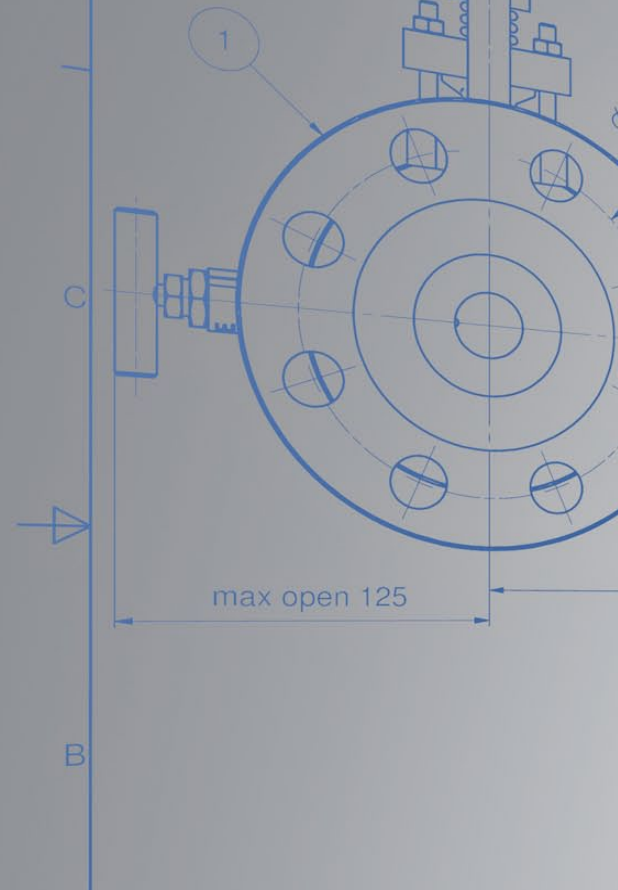
ISO FE Series – The New Valve Technology for maximum leak tightness demands

Rising energy consumption, dwindling natural resources and the increasingly stringent legal requirements force the industry to rethink and employ emissionreducing equipment. This also applies to the instrumentation valves and manifolds range.

Description: As response to the current and especially the future market demands, AS-Schneider, in the framework of the new ISO FE Series, has developed an innovative valve technology meeting the highest tightness class “A” of ISO 15848-1. With a maximum permissible leak rate of $1.3 \cdot 10^{-7}$ mbar · l/s (for a stem diameter of 7.5 mm), this class even exceeds the requirements of TA-Luft.

Application area: AS-Schneider's ISO FE Series is used in all areas of plant construction that are subject to the most stringent requirements in terms of tightness, for example in the oil and gas industry and in chemical and petrochemical plants.





AS-Schneider – Tailored to Your

'Tailored to Your Business' is more than just a slogan for AS-Schneider. Behind 'Tailored to your Business' lies our corporate philosophy and a solid foundation for a long-term partnership in which our customers can trust.

Precision work – even for your requirements

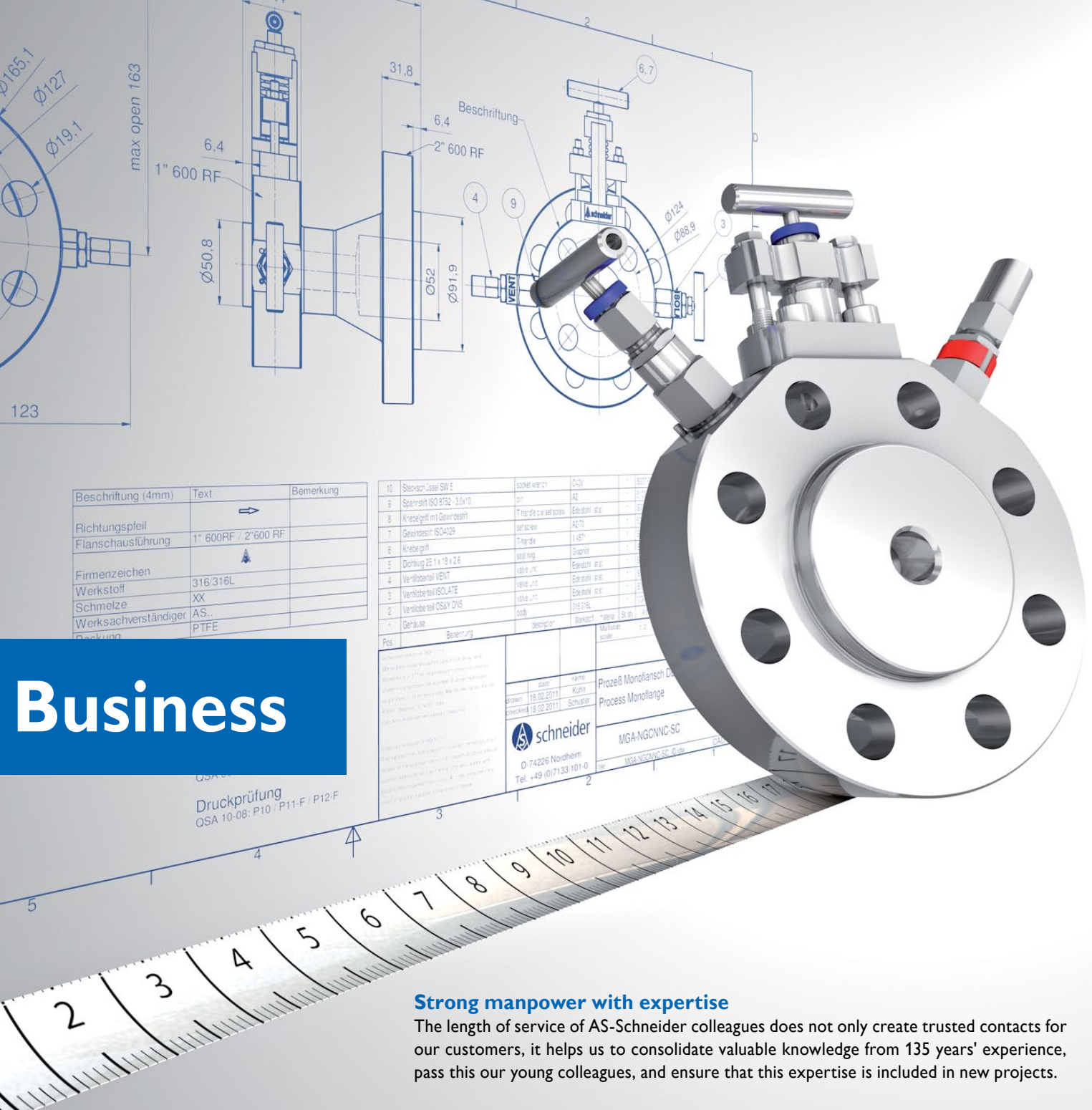
Our close relationship with our customers, and our targeted and systematic market analysis enable our creative engineering team to design potential solutions promptly and test them to internationally relevant guidelines. We are therefore able to guarantee you, our customers, a product portfolio that is well-thought out and tailored, even before the actual requirement arises at your company.

Top quality without any compromises

At AS-Schneider, we rely on top quality without any compromises. Our highly automated machinery in Nordheim underpins our own competitiveness to guarantee a minimum fault rate for consistent quality. Our staff are a decisive cornerstone. Around 30% of our staff and 50% of technical staff are former apprentices who are able to get to know the processes and product portfolio in detail during their apprenticeship, and can therefore step in as qualified employees as soon as they have finished their training.

Numerous further training opportunities, process optimisation management or even the new AS-Schneider ideas programme 'ASIP' are further measures that help us become that little bit better, day by day.





Business

Beschriftung (4mm)	Text	Bemerkung
Richtungspfeil	→	
Flanschausführung	1" 600RF / 2" 600 RF	
Firmenzeichen		
Werkstoff	316/316L	
Schmelze	XX	
Werkstoffverständiger	AS..	
Deckung	PTFE	

Pos.	Bemerkung	Material	Menge	Stück	Stück
10	Stopfen, 316L SW E	316L SW E	1	1	1
9	Spannsch ISO 6732 - 3,0x10	316L SW E	1	1	1
8	Kreuzschiff mit Gewindestift	316L SW E	1	1	1
7	Gewindestift ISO 4029	316L SW E	1	1	1
6	Kreuzschiff	316L SW E	1	1	1
5	Dichtung 25,1 x 19 x 2,6	316L SW E	1	1	1
4	Vertiloberteil VENT	316L SW E	1	1	1
3	Vertiloberteil ISOLATE	316L SW E	1	1	1
2	Vertiloberteil OS&V DVB	316L SW E	1	1	1
1	Gehäuse	316L SW E	1	1	1

Druckprüfung
OSA 10-08: P10 / P11-F / P12-F

Strong manpower with expertise

The length of service of AS-Schneider colleagues does not only create trusted contacts for our customers, it helps us to consolidate valuable knowledge from 135 years' experience, pass this our young colleagues, and ensure that this expertise is included in new projects.

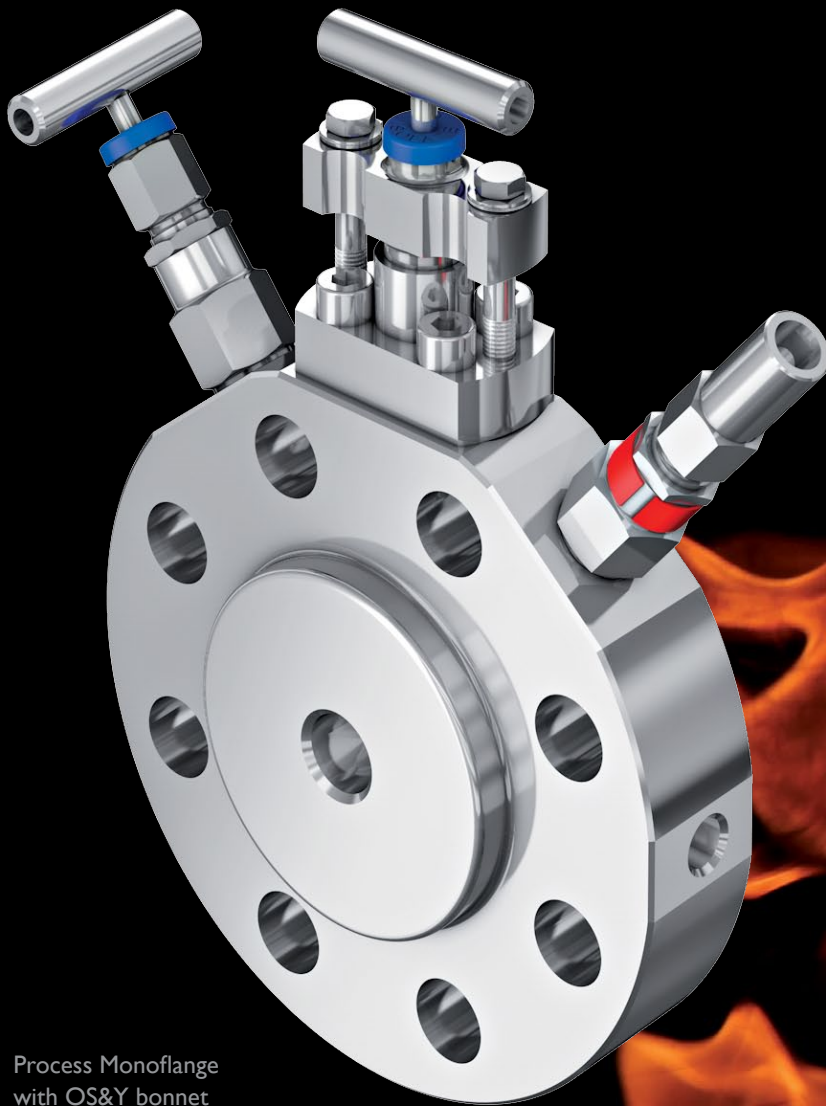
High precision – even for your project

The production of industrial valves is based in Nordheim, Germany. With highly automated machinery, and comprehensive know-how, our highly skilled employees produce long-lasting industrial valves, which are processed to the highest quality. Apart from the state-of-the-art technology, AS-Schneider has command over a major part of processing, and can carry out large projects to completion, within the company. Therefore, the control over quality and reliability is in our hands.

Because of this mixture of genuine precision work, integrity, in-depth expert knowledge and maximum quality requirements that global corporations trust us with large projects.

All that and much more besides can be found in our slogan 'Tailored to your Business'.

The success story of the ISO FE Series goes on



Process Monoflange with OS&Y bonnet

Process Monoflange with the new valve technology

This year AS-Schneider engineers have been given the task of consistently transferring the tried-and-tested valve technology of the successful ISO FE Series to the OS&Y valve bonnets of the AS-Schneider Process Monoflange.

But that has not been enough for the creative team. The new OS&Y valves now satisfy even the maximum endurance category CO3 (2,500 mechanical / 4 thermal cycles) for the top tightness class 'A'.

All three types were tested and certified in accordance with the stringent requirements of ISO 15848-1 and therefore meet the maximum requirements in terms of endurance and tightness. TÜV SÜD certified the two-week long type test.

"This result can be only obtained with difficulty!"

(Stefan Keller, development engineer)

ISO FE valve bonnets can be supplied in the three tried-and-tested AS-Schneider designs. Pressure rating 420 bar / Class 2,500 applies to all types.

AS-Schneider Type	Sealing systems	Performance data
ISO FE type 1	FPM O-ring + graphite packaging	Class A: 2,500 cycles / -29 °C to 40 °C Class A: 500 cycles / -29 °C to 200 °C Class B: 2,500 cycles / -29 °C to 200 °C
ISO FE type 2	FPM O-ring + graphite packaging	Class A: 2,500 cycles / -29 °C to 40 °C Class A: 1,500 cycles / -29 °C to 200 °C Class B: 2,500 cycles / -29 °C to 200 °C
ISO FE type 3	PTFE / carbon-filled PTFE	Class A: 2,500 cycles / -29 °C to 40 °C Class B: 2,500 cycles / -29 °C to 200 °C

Non-wetted parts in 316 stainless steel for operation in corrosive environments

Colour coded dust cap for operating thread protection

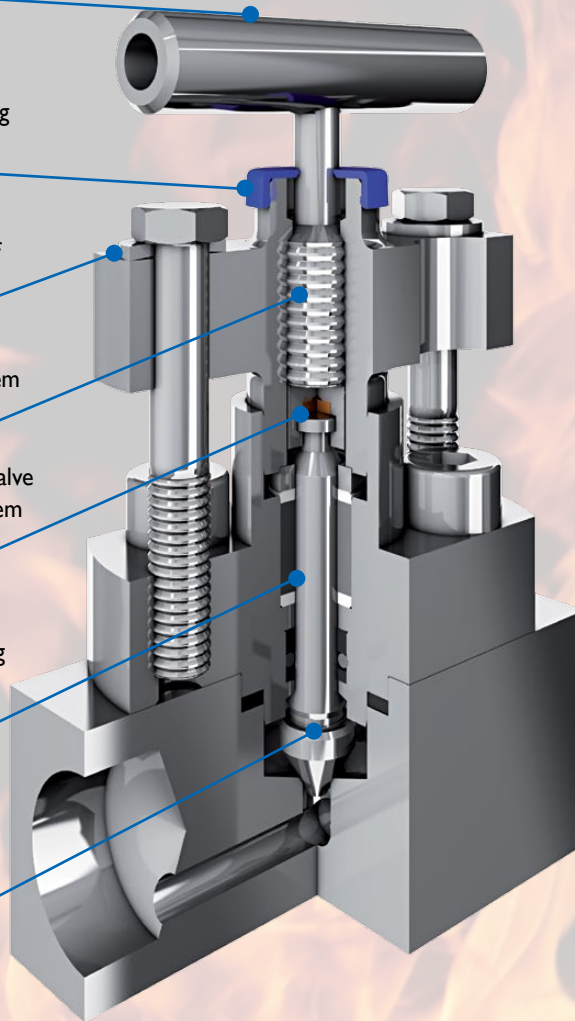
Spring washers for compensation of thermal expansion

High wear resistant, hard coated stem thread

Special thrust bearing of the stem/valve tip connection to absorb highest stem forces

Non-rotating stem for low actuating forces and minimum wear of the sealing elements

Metallic back seat for emergency stem sealing and stem blow out protection



Entirely without primary isolation valve

The AS-Schneider OS&Y valve bonnet has been designed in such a way that the primary isolation valve of the pressure instrument take-off has been completely replaced. This means the Process Monoflange is directly mounted to the process line.

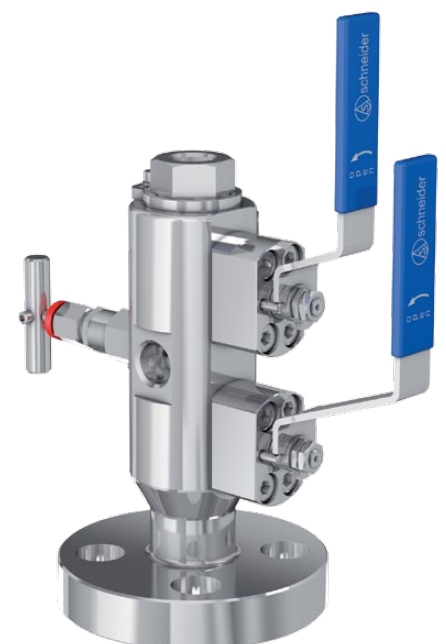
For ISO FE types 1 and 2 AS-Schneider has also had a fire safety type test carried out to ISO 10497 by TÜV SÜD, parallel to the type test to ISO 15848-1.

Here too, the valve bonnet passed with flying colours. The entry 'leakage rate 0 ml' was quite often to be seen in the test log. This means that the AS-Schneider valve is still able to offer a complete seal even when exposed to the extreme impact of fire.

AS-Schneider consistently develops the low-emission ISO FE Series

A special ball valve that conforms to ISO 15848 will shortly be available. This is used, for example, in the VariAS-Block from AS-Schneider. Experience that our engineering team has had with the development of the new 'A' class version has also gone into existing standard designs. Our customers are therefore not only able to benefit from the high-end product itself, but also from the technology transfer to standard products.

We are sure that this development will set new standards.





Safety for your plant and personnel

AS-Schneider has now also received Fire Safe Approval for the ISO FE Series

AS-Schneider Industrial Valves are used in a wide range of applications and must withstand every challenge. For this reason, quality has a central role to play during each stage of an operation at our company.

ISO FE Series Monoflanges from AS-Schneider are fire type tested and certified to guarantee protection for the plant and personnel in the event of fire.

Our Monoflanges, VariAS-Blocks and K Series Ball Valves are tested and approved for fire safety as standard. The test basis at AS-Schneider is ISO 10497 'testing of valves – fire-type testing requirements' and API 607 'fire test for quarter-turn valves and valves equipped with non-metallic seats'. The type test is monitored and certified at AS-Schneider by the Technical Inspection Authority TÜV SÜD.

'Fire Safe Design'

One often encounters the term "Fire Safe Design". However, this term is no guarantee that the valve will really offer a safe emergency operation in the event of fire.

Only if the valve undergoes an appropriate type test, can one be sure that the medium will be safely shut off in the event of fire.

This is why tests are carried out

ISO 10497 defines the requirements and the process for evaluating the functionality of valves that are exposed to fire. These requirements are identical to API 607 in terms of content.

For this, the valve to be tested is exposed to water under pressure and to fire for a period of 30 minutes. There are strict specifications for the temperature of the flames and of the valve body that is measured with the help of thermocouples for the entire duration of the fire.

After being allowed to burn for a period of 30 minutes, the burners are switched off and within 10 minutes the valve is force cooled to below 100 °C. The 30-minute burning period corresponds to the maximum period required by the fire brigade to extinguish the fire in a plant.

The leakage from the valve seat and the external leakage are measured for the entire duration of the test. The leakages may not exceed a specific limit value. The valve is then tested again to ensure that it is operable.

**AS-Schneider Valves
guarantee a safe operation even
in the event of fire.**

What makes AS-Schneider's Fire Safe Construction so safe?

To guarantee the external tightness, only graphite or metallic seal rings are used for stem and body seals.

Spring washers ensure guaranteed internal tightness for OS&Y needle valves that compensate the different length expansion of the individual parts, and therefore prevent the valve tip lifting off the valve seat.

Concerning ball valves a secondary metal sealing guarantees the internal tightness. Under normal operating conditions, a polymeric seat provides a bubble tight sealing. In the event of fire, the secondary metal sealing will ensure the tightness instead of the burnt polymeric seat.





AS-Schneider goes Middle East

FOCUS editorial: *Mr Kohler, in the last issue of the AS-Schneider magazine we reported on the successful set-up of the subsidiary in Singapore. The fact that we were able to report on the inauguration of the Dubai site just one year later, was a positive surprise. How did the decision to set up a further subsidiary, this time in Dubai, come about?*

Tim Kohler: To be honest, setting up a new subsidiary on the Arabian Peninsula had been on the cards for some time at our company. The interaction between the successful foundation of our subsidiary in Singapore, the strong growth in the markets of the GCC states* and the close cooperation with existing clients in Dubai contributed greatly to the decision. Above all, we recognised, particularly from the example of Singapore, that we have to have a daily presence in markets that are important to us in order to participate in the successful growth there.

FOCUS editorial: *What was the motivation behind the decision to choose Dubai as the site for the new company?*

Tim Kohler: Dubai has established itself as one of the leading regional trading centres because of its geographic position, coupled with the latest infrastructure. The Emirate Dubai is the most important and independent trading centres of the United Arab Emirates, and is considered an important link between Europe and Asia. It is possible to reach Dubai directly from our headquarters in Germany, and from our location in Singapore that acts as a regional headquarters for Asia-Pacific and the Middle East, and therefore Dubai serves as a link between Europe and Asia within the AS-Schneider Group. Of course, apart from the previously mentioned three pillars, the planned integration of our local subsidiary into the supply chain of

the production facility of one of our largest global clients based in Dubai, contributed significantly to the decision in favour of the location.

FOCUS editorial: *How much potential is there in the region, and what does this mean for the site in Nordheim?*

Tim Kohler: The continued investment to develop and extract the huge crude oil reserves, offers enormous potential for our company. If you also consider the population growth of the GCC States* of around 43.5 million people in 2011 to around 50 million people in 2013, it becomes clear that future growth will not just come from the oil industry. For example, the GCC States* must invest around 140 billion US dollars by 2020, just to keep pace with the continuous rise in the demand for electricity and desalinated water. Industrial Valves, primarily from special materials, are used in these areas. In contrast with the competition, we are in the advantageous position of being able to handle large projects, such as the Sadara project in Saudi Arabia, virtually entirely and above all, in-house – 'Made in Germany'. Thanks to the high vertical range of manufacture and our extremely flexible and ultra-modern production in Nordheim, we have in-house a large part of the process chain and are therefore able to control quality and reliability.

*Comment from editorial: The Gulf Cooperation Council is made up of the countries: Bahrain, Qatar, Kuwait, Oman, Saudi Arabia and the United Arab Emirates.

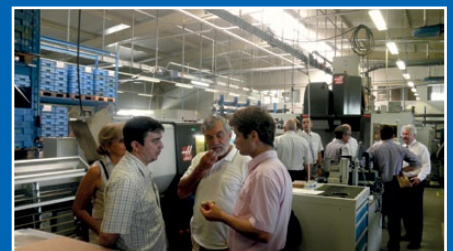
Strategic direction in Eastern Europe

The two Eastern European countries Russia and Romania, count as one of the important producers of natural gas and oil in Europe and it is exactly this potential that the AS-Schneider Group intends to exploit as effectively as possible.

Armaturenfabrik Franz Schneider SRL

AS-Schneider set up the subsidiary Armaturenfabrik Franz Schneider SRL in Harman near Braşov (Kronstadt) in 2004. The now 60 staff have been producing a variety of components from the AS-Schneider product portfolio on high quality production equipment since 2005.

At the start of 2012, AS-Schneider Romania decided also to set up a sales operation in addition to the existing production. The experienced sales engineer Michai Tache was appointed in April of this year.



Strong duo in Russia

AS-Schneider's entry into the Russian market took place last year, with the link to SM-ROS and VARIANT – two experienced sales partners in the oil and gas industry. With these two partners, we are just devising a country-specific strategy paper. The individual cornerstones should enable us to establish ourselves successfully together on the huge labour market, not only for the short term, but also for the long term. One of the first cornerstones was participation at regionally important exhibitions, such as Neftegaz. There, our partners were able to present AS-Schneider as a reliable supplier of industrial valves, and make important contacts.

OOO SM-ROS

Vysokovoltny Proyezd 1
Bldg. 49, Apt. 139
127566 Moscow, Russia

VARIANT LLC

Perova Polya 3rd street
8 office 415
111141 Moscow, Russia



Have a go!

We value your opinion!

Customer satisfaction at AS-Schneider does not simply mean meeting our customers' expectations, it means exceeding them. For us, your satisfaction is the most important motivation for our work and the recipe for success for a long-term partnership.

To be able to understand our customers better, to meet their increasing requirements and demands for the varied range of valves, while also being able to offer affordable solutions, we have decided to conduct a telephone survey in conjunction with the Künzelsau campus of Heilbronn technical college.

It is of course up to you whether you want to take part in the survey or not. The interviewer will point this out to you at the start of the telephone interview.

The entire AS-Schneider team would already like to offer its thanks in advance for your participation, and for your support with the empirical study by students of the Künzelsau campus of Heilbronn technical college.

As we would love to hear your feedback, those taking part in the survey could win an iPad at the end of the survey.



Fig. similar.

Many thanks

Key data:

Aim of the survey
Analyse our customers' satisfaction

Cooperation partner
Students of Künzelsau campus at
Heilbronn technical college

Period
December 2012/
January 2013

Type of survey
Telephone interview

Duration
5–10 minutes

Welcome



Noor Hidayahwaty
Binte Mansoor (Waty)

As from 1st September 2012, Noor Hidayahwaty Binte Mansoor (Waty) has taken up a position in the order processing department. A further important task will be the special care of key-accounts at AS-Schneider Asia-Pacific Pte. Ltd.. Her knowledge of English, Bahasa Malaysia and Chinese, and 11 years experience in the department of sales support and administration, reinforces our team in Singapore in the best possible way.



Arun Kumar
Mahendran

As from 1st October 2012, Arun Kumar Mahendran will be taking up the position as sales engineer at AS-Schneider Asia-Pacific Pte. Ltd. in Singapore.

After he successfully graduated as Bachelor of Mechanical Engineering, Mr Mahendran gained experience as an application engineer. His experience in seeing subject matter from the customer's point of view will be valuable in conjunction with his position as sales engineer.



Mihai Tache

Mihai Tache started at AS-Schneider Romania as sales and marketing manager on 1st April 2012.

Mr Tache has over 7 years' professional experience as an engineer in industrial equipment for the oil and gas industry. Mr Tache uses this experience, in order to offer our Romanian customers professional product advice to meet their requirements.



Rainer Hoffmann

Rainer Hoffmann took up his role in the international sales department at AS-Schneider on 1st August 2012.

Mr Hoffmann is a business graduate specialising in export management and alongside German also speaks fluent English, French, Spanish and Italian. He has over 16 years experience in the valves field, and would like to contribute to strengthening our sales activities and to the further internationalisation of AS-Schneider.



Philipp Tränkle

Philipp Tränkle has been working at AS-Schneider in sales/purchasing for 9 years, and took up a new challenge as business development manager on 1st May 2012.

Mr Tränkle devises specific measures to systematically develop existing markets and tap into new business fields.



Sebastian Krämer

Sebastian Krämer has supported our technical internal sales department since 1st May 2012.

It is important for Mr Krämer to find a technically demanding solution, tailored to the particular project, in dialogue with the customer.



Anastassija Kinstler

AS-Schneider set up the marketing department as a separate department with effect from 1st April 2012. This area is supported by the marketing expert Anastassija Kinstler.

For Ms Kinstler requires professional and customer-focused marketing strategic thinking, coupled with a dash of intelligent creativity, and an effective approach to our customers' requirements.

New colleagues in sales and marketing



schneider

Tailored to Your Business

Armaturenfabrik Franz Schneider GmbH+ Co.KG



Bahnhofplatz 12
74226 Nordheim
Germany

Tel:

+49 7133 101-146 Sales Germany
+49 7133 101-129 Sales Europe,
Africa and America

Fax:

+49 7133 101-148 Sales Germany
+49 7133 101-180 Sales Europe
Africa and America



www.as-schneider.com

AS-Schneider Asia-Pacific Pte. Ltd.



998 Toa Payoh North, #04-05
Singapore 318993

Tel:

+65 62 51 39 00 Sales Asia-Pacific
and Middle East

Fax:

+65 62 51 39 90 Sales Asia-Pacific
and Middle East



www.as-schneider.sg

Armaturenfabrik Franz Schneider SRL



Str. Mihai Viteazu, Nr. 327i
507085 Harman, Jud. Braşov
Romania

Tel:

+40 368 41 40 25

Fax:

+40 368 41 40 26



www.as-schneider.ro