Since its establishment in 1998, VIZA Valves has set its sights on becoming a high class valve product manufacturer, with most products delivered to world famous EPC companies and end-users. From the outset, VIZA has followed a path of steady and rapid development achieving a surprising consecutive annual growth record in the ten year period from its incorporation to 2008. Although the global recession at the end of 2008 impacted the whole valve industry, VIZA succeeded in withstanding the damage from the stagnant market with its outstanding products and highly respected reputation in the industry. The company managed to rise above the market lows relatively quickly and since the second half of 2010, VIZA even accelerated its growth speed. Turnover and production are predicted to be 50% higher than 2010, overtaking the US$40 million turnover record of 2008.

Mr. Zong Cheng, one of the founders of VIZA, made the decision to move the company headquarters from downtown to the production base and carried out a restructuring program, resulting in improvements to both production efficiency and client satisfaction. Today, this export-oriented company is taking new measures to further upgrade product quality to increase its global market share. Valve World Americas headed to VIZA’s new headquarters in China to hear the latest news about its development.

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 specializes 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 seat 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 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 114 series, the 1W welded body ball valve, TM metal to metal seated ball valve and TV cryogenic 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 50 countries including North America, Europe, the Middle East, Latin America, South East Asia 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, China). Mr. Zong said: “VIZA’s business in Brazil and India has been running very well. For example in the past few months, 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.”

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 Repsol-YPF, PT Chevron, PDVSA, GALL, Murphy Oil, PetroPeru, etc. Recently we have been busy running many class 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 top entry forged steel ball valves, three-way metal seated ball valves, TA-Luft certified fugitive emission gate/globe valves, etc.”

VIZA USA

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 receive global and localized service wherever they are.

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Computer charted hydraulic testing

Company charted hydraulic testing

VIZA Valves: Conquering the world market with unique performance

VIZA Valves in this market.

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.

In the field of research and development, VIZA is continuously investing in more advanced facilities and equipment with the aim of achieving higher efficiency, quality and to expand capacity and satisfy the growing needs of customers for VIZA valves. Mr. Zong explained: “VIZA Valves gives R&D great importance. The technical and R&D team is one of the biggest teams in the company. In this team, young specialists have grown fast under the guidance of experienced team leaders in recent years. They all participate in many annual R&D projects, mainly relating to ball valves, new achievements and new developing products. The self-contained advanced test centre provides huge testing facilities for R&D, which can satisfy the needs of ultra-low temperature, high temperature, emission leakage, high pressure air, corrosion and life cycle testing, etc. These have also helped VIZA Valves to boost their image of high quality and high class.”

Added Mr. Zong: “VIZA Valves has focused solely on valve products. We will not adopt a diversification strategy or conduct short term speculation. In this way we have achieved our core competition strategy of high reliability, flexibility, quality service, customer satisfaction and the ability to secure sustainable development towards the higher end.”

Talking about the recent investment plan, Mr. Zong explained that VIZA would reinforce the capacity of large diameter valves with more investment. “The trend is that the projects and facilities are tending to be larger and parameters higher. The demand for large diameter valves keeps growing, creating an obvious bottleneck in capacity. We have boosted investments in this field and in the partners in our supply chain. We are also planning to further invest in our own foundry with the aim of expanding capacity and fabricating sand castings. Not only will this plan satisfy customers’ needs for high quality castings, but will also reduce their sourcing effort and cost.”

Mr. Zong continued: “Energy is the accelerator of modern economy. Since the new energy will only account for a small portion of the whole energy sector in the short term, petrochemical energy will continue to be the must-have, our prediction of overall market trend is that the projects and facilities are tending to be larger and parameters higher. The demand for large diameter valves keeps growing, creating an obvious bottleneck in capacity. We have boosted investments in this field and in the partners in our supply chain. We are also planning to further invest in our own foundry with the aim of expanding capacity and fabricating sand castings. Not only will this plan satisfy customers’ needs for high quality castings, but will also reduce their sourcing effort and cost.”

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: Suzhou, 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: 500
- Turnover: US$40 million

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