

C&C Industries - Valve solutions

Since its establishment in 1999 by co-founders Dale Lutz and K.C. Chin, C&C Industries has remained committed to customer satisfaction, through the strength of their knowledgeable distribution network and diverse product portfolio.

Valve World Americas had the opportunity to meet with CEO – Dale Lutz, Vice President Sales – JoElla Bott and Vice President – Force Ball Valve Marketing – Jerry Brown at C&C's Houston, Texas headquarters to discuss the company's evolution, growth of its diverse product line and big changes for the future.

By Sarah Bradley

With the goal of providing quality products at a competitive price with deliveries that meet customer requirements, C&C has established itself as a financially strong company that continues to grow steadily. With sales in excess of USD\$100million, the hands-on company is built around quality and service - from the sales team all the way down to their shipping department. In order to communicate their commitment to quality to the industry, C&C elected to undergo the ISO:9001 certification last year and continues to foster that company culture in all aspects of the business.

serve our customers and we are excited about our future together."

Forging bonds & building relationships

C&C believes that much of their success can be attributed to the relationships that the company has built together with their clients. Always keeping their ear to the ground, the company maintains the importance of listening to their customers' needs.



C&C's Material Supply Specialists.

In October 2013, Dale and K. C. sold the company (C&C and CCTX, their Edmonton, Alberta-based subsidiary) to ERIKS NV, a Netherlands-based industrial service provider, expanding ERIKS' North American presence and sales and distribution network. The companies are now able to offer complementary services for their clients through the offerings of their sister companies, which is an added strength.

"I think the acquisition certainly adds to our financial strength as a company and it also gives us the ability to partner with other ERIKS companies such as Newdell, which is the PK valve, Smith International which is the forged steel gates, globes, checks and ball valves, Leader Gaskets, and also Diamond Gear, gears and automation," said Dale. "We are developing relationships within our related companies to help best

"The key to knowing what the industry needs is just by listening – listen to the end user to know what they are looking for. We are in the process of bringing out a brand new API 6D check valve. We will be bringing it to market in a couple months to complement our line of Force flanged ball valves. That is a customer driven requirement – they asked for what they needed and we made sure we were listening," Jerry said.

"We just strive to be better than the competition – to think of things that they are not doing and fulfill those needs, bridge the gap and make sure you also take care of the business that you already have," said JoElla.

One of the ways to take care of that business is by maintaining a large inventory of products to fulfill customer needs, which is also a strong contributing factor to the company's business growth. C&C currently evaluates their inventory at USD\$30million housed in their 116,000-square-foot facility. Ensuring that the product is available on demand to reduce lead times is imperative to the success of the company.

"We have developed a system of forecasting customer demand based on using historical data along with listening to the industry and also our sales team. The importance of having valves ready-to-ship from stock is huge. Having the inventory allows us to ship same-day and having stock and being able to meet the customer's immediate need, is



Material Supply Specialist Bobby Delgado packaging an expedited shipment.



C&C Headquarters – Located in Houston, Texas.

our strength. Diversified inventory allows customers to place one purchase order, buy it all from us and have a single shipment which is a huge savings to the customer," said Jerry.

A company built on R&D – Reps & Distribution

With distribution in almost every state and in Canada, much of C&C's business focuses on the heartland in the big oil producing states such as Texas, Oklahoma, Kansas, North Dakota, Pennsylvania, Ohio, Louisiana and Mississippi, with a strong presence in the shale plays.



Founders Dale Lutz & K.C. Chin.

"Our distributors continue to be the lifeblood of our business, in that they maintain a relationship with the end users in their area and are truly significant in being our eyes and ears on the ground. We look for their willingness to work hand-in-hand with us to grow our mutual businesses," said Jerry. "I think it's important that we select a manufacturer's rep that does have strong relationships with the distributor and end-user base in their geographic area as well, because they work as an extension of us."

C&C stocks distributors coast-to-coast that range from the majors with 80-100 branches to smaller independent oilfield supply stores giving the company the ability to provide a greater geographical reach.

"We are constantly looking for new opportunities. One that came to us at the end of the last year was a company called OPECo, they are an Oklahoma City-based company. They had been representing another valve line for 29 years and we just signed them as a manufacturer's rep with no conflicts – a conflict being defined as having a competing product that they represent," said Dale. "We think this will bring great success and believe it is a game-changing opportunity for us."

Continuing to expand a diversified product offering

Over the past decade, C&C has expanded its offering to a full product line of high quality valve and fittings ranging from 1/4 inch threaded ball valves to 48 inch pipeline ball valves, butterfly valves ranging from 2 inch to 54 inches, 1 inch to 12 inch hammer unions with pressure ranges from 1,000psi to 15,000 psi, as well as expansion joints, swage nipples, Red Iron, bull plugs, swivel joints, bolted sleeve couplings, needle valves, grooved valves and couplings and high pressure plug valves.

"Our diverse customer base can be attributed to our broad product offering from pipeline valves, valves for drilling, valves for production, valves for HVAC, valves for petrochemical and even valves used in commercial construction. We offer special orders such as custom duplex valves and in addition to our standard API 6D ball valve line we also offer three-way valves, metal-seated valves, and cryogenic valves. We have valves to fit almost any application," described Dale. "Our key product is the Force brand ball valve.

through partnered distribution



C&C Personnel.

All our Force products are API certified, manufactured fire safe, meet NACE requirements and we have the ability to provide products in a variety of different materials for different services."

The addition of new products and developing new offerings to complement existing product lines has always been an important philosophy behind the company. C&C prides itself on remaining on the forefront of the industry, moving quickly to introduce new products to their customers.



Material Supply Specialists Julio Garza & Vincent Simmons recording heat codes and serial numbers to fulfill MTR requests.

"New products are always very important. Developing new product is a sign of growth. Sometimes we are making subtle additions that go under the radar like our new isolator valve, but it is still an important addition because it's completing the line and adding a new twist to what we already have to ensure the broadest availability of products for our customers," Dale explained. "Other additions are huge like our current project - we are looking at developing a through conduit gate valve, which will be a brand new offering and opens up a world of business to us. It goes hand in hand with the Force product. We will be expanding our API 6D check valves. We will now round off the line with ANSI 150, 300 and our existing 600 class. We are constantly building on products, either rounding out existing lines or adding new products. Every year we add a new product, sometimes two products a year. I think if you are not doing that you are stagnant."

Despite the vastness of their diverse portfolio, some applications may require a solution that cannot be met by a commodity product. In those circumstances, C&C also offers the capability to provide custom valve solutions to solve any problems and meet any application requirement.

"I think it is extremely important to have the ability to offer specialty and MTO



Material Supply Specialists Jon Chapman & Vincent Simmons following C&C's standard ISO quality procedure for order accuracy.

items because it broadens our scope and our ability to service our customers. It also brings recognition from our customers and puts us in a league that some companies aren't able to service," said JoElla.

That commitment to being a solutions provider extends throughout C&C's business model, from customer service, to sales knowledge to product diversity and quality. In order to communicate their commitment to quality to the industry, C&C elected to undergo the ISO:9001 certification last year and also insists on re-testing all Force flanged ball valves prior to shipment to the customer.

"We re-test Force flanged ball valves as a kind of make-ready process. They are tested to API 6D in Korea and once we receive them here we will do another pressure test as reassurance to know that it is in good working condition before getting out into the field," said JoElla. "Offering that extra assurance and peace of mind is very important to our customers."

"We recognize the need to be involved in quality assurance and quality control. We review the products that come in, and we want to ensure that when a C&C product goes out the door, it's a high quality product. Our goal is to make sure that when a valve leaves our warehouse, we know with confidence that it is ready to go and do the job it was designed to do. We are testing the valves when they are made and re-testing them here at our own facility. We offer full material test reports at no charge. This is an expense to us, but we want it right the first time," said Dale.

Growing with the industry

C&C is always looking for new opportunities to improve and develop their business. The company has begun to pursue the South American market, having recently added Sara Penn to the team, a sales representative with a strong background in the region who will be working to hone relationships with end users and distributors in the area. They have experienced positive interest so far and anticipate a good level of demand for their products in Latin America.

C&C is also excited about the positive new developments that the company is working on for the future which includes the establishment of a central warehouse for the ERIKS Valve companies, further growing their product line and continuing to build on the foundation of service they have fostered since the company's establishment.

"We are going to continue to maintain great distributor relationships and keep on providing quality products at competitive pricing with on time deliveries and continued great customer service. That is what we do best and that will never change," said Jerry. "With the ERIKS ownership, their ideas and the management team that they put in place with the sister companies, I think there is going to be lot of opportunities to drive C&C deeper into new markets. I think it's going to open up a lot of opportunities and I really believe that the future is very bright."



C&C tries to ensure that most material is shipped the same day it's ordered.

C&C INDUSTRIES AT A GLANCE

Company Name:	C&C Industries
History:	Founded in 1999 by Dale Lutz and K. C. Chin
Mission Statement:	To super serve the oilfield and industrial market sectors with high quality products at competitive prices. To not only meet, but exceed the customer's expectations and delivery requirements.
Locations:	Company owned facilities in Houston, Texas and Edmonton, Alberta. Consigned inventories located in key oilfield areas throughout the United States.
Specialty:	Same Day Shipments
Product Offering:	Hammer Unions, Butterfly Valves, Threaded Ball Valves, Threaded Check Valves, Needle Valves, Swage Nipples, Bull Plugs, Expansion Joints, Grooved Couplings, Bolted Sleeve Couplings, Red Iron, High Pressure Plug Valves, Chokes, Cast Steel Gate, Globe and Check Valves, FORCE Ball Valves.
Marketing Strategy:	To sell to the end user market exclusively through distribution.

This Spotlight article is paid for by C&C Industries. The views and opinions expressed in this article are those of the profiled company and do not necessarily reflect the position of Valve World Americas.