

Pressure Controls EXPRESS

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An informative newsletter for Tescom distributors & representatives.

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Look beyond the ports!

By Louis J. Arcuri, Territory Sales Manager

I'm hungry. I'm always hungry. Are you hungry? Our competitors are hungry; they're out there every day, trying to eat my lunch. And your lunch. I like my lunch. Just look at my waistline! I'm selfish, and I want to keep my lunch for myself, and not share it with my competitors.

Seriously, our market for pressure regulators is growing in many ways, but so is the list of companies that compete with us. We're seeing offshore competition displaying their products at national trade shows on a regular basis. Our domestic competitors are adding to their product offering to be more competitive with Tescom. Some are cleaning up their general-purpose designs, and promoting



them as high purity products. Their quality is mixed, but they all have one thing in common, they claim to be less expensive than Tescom.

Domestically, we've seen some consolidation of independent regulator manufacturers into bigger organizations, Tescom included. This consolidation provides more muscle in the marketplace; higher visibility, stronger sales channels,

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MEDICA 2005 - Tescom Europe

TESCOM EUROPE'S participation at the MEDICA 2005, the world's largest medical fair, has been an overwhelming success again.

The event ran for four days in November and has attracted a vast number of trade visitors, such as specialized dealers, medical professionals and hospital technicians.

The accompanying MEDICA and German Hospital Congress were able to post new top results: 137,000 (up 1% from 2004) trade visitors came to Düsseldorf, Western Germany, to gather specific information on the latest products. The share of international visitors stayed high at 40%. New services, techniques for the entire spectrum of the patient

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QUOTE OF THE MONTH

"Now and then it's good to pause in our pursuit of happiness and just be happy."

— QUOTED IN THE COCKLE BUR



Happy Holidays!

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MEDICA 2005, continued

care, home-care and emergency medicine and expertise were presented by more than 4,400 exhibitors (up 10% from 2004).

Among the high amount of potential products on display was the newly designed TEGOM-2



(Tescom Europe Gas Outlet Monitoring). The TEGOM-2 is a mobile test bench that performs tests on the wall

outlets of the Central Gas Supply in hospitals. All relevant visitors, technicians and buyers of hospitals and certifiers were impressed by the testing potential. Key advantages were discussed in detail like saving money and testing time, as well as fail-safe data-based



automated testing. No wonder that after one day, a TEGOM-2 was sold! And by having in development the TESAM (Tescom Europe Stand Alone

Monitoring) for testing pressure reducers, flow-meters and vacuum regulators, Tescom Europe is prepared to meet tomorrow's customer requests (*more*

information on the TESAM coming in January 2006 newsletter).

The second highly interesting product was the WegaMed™ Emergency Case which was shown in a totally new design. The Emergency Case has been specifically designed for emergency situations when a vast number of injured or diseased casualties have to be attended to by emergency staff. Two 5 litre oxygen cylinders facilitate the immediate use of emergency devices.



Tescom Europe's WegaMed™ guarantees constant pressure stability even with flow rates up to 180 l/min. A manifold of multiple couplings and flow switches allows for quick and easy connection of supply hoses. The Emergency Case can also be run with an external gas supply (e.g. a wall outlet in a hospital or an ambulance) and provides a safe way to ensure the oxygen supply of the patients is not interrupted. The overall weight of 31 kg allows easy transportation and storage and the multiple use make it the ideal device if medical help is required immediately. Because of the success in Germany, the Emergency Case is available for sale in the remainder of Europe and in the Middle East!

Continued on page 5. 

Literature

Industrial Controls

CC Series - Form No. 1788
Revised - catalog page
Scrap old stock.

CP32 Series - Form No. 1949
Revised - catalog page
Scrap old stock.

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Please order through our 'Distributor's Only' section of our web site or contact Robyn Seitzer at robyn.seitzer@emersonprocess.com.

Trade Shows

SEMICON Japan

December 7-9, 2005
Makuhari Messe (Nippon Convention Center)
Tokyo, JAPAN
Booth 8B-501

Arab Health

January 22-25, 2006
Dubai Int'l Exhibition Centre
Dubai, U.A.E.
Booth 7F16

Fuel Cell Expo Japan

January 25-27, 2006
Tokyo Big Sight
Tokyo, JAPAN
Booth 10-7

"Other things may change us, but we start and end with family."

— ANTHONY BRANDT
in *Esquire*

FEEDBACK? COMMENTS?
Click Here!

Beyond the ports, continued

and lower cost manufacturing. Some of the welding gas regulator manufacturers are promoting their regulators as lower priced, (but lower quality) alternatives to our high quality products. Our perennial west coast competitor in the semiconductor world is once again offering NPT-ported regulators to the specialty gas and bio-pharm customers at, guess what, a 'lower price' than Tescom. They've done this several times when the semiconductor market troughs, only to forgo the NPT market when the semiconductor market ramps up. This time, they're committing to sticking with the NPT market, as they see the long-term viability of the semiconductor market no longer provides enough business to make a comfortable living. They've even announced an equivalent to our 44-1100 high-pressure regulator. This time, they mean business!

The largest domestic manufacturer of compression fittings bought a small European regulator manufacturer, and are now making a concerted effort to train their distributors on selling pressure regulators. They have Tescom squarely in the cross hairs. Many of our competitors are only competing with us on a limited basis, perhaps in one or two market segments, or maybe in a specific region of the country or the Planet. The folks from the midwest are different. With a large, dedicated distributor sales force, marching in time to the beat of their corporate principal, they're pushing like mad

to establish a credible presence in our regulator markets. They're technically competent, and they have the muscle of a multi-million dollar marketing machine behind them. And they want my lunch. And your lunch.

One of the strongest benefits Tescom offers its customers is the size and breadth of our product line: Specialty gas regulators, hydraulic regulators, semiconductor regulators, high pressure regulators, absolute regulators, ultra-high purity regulators. Nowhere can a prospective buyer find a broader offering of products from one source to consider for their applications. Tescom is an engineering company that makes regulators. Our strength is in solving difficult application problems, as well as simple applications. With a huge catalog of modifications to standard catalog products, it's a rare application that we can't handle. When we find an application that can't be satisfied with an existing design, we create a new one! None of our competitors come close to providing the products and support that Tescom offers. But while size matters, the days of selling bare-body regulators without some


value added are fast fading away. We need to get more creative in selling fluid control solutions to our customers. We need to *look beyond the ports* of the regulator or valve, and find other opportunities to provide value to our prospects and customers.



NAN Panel

Our sales creativity is most important to the continued success and growth of our business. Offering customers new solutions to problems they have with their pressure

control systems; suggesting regulator constructions that save money or offer more capability; these simple actions can go a long way to creating value for your customers. Tescom excels at taking existing design platforms, and modifying them to meet the customer's specific needs. Often, an application exercise provides us with an opportunity to create a new product that you can offer your customer. Our Pharmpure™ line of pressure regulators were derived from our traditional 44-2200, 44-2600, and 44-3200 products to meet the more exacting material control requirements of the bio-process market. From the humble beginnings of the ACS-012 automatic changeover regulator, our NA-3 and NA-9 automatic changeover panels provide our customers with a one-part-number solution to a complete changeover

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Beyond the ports, continued

system. Soon, we will announce an electronic changeover system that can be pre-programmed for any changeover pressure, and have the capacity to provide over 500 SCFM nitrogen to a high-volume gas customer. These products were generated from opportunities that presented a technological challenge to our customers. Tescom provided the technological solution to their challenge.

Tescom's Systems Group provides customers with integrated solutions to application problems. Systems can take Tescom regulators, valves, and ER3000 digital pressure controls, put them together with components from other manufacturers to create a complete, self-contained gas control package. Recently, Systems Group designed and built a test stand for calibrating pressure sensors used in drug delivery IV pumps. This application started as an ER3000 application, but the Sales Engineer *looked beyond the ports* of the pressure regulator to explore providing more of the test stand. The end result is that Tescom provided the ENTIRE test stand.



6 Bottle Charging Cart

United Air Lines charges their own on-board oxygen cylinders. Several years ago, UAL was experiencing oxygen fires in the valves used in their oxygen charging cart manifolds. Tescom was asked to design a new valve that would not burn. After extensive testing, a new valve design emerged, and was proposed to UAL. But Tescom's Sales Engineer went further; *looking beyond the ports*, he proposed that Tescom provide the entire manifold. UAL agreed to consider our proposal, and Tescom designed a unique, block-style manifold that made the unit safer to use and easier to maintain. Not being satisfied with providing the manifold alone, the Sales Engineer again *looked beyond the ports*, and proposed that Tescom build the entire charging cart. Today, Tescom's Systems Group offers the Charger line of 2, 3, and 6-bottle oxygen charging carts to the airline industry. You can download the Charging Cart brochure off of our web site for more information.

Systems integration is not limited to IC or Systems. HPC offers the μ -Stik™ product to the semiconductor industry. The μ -Stik™ combines a 12 Series

regulator with a 14 Series valve in a common body. Adding an optional filter built into the regulator, and we now have a basic gas stick. All three components fit the same end-to-end dimension of a typical 64-2800 Series regulator. For customers looking to shrink the footprint of gas isolation boxes, valve manifold gas boxes, and valve manifold panels, the μ -Stik™ provides three critical functions in a small package. The μ -Stik™ design can be modified to include two valves, two regulators, or a regulator and gauge. The potential combinations are endless. Using our legacy product line, HPC can provide regulator assemblies that include longer lengths of tubing, gauge tees, and valves welded together to form the basis of a more traditional gas stick.

Tescom offers a unique combination of products, engineering, and design capabilities that enable you to look beyond the ports, and provide your customers with greater value, lowering the risk of losing the business to competitors. You can have your lunch, and eat it to. Just contact one of our Application Engineers for assistance in evaluating and developing opportunities by *looking beyond the ports!* ♦

MEDICA 2005, continued

The third pillar for this year's success has been the new "Flow Switch" product line. The compact flow-meter "Flow Switch" is intended to deliver medical gas for the inhalation or insufflation of patients with spontaneous respiration and can be connected to a Central Gas Supply. Especially the design and its handy functioning made it a source of interest not only for our customers but also for our competitors who passed our stand several times.



The individual TESCOM EUROPE fair figures prove this statement: The generated sales went up to 87.5 kEUR and inquiries for at least 7.000 kEUR came in. The number of inquiries for products, catalogues and



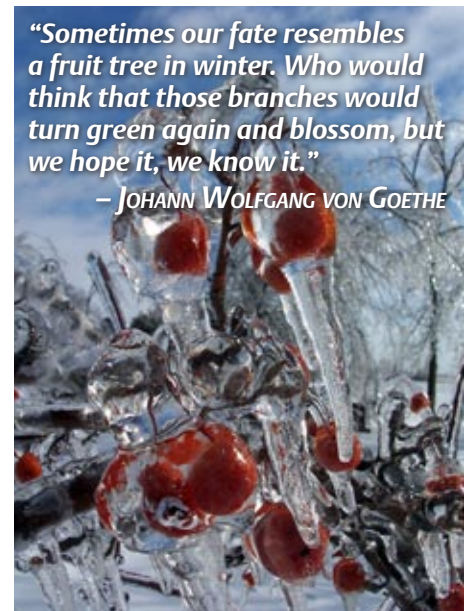
The aims of being at MEDICA were fully reached says Manfred Mache, the product manager for the medical product line of TESCOM EUROPE: Increasing our high profile in the market, developing new business channels with customers and suppliers and investigating the latest customer needs in medical technology and service. "We are very satisfied with the impressively high number and quality of this year's visitors. The need for expertise is enormous and the response to the technical solutions we offer is very good," says Manfred Mache.

price lists for medical products of TESCOM EUROPE has increased significantly.

In summary: The MEDICA 2005 has been an ideal platform to promote TESCOM EUROPE and has shown in an impressive way the growth possibilities in the medical market. "We are looking forward to the MEDICA 2006," says Manfred Mache

We would like to post a special thanks to Stephan Ruege who perfectly organized this year's participation at the MEDICA again! ♦

"Sometimes our fate resembles a fruit tree in winter. Who would think that those branches would turn green again and blossom, but we hope it, we know it."
 – JOHANN WOLFGANG VON GOETHE



Holiday Schedule

Facilities/Offices Closed:

USA

December 26-30

Christmas & New Years

Europe

December 26-30

Christmas & New Years

Hankuk

December 26

Christmas