

Habonim – The Industry's

Founded in 1949 in Israel, Habonim quickly proved it was a front-runner in providing advanced solutions to complex applications in a broad range of industries. The company began manufacturing ball valves in the 1970s and since then has expanded, today offering a vast array of products, including double block and bleed, cryogenic valves, metal seated valves, pneumatic actuators and more.

With over 50 years of experience in valve and actuator manufacturing, and now with an American presence located in New Jersey, Habonim is today known for its high quality product offering and its innovative and customized engineering solutions. With numerous certifications and patents under its belt, Habonim excels in every aspect of customer satisfaction, and prides itself on being a knowledge provider.

Valve World Americas was delighted to speak with Yossi Dotan, President of Habonim USA, and Kyle Kenney, Head of Engineering, about the company's mission to meet global standards, provide unique solutions and their commitment to their customers.



Overhead view of new production in facility in Israel

By Deirdre Morgan & Sarah Bradley

Internationally recognized for its high quality products and dedication to providing exceptional customer service, Habonim has strived to differentiate itself from the rest of the industry. Rather than attempting to conquer the entire market by offering the cheapest remedies, Habonim provides long-term support, reliability and cost-effective resolutions to its customers. "We are a small company trying to do things differently," explains Yossi. "We may not always be the cheapest, but in terms of quality, reliability, continued support and our ability to solve, no other company out there comes close to us." Unlike other big companies in the industry, Habonim doesn't depend on the success of its brand name to entice its customers, but rather what it can offer them. He adds: "Most companies out there are trying to become commodities, but that's not our mission. Our mission is to offer solutions that will generate much higher value for the end user."

Catering to a variety of industries, including LNG, chemical, petrochemical and pharmaceutical, the company's products not only meet US standards but international standards as well. In addition, Habonim's products are 100% tested before being dispatched, and the company has a variety of patents while continuously working on new developments that will meet the industry's needs. "We are currently working on several new patents that right now are going to change the conception of cryo-

genic valves and control valves. We try to identify what the problem is, what is challenging and find a solution for it," explains Yossi.

Pushing the Boundaries

As they are a global company, recently investing in a brand new facility in Israel, meeting global standards is extremely important to Habonim. While the US market tends to be traditional by adhering to API standards, Habonim acknowledged how stringent the ISO standards were in Europe and decided to adopt these guidelines. "We are one of the only companies that took the chance and decided to meet ISO standards as well as API standards," explains Yossi. Habonim's philosophy is that if a customer requests an API certified valve or an ISO certified valve, they should be able to offer both, and they do. Not only that, but they can offer it at a competitive price in comparison to most of their competitors. Additionally, they redesigned their cryogenic ball valves according to the British standard BS 6364. In doing so, Habonim was confident in the fact that they were able to offer products that met the highest global standards. "You can't take a regular valve and modify it to be cryogenic. You have to redesign it from scratch according to a certain standard, and that's what we offer our customers," says Yossi. "When it comes to ball valve technology we are far ahead of everyone else in what we offer."

While the company has a broad spectrum of valve offerings, their belief is that fugitive emissions connects all of

their product lines. As over 80% of fugitive emissions comes from the industrial sector, and approximately 90% of fugitive emissions in the industrial sector comes from valves, Habonim is invested in developing products that can minimize, if not eliminate, fugitive emissions. Whether standard or customized, their valves are ISO 15848 certified as well as API 641 certified, differentiating them from their competitors. In addition, their valves are designed to endure demanding high pressure, high temperature and corrosive applications. "Whether a flange valve for a gas line or a double block and bleed for any kind of chemical application, fugitive emissions is the bonding feature for all of our product lines," explains Yossi. One of Habonim's most important developments is the Fire-Safe, which is patented, highly reliable and is API 607 certified. It offers half a million cycles, requires no maintenance and contains no graphite, an extremely soft material that often deteriorates and causes failures. "We are very proud of this product because until we introduced it to the market, you couldn't get any kind of longevity from automated fire safe valves." While most of these fire safe valves are used in refineries, Kyle adds that they can be of use in any application where money is lost due to product leakage.

Reliability is extremely important to Habonim, as is evident by their investment in product testing. Because of this commitment, all of their valves and actuators are fully tested and are all SIL (Safety Integrity Level) certified. The SIL certification determines the probability of a product failure. "No other company in the world has SIL 3 for valves and actuators and we are very proud of the reliability of our product line," explains Yossi. The SIL rating is on the complete package – valve, bracket and actuator. As all of their products are manufactured in-house, Habonim has complete ownership over their valves, brackets and actuators, enabling them

to achieve this rating. Not only that, but the beauty of Habonim's valves and actuators is that they can also be sold separately, and their valves can be mounted with any other actuator. The PNEU-LINK their unique package for automation, has been especially successful as each component is contained within the bracket, making it much smaller and more effective. "As an engineering company we try to offer all kinds of solutions from the valve side of technology to the bracketing side of technology and everything in between," says Yossi.

Special Solutions

Kyle emphasizes that their in-house capabilities are significant not just for certifications purposes, but also in terms of cost and time management. Habonim's R&D (Research & Development) team have the means to test new ideas and eliminate the need for outside resources. Setting up a test internally and testing multiple products at the same time, at very little cost, makes the process move much quicker. "When you have in-house capabilities you con-



PNEU-LINK assemblies on various valves and accessories

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Yossi Dotan,
President of Habonim USA



Lug-style high pressure valve

Leading Solutions Provider

control the data. If the R&D team notice something that needs to be improved they can quickly make that change and adjust it to something that is going to work," explains Kyle. Yossi adds that keeping the information in-house since the company was established has enabled them to retain the knowledge that is required to succeed. "We know how to handle the materials, we know what is important, we know how to calculate all of the thermodynamics; keeping everything in-house is key," he says. "We always put engineering at the forefront of what we do. It requires a lot of investment, but engineering in our factory has always been huge compared to everyone else. When you have engineers you have people asking questions, which helps to solve issues and generate new ideas."

Focusing on Habonim's special solutions, which includes manifolds, double block and bleed and a whole lot more, Kyle explains that they can do just about anything the customer requests. Be it one-off applications or whole system solutions, Habonim has the capabilities to design and manufacture custom valve assemblies. Yossi explains that customer interaction is key to making this happen. "No matter what industry, once you speak with engineers you realize that everyone needs something. Sometimes we need to provide a built-in solution that takes away all the issues, or it may be a valve with a bypass inside to reduce the Delta P. We can provide whatever is needed but it does take a lot of one-to-one meetings with the customer," he says.

Habonim's ability to provide its customers with speedy solutions relies heavily on its impressive inventory. With USD \$6 million worth of parts in the US location alone, the majority of which is parts, the company can construct what the customer wants in a very short timeframe. Not only that, but orders are continuously imported by air freight or sea freight from their Israel location, enabling them to keep on top of any requests that come in. As Yossi states,

the beauty of Habonim USA is that it is part of Habonim Israel, meaning that everything is on the same IT system; everything from production, materials, inventory, shipments and invoicing is stored on the one database. "I have a minimum and maximum figure for my ongoing projects. Therefore, as parts are being used here in the US, the system in Israel is automatically ordering more to replenish my inventory," says Yossi. "Also, if I want something manufactured in Israel, I can enter it into the system and monitor its production. Everything is transparent, and I think that's something that you won't find in any other company in the US."

Customer Commitment

In order to set themselves apart, Habonim constantly strives to stay ahead of the competition. Key to achieving this, Kyle explains, is looking at its competitors from two different angles. There are high end standard products and high end specialty products. The standard product is something that already exists in the marketplace so is more readily available. In that sense, Habonim knows its competition, their capabilities and what prices it needs to stay in line with. However, with the highly specialized products that are once-off, there's no real comparison. "You're trying to compete against yourself more than anything," explains Kyle. "We work with the customer because the success rate is much higher. We try to be modest in what we charge so that both the customer and Habonim benefit."

As the customer is priority in everything that Habonim does, this is also their philosophy when selecting what distributors to work with. The company seeks distributors who are engaged with their product line and have the capacity to take Habonim's knowledge and transfer it to the end user. "We find the channels that can accurately deliver this information. Our distributors discover what the end user needs and finds them the right product. Our product may not always be the right one, but you need to partner with someone



Cryogenic Double Block & Bleed with relief valve

who is willing to ask the right questions to figure that out," says Yossi. In addition, Habonim can guarantee after-sales support through warranties and full traceability. The company doesn't warranty the component, but the overall operation and performance. If a customer knows what they need, Habonim will warranty that the product will work in the application. Also, the company numbers and photographs each component to ensure full traceability – from production all the way to packing. "It gives us and the customer peace of mind," adds Yossi.

Philosophy for the Future

Looking to the future, along with the launch of a new user friendly website, Habonim intends to continue to grow and continue their mission to provide top quality solutions for their customers. In addition, the company aims to expand their current product line, as well as acquiring other high end product lines that will compliment what they offer now. "There will always be customers who will look for the cheapest remedy. There is a market for everybody," concludes Yossi. "Yet, we like to partner with customers whose philosophy meets our philosophy – those who are proud of their product line."

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*Yossi Dotan,
President of Habonim USA*



Inside of new production facility in Israel



2-3 valve automated manifolds in a single housing

The views and opinions expressed in this article are those of the profiled company and do not reflect the position of Valve World Americas.