

TWC The Valve Company – Distributing

First formed in January 2003, TWC The Valve Company has experienced huge growth as a top valve distributor for the worldwide valve manufacturer, Walworth – stocking, modifying, and distributing only Walworth valves. Valve Worlds Americas had a visit with the Chief Operating Officer, Johnette Rosenbalm, and the VP of Business Development, Kelly Kelsheimer in Stafford, Texas to discuss how TWC The Valve Company has become the leading valve and component distributor of choice in the United States and Canada.

By Sarah Schroer & Sarah Bradley



TWC The Valve Company's VP of Business Development, Kelly Kelsheimer, and the Chief Operating Officer, Johnette Rosenbalm, stand in front of Expanding Gate Valves produced by Walworth valves.

Kelly Kelsheimer, who has over 30 years of experience in the valve industry and has held many important roles with large valve manufacturers, discusses how TWC The Valve Company is positioned for growth. We do a lot of the same things that the factory does. We can perform audits and we have our own machine shop. We work directly with end users to get approvals. We set up distribution in all regions of the country. Walworth is the brand in which we exclusively stock and we go out and promote. TWC does not handle any other lines or any other products - just Walworth." And since TWC moved into their current building in Stafford, Texas in January 2008, they have grown from a distribution center with only eight people to the 46 staff they now employ, plus seven outside representatives. The huge growth is only expected to continue as TWC makes all the right moves to position themselves for success. Johnette Rosenbalm shares what one of her initial moves was as the new Chief Operating Officer at TWC. "The first thing I did was put wisdom in the building. People mistake knowledge for experience. And knowledge is what you can go on Google and read, experience is what Kelly is bringing."



TWC places importance on knowledge transfer from the factory environment conducive to customer sales support. No strategy at TWC Sales.



The Iron Plug valve is one of many Walworth products that TWC distributes.

in service for many year don't want to pull them out. They want to take them apart and put in a new stem or new seat ring. They come back to us so they can get that same stem, made to the same specifications, same tolerances, same quality – everything."

The shop is also set up to do any repair work in respect to returns or issues that customers face in the field. It has the capabilities to do modifications, such as make new seat rings, make new stems, and it also has several testing machines which allows TWC to re-test any valve. Such capabilities allows TWC to maintain the quality and the reliability of the Walworth product.

Along with being a distributor of Walworth valves, TWC also has impressive shop capabilities. Since Walworth valves is one of the oldest valve brands in the world, it is not uncommon for TWC's shop to create spare parts on Walworth valves that have been in service for over 40 years. TWC has the advantage because they have access to the original drawings." The shop is very important to us," explains Kelsheimer, "not only to be able to take valves and make modifications, but we also produce a tremendous amount of spare parts which is important to the valve world. Customers who have valves

Kelsheimer explains the advantage of having a distributor with shop capabilities. "Normally, once a valve is broken open, then the warranty is no longer valid. If you did that somewhere else, then there would be no warranty. We keep the warranty completely intact with our shop. That's huge. The shop is staffed with trained personnel that are either from here or from the Walworth manufacturing facility in Mexico. Customers won't have any problems with modifications to their valves because we understand what it takes to do those modifications. Our capabilities are such that we have the trained personnel who understands



TWC's experienced sales group.



The Stafford, Texas location carries a large inventory of valve stock of 27 million dollars in their warehouse.



TWC stocks 15 different product lines of Walworth valves.



TWC The Valve Company is located in Stafford, Texas.

Walworth Valves Throughout the Americas



between employees in order to create an environment. Kenner with Industrial Valco, discusses sales

TWC'S VISION, MISSION, PRINCIPLES, AND VALUES

Vision: To be the recognized leading valve and component distributor of choice in the United States and Canada.

Mission: To provide the highest quality flow control products while providing exceptional service to create lifelong rewarding relationship with our customers, employees and business partners.

Principles:

1. Customer Service – Treat each customer as if they are the only customer

2. On Time Delivery – Reputation is earned through consistent performance
3. Quality Product – Best in class and value

Values:

1. Integrity – Doing the right thing at all times
2. Communication – Honest and open with all
3. Respect – For customers, business partners and fellow employees

also audits and approves select repair facilities in the industry to do repairs. "All tests, NDE which is non-destructive examination, API 598 tests are all done in house. We do speciality tests as well for those that require extra testing. This sets TWC apart from our competitors."

It also means that TWC is at an advantage with deliveries during time crunches since the valve is already where it needs to be for any modifications to be made. The delivery time for speciality orders is therefore decreased. A high percentage of the valves that go out from inventory have modifications done before going out to the customer. TWC can do some modifications in the same day or with a short lead time.

Kelsheimer explains how there is a certain level of reassurance that they can offer that other companies perhaps cannot. "Quick deliveries and consistency of quality. TWC focuses on this consistency in product quality throughout the company. "It is very important to have the same consistent product day in and day out," says Kelsheimer.

TWC handles selling valves to both Canada and the United States. Selling valves globally is something that happens more on the Walworth side because they handle all of the other worldwide locations. TWC has long-term relationships with distributors Industrial Valco and A&M Industrial supply. TWC also has added and grown with CI Actuation, explains Kelsheimer. "We set them up as distributor for our API 6D product. CI and TWC partnered together because their niche is pipeline, the gas and oil markets, and terminals – which is why we wanted them up to handle the expanding and slab gate products. They focus on the midstream market."

In the future, Kelsheimer looks forward to new product development, including the TOV and pressure safety relief valves. They also would like to add additional distribution to help with that growth,



The TWC warehouse stocks all of Walworth's products, including the Globe Valves, Class 1500.

including Canada and the United States. "Our strategic focus for the future," explains Rosenbalm, "is building the next level team. I have a leadership development program with 10 young people. Kelly and I and our Director of Operations all agree that our goal is to build our next level leaders. So, we are all taking people under our wings to make them the next level leaders. My job here is to grow the people and they are going to build the business. And that is what we are really doing. Other companies worry that in five to 10 years everyone is retiring, but here at TWC we are not afraid of that because we have this next level leadership coming."



The shop at TWC has full valve testing capabilities, allowing them to maintain the quality and integrity of Walworth valves.



TWC The Valve Company's Core Principle's include: Quality products, on-time deliveries, and customer service.

what needs to be done, and therefore the customers have peace of mind that they are getting the product they need. We follow all the ASME requirements, ASTM specifications, and API standards. We have that control here. It maintains the integrity of our quality product." TWC

TWC THE VALVE COMPANY AT A GLANCE

Founded: Formed in the USA in January, 2003.

Location: Located in a 100, 000 square foot building in Stafford, Texas (also known as the valve mecca), with 46 employees, plus a team of seven sale representatives.

Product List: Gate, globe and check valves in cast steel and forged steel, safety and relief valves, expanding gate valves, Trunnion mounted ball valves, iron valves, butterfly valves, industrial bronze gate, globe, and swing check valves, and floating ball valves.

Inventory size: TWC believes in having a large inventory stock. They currently have around 27 million dollars of inventory in their warehouse, including all of the Walworth valve products.

Industries Served: TWC's primary market includes refining, pulp and paper, chemical and petrochemical, but TWC is also focused on growing in the power industry.



Texas



TWC inspection and packaging for shipment.



Receiving inspection and shipping inspection at TWC ensures correct material identification.