

VIZA Valve: A Valve Solution

VIZA Valve is a dedicated manufacturer of engineering valves, specialized in the vertical integration of supply chain resources. The company's product application covers the oil & gas, pipelines, refineries, chemical, petrochemical, power, and water treatment industries. In recent years, VIZA Valve has not only managed to keep a steady business growth but also a continuous investment in design and R&D, so as to provide new products and optimize their product profile. Valve World Americas visited the VIZA Valve headquarters and production facility based in Kunshan, Jiangsu Province, and talked to Sales Director Zhu Xi to learn about VIZA Valve's business, future strategy, and to discuss the valve market.

By ZHU Yixing

Aiming for the Global Market with an Optimized Product Line

Established in 1998, VIZA Valve is currently focusing on the global market. It owns the Taixing foundry and three operation centers in Kunshan, Tianjing, China and Dallas, Texas, USA. Focused on high quality products and good customer service, VIZA Valve has secured its position in the medium and high-end market by serving large EPC companies and users in Europe and the Americas, among others. "Our main business is the design and manufacture of industrial valves while at the same time providing excellent customer service." Sales Director Zhu Xi explains: "VIZA Valve is specialized in engineering products. The

VIZA product family covers complete series of ball valves, gate/globe/check valves, and butterfly valves. Key products include metal seated ball valves for severe applications such as high temperature, erosion, and frequent cycles; cryogenic ball valves suitable for diversified applications in the LNG industry; subsea ball valves; bellow seal gate valves and globe valves; API6D pipeline through conduit gate valves and full bore swing check valves, etc."

Mr. Zhu continues: "We define ourselves as a complete valve solution provider serving global engineering projects. With many years of experience and close communication with customers, VIZA is gradually optimizing existing products in terms of design and manufacture. Meanwhile, we systematically develop new products according to customer needs. Our product lines have become more optimized and are suitable for the relevant market segmentation. These efforts have led to an improved customer experience and more complete valve solutions. In our opinion, a good business structure and continuous optimization is vital for long term development. We must excel and distinguish ourselves. As a result, the request for our general merchandise is shrinking, but our high-end and customized products are seeing an exponential growth. This is in line with our development strategy. For customized products, we can manufacture products with special pressure and size requirements. For API 6D ball valves, we generally provide up to Class 2,500.



Twin Ball Design DBB Ball Valve

However, some customers may request 5,000 to 10,000psi, which is unusual and a mixed standard between API 6D and API 6A. In addition, they may also need subsea valves, jacket valves, or some other engineering valves."

When expanding from the regional market to the global market, VIZA Valve struggled to obtain more project partnerships and end user approvals, but now maintains a stable business with high value-added products. "International EPCs are our key customers and they are becoming more and more important in our customer structure. On the other side, we still maintain close co-operation with distributors and stockists. Mr. Zhu talks about VIZA's achievements in various industries: "We always focus on overseas markets. Our largest markets are currently in North America, Asia Pacific, and Europe. Our main industrial focuses are the petrochemical, gas, chemical, and marine industries, as well as some power plant projects. Last year we cooperated with Italian power company Enil in South America. Power plants require high pressure and high temperature valves, for which we can provide metal seated ball valves. "VIZA valve grows together with our clients. The company has been on REPSOL's approved list for over 10 years now, which started with MRO agreements in Spain and moved on to global REPSOL projects today. "Last year we won REPSOL's Refineria La Pampilla project in Peru (EPC: Ayesa). Growing together with clients is one of our goals. Last year, we passed two cus-

tomers approvals; one for the Iraq project approved by BP, the second was the BP Asia vendor approval for the entire middle- and downstream business." This means VIZA Valve has obtained an overall approval from BP. "Now we are working on the RAPID project in Malaysia and more projects for Ecopetrol in Columbia."

Customer Oriented R&D

VIZA's research and development is always oriented towards its customers' needs. Mr. Zhu explains: "We have put a lot into our R&D. According to the current market situation, we believe it is necessary to increase investments and launch new products as shortest time as possible.

We realized the market needs API 6D large size full port gate valves and check valves, but the prices are high because the core technology is in the hands of large companies in Europe and America. We spent huge resources in this field and within one year, we developed a series of products, including the API 6D 22" Class 2,500 check valves. Now we are supplying the new products to our customers. Some specifications from clients are quite unique, so it can be deemed as a customized engineering product. We supplied the engineering high pressure valves to an end user in the shale gas industry in the USA; their feedback is good. Within our API6D product's line, our core product is still ball valves but we are now developing gate and check valves also."



Organic Painting Internal Coated Ball Valve



Ball Valve with Stem/Fitting Extension for Underground Pipelines



API 6D Slab Gate Valve



INCONEL Alloy Ball Valve



Pipeline Pig Ball Valve

Provider with Global Presence



Motor Actuated Ball Valve

Besides competitive product solutions, Mr. Zhu said VIZA Valve's professional performance in customer communication is also a major advantage, especially in the process of R&D development and feedback. He explains: "We always keep professional and smooth communication with customers while developing new products. Our customer feedback helps us solve issues. Sales people cannot properly understand the customers' needs if they don't have sufficient technical knowledge. Most of our sales people have a technical background. That is why they are good with both technology and communication. They can communicate the problems from an engineering perspective and even make a preliminary estimation. VIZA Valve's sophisticated technical personnel have years of experience in sales, whilst the sales team are professional in customer communication."

Growing with Business Partners

For Chinese companies who mainly service overseas markets, customer service can be a challenge. VIZA Valve has found the solution: growing together with business partners, suppliers, and overseas distributors. "We increased our investment in training overseas distributors from two perspectives: we send VIZA valve experts abroad to provide training at the distributors' headquarters and branch offices. On the other hand, we invite engineers from overseas distributors to visit our factory. It is a good

chance for them to follow a systematic training here. They can learn about the whole valve manufacturing procedure, including different aspects of design, operational principles, manufacture, assembly, testing, and documentation. This helps them better understand our products and improve their hands-on practical skills, which in turn helps them provide better service to users back home." VIZA valve is a company that is sincere towards its business partners. "We have a subsidiary in Dallas, TX, USA, but in Europe, we always do sales through our distributors. Our principle is to focus our own business on manufacturing, so we need partners in the sales department. Direct selling leads to a higher profit margin but costs a lot of energy. At the same time, we protect our distributors as well. Even if end users come to us, we will refer them to our local partner in their region."

Regarding the supply chain, suppliers like doing business with VIZA valve. Mr. Zhu explains: "We love to establish strategic partnerships with suppliers so we do not bargain for a low price. Our focus is to improve the quality of our products and requirements. Besides the supply chain in China, we also acquire some key parts from abroad, such as low fugitive emission packings. We are doing the API 624 testing in America and have already passed. As for bearings, seats, and bellows for our valves in special applications we also use well-known international brands. We choose to compete by offering high value-added products rather than joining the price competition."



Motor Actuated Metal Seated Ball Valve



Fully Welded Ball Valve with Special Jig before Welding

Open Atmosphere, Talent Prioritized

VIZA valve has a professional team. Technical, QC, and sales, even workers are divided in a systematic and professional manner. Mr. Zhu continues: "At VIZA, everyone is specialized in their own job. We have a more or less unique corporate culture because our atmosphere is very open. No matter if you are a customer or fellow employee, communication is very easy and we trust each other. Our idea is to build a better company and attract more talent. The way we treat our suppliers is the same, we treat them as our business partners. As the industry develops, the competition is between supply chain rather than companies. We wish to share the market with our suppliers and make progress together with them. We also welcome new ideas because we want to go ahead with new markets. The result is that we keep launching new products, as our market and end user structure is also changing and upgrading."

When asked about the difference between VIZA and other valve companies, Mr. Zhu said: "I think our flexible management is the key. It was developed on the basis of a customer-oriented concept. We believe that mass production with limited value might be a bottle-neck for Chinese valve companies. As the required by our flexible management strategy, we design the whole system and products according to customer needs. This enables us

to create value for our customers in such a complicated market situation, and promote our own development as well." As the interview drew to a close, Mr. Zhu added, "We are keen on our business of valve manufacturing. Our aim is to do well in our core business, to create value for both customers and employees. Regarding general valve products, each end user is experienced in purchasing. They also have their own preferred suppliers, but when it comes to critical situations and emergencies, or if there is an application which is quite demanding or fast delivery is needed on site, VIZA Valve is always willing to help."



Cryogenic Globe Valve



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