



“Understanding Your Customers” - Lessons From IKEA...

I accompanied a friend to an IKEA store this weekend. Everyone can point to something they like-or love-about IKEA. For almost everyone, it is certainly an experience you will not find in any other retail store anywhere. With college age children, I have found quite a lot to like about IKEA over the years.



Wayne Ulanski
Chief Operating Officer, SVF Flow Controls

And you can tell how much we all love IKEA when you pull into their parking lot. It is always packed. Even on this Easter Sunday, when we thought it would be quiet, the faithful were there in multitudes.

Calling on my past experience, we parked in the pick-up area...near the entrance and easier to find later! We walked to the front entrance along with young families, college students with long lists and many other smiling faces transfixed on what was in store for them.

Once inside the lobby, we were lifted as if into heaven up to the showroom upon an escalator filled with anticipation and eyes gazing upward towards the landing.

The IKEA showroom never lets you down. It is loaded with all types of furniture, gadgets and lights displayed in small environs intended to capture the feel of home. There is so much to see. How can anyone be sure that nothing is missed? Well IKEA knew you would ask, so please follow the walkway with the bold arrowheads that will guide you through the experience.

And the experience is terrific. IKEA offers elegant furniture with clean lines and their accessories and kitchen items are clever and useful.



If you decide that you would like to buy any of their furniture, you will always find a pad and pencil handy at one of the many Customer Service stations throughout the showroom.

The item's tag will give you the name, the item number and the grid location of the boxed item.

This is where the IKEA plan really gets remarkable. In one day in an IKEA store, you go from the being lifted up to dizzying excitement of “IKEA-Land” and then down the rear escalator to the enormous warehouse laid out in grids dotted with carts and kids and boxes. The experience turns from surreal to very real. But it really works! Of course, the journey must also include the checkout line. If you have been in a self-serve checkout line at a Wal-Mart or grocery store, you have probably noticed three things that can spoil the moment: (1) Bar codes are difficult to find and are of varying shapes and sizes, (2) The scanning machine yells! (3) The person who is there to assist is already too frustrated to even fake being friendly.

Not so at IKEA. Every bar code is bold and perfect. The scanning gun responds instantly. The machine speaks in gentle tones and you never meet an unhappy attendant because you never need one! Yes, it is a model that really works and the checkout experience is enhanced by the wonderful aroma of baked goods, cookies, herbs and spices from the food court near the exit. It's difficult not to stop for a snack on the way out the door.

The item we bought that day required assembly. It was perfectly packaged and easy to carry. Inside were wooden components that were finished with a wonderful satin feel and the instructions were easy to follow.

See “Lessons” on page 3

What's New at SVF



SVF Flow Controls is pleased to announce the launch of our NEW **CADNow!** v10.2 Program.

This program is accessible through our website, www.SVF.net and is now also available to you, upon request, in CD format. *Read more about CADNow! on page 2...*



The Spotlight is on...

This month the SVF Spotlight is focused on two individuals at SVF Flow Controls: Jorge Rivas and Gary Ulanowski... *Read more on page 3...*

GOT TALENT?

If so, we would like to hear from you!



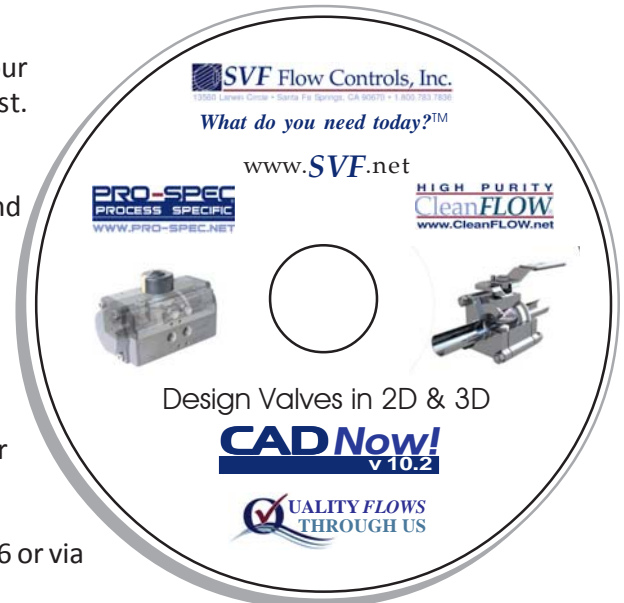
Visit Our “Talent Center” on our website and see the exciting career opportunities available at SVF Flow Controls, Inc. www.SVF.net/career_center.php

APRIL 2010 ISSUE

<i>Cover Story: Vision Critical</i>	
CADNow!	2
Did You Know?	2
The SVF Spotlight	2
The Quality Corner	3
On Track with SVF	4
The “Napkin”	4

CADNow!... Version 10.2 Now Available ~ Design Valves in 2D & 3D

In our March FlowRATE Newsletter, we announced the launch of our NEW, Version 10.2 **CAD Now!** Program. This program is accessible through our website, www.SVF.net and is now also available in CD format, upon request. CADNow! offers you the opportunity to configure 2D and 3D drawings of our complete product line offering. The configurator allows you to develop the exact product drawing you require for our valves, actuators and control accessories, based on type, size, materials, end connections and electrical standards. Once created, the drawing may be inserted into over 35 different CAD programs, such as AutoCAD, Pro-E, Solid Works and Turbo CAD. **Interested?** We invite you to experience CADNow! at www.SVF.net/cadnow.php **Want your own copy?** Our CADNow! Program is also available, at no charge, on CD. Access the link above and fill out the online request form or email mmueller@SVF.net and we will send you your own copy of our **CAD Now!** CD. **Need more information?** We are here to help. Please contact our Inside Sales Department for assistance at 1.800.783.7836 or via email at Sales@SVF.net.



Did You Know?...

Track Your Orders Online!

We continue to look for opportunities to make it faster, better and easier to do business with SVF Flow Controls, Inc.!

Beginning this month, when you place an order for SVF products and request UPS delivery, you will receive your UPS tracking number automatically, via email, offering you the advantage of being able to provide this information to your customers immediately after shipment. This tracking number will also appear on your invoice.



SVF Employees In The Spotlight...



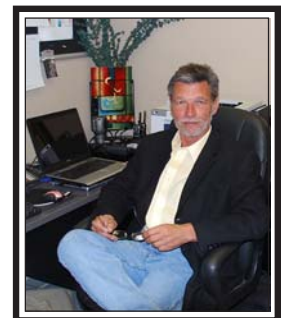
*Jorge Rivas,
Production Manager*

We are pleased to announce the promotion of **Jorge Rivas** to Production Manager.  Jorge joined SVF in 2001 as an assembler. Since that time, he has worked in positions of increasing responsibility in the MTR Department and Material Controls. As our new Production Manager, Jorge will supervise both the production and material handling groups at SVF. Jorge's goals in his new position are to offer excellent customers service through order accuracy and on- time deliveries.

When he is not at work, Jorge enjoys spending time with his family – his wife Lissette and two daughters, Sofia, age 8 and Isabel, age 3.



Gary Ulanowski has joined SVF as Projects Manager. In this position, Gary will work with both our Engineering and Marketing Departments on the development, coordination and execution of company-wide projects that support our Resource initiative, including maintaining all aspects of our website and literature production. Gary recently relocated to California from the East Coast. He now makes his home in the Belmont Shore area of Long Beach, only a block from the ocean where he is enjoying our fine Southern California weather and beaches!



*Gary Ulanowski
Manager of Projects*

“Lessons...” *Continued from page 1*



The IKEA model is easy to understand from these quotes by one of their senior managers:

- “The IKEA mission statement is to create a better way of life for as many people as possible - with prices so low that many people will be able to afford them. It means that IKEA can never stop expanding because that’s how we will reach all the people.”
- “Our goals are to deliver savings of 50%. We want to reduce the product faults by 50%, and we want to improve the customer experience when buying our product.”

To accomplish this, IKEA is obsessed with measuring and surveying. Ratings, pricing surveys, returns, timing and smiles are all measured, reported and analyzed. There is little that does not get measured at IKEA.

There is a lesson here. Create a business model that starts with understanding your customers. Create the magic that makes it a great experience. Measure, report and analyze. Then re-visit your model.

Here’s another poignant quote from their leader:

- “IKEA wants to be the best in everything it does, and everything it does is with the intention of reducing costs for its customers. At the moment, 3% of IKEA products cause some kind of annoyance, like a missing screw.”

We found ourselves in that 3% that day. But we’ll continue to return to IKEA and enjoy the experience.

*by Wayne Ulanski, Chief Operating Officer
SVF Flow Controls, Inc.*

Our Purpose Statement:

“To serve the process control marketplace as a valued resource and advisor on flow control applications.”



What do you need today?™

“The Quality Corner”



Managers of Critical Departments gather weekly to review Action Plans

Service • Value • Flexibility

At SVF, we believe our people are our greatest asset. We see our team as a differentiator in the marketplace. Our people strive to provide service and value in all that they do. In addition to service and value, our people are trained to “find a way” to satisfy the needs of our customers. They attack opportunities with a “can do” attitude.

Even though SVF has its regular work hours, you will often see a number of us here at the plant after hours and on the weekend. We use this time to “catch up”, to work on new projects, new product designs or to address other subjects or areas that will help us help you. On one recent Saturday morning, we found out that sometimes, just being at the right place at the right time is a help!

One of our distributors contacted us about an emergency phone call from one of his customers. The customer had a machine down and couldn’t wait until Monday to get a replacement! On the off chance that we might be open on a Saturday, he tried calling us and was elated when he got a real person on the other end of the phone!

Our little band of Saturday workers helped our Distributor save the day for his customer. We had the valve in stock, entered an emergency order and had the valve at our Shipping Dock when the Distributor drove in to pick it up that same morning!

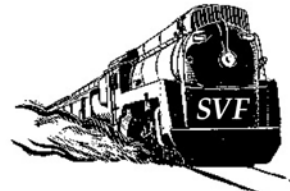
This is just one example of our ability to provide service, value and flexibility to satisfy our customer’s special requirements.

ON TRACK WITH SVF...

Keep Ahead...

Keep Informed...

Keep "On Track"



Keeping You "On Track"

An important component of our commitment to be a **Resource** for our market partners is to provide the best information available about our products. In January, we embarked on a marketing program to update all of our literature, starting with our data sheets. To date, we have completed 16 data sheets to support this program.

All new information is produced with our new SVF Branding Colors and graphics.

In addition to our new data sheets, this month we have released a new torque chart document and also a competitive analysis reference sheet, both of which are valuable tools for you in helping you choose the best possible product solutions for your customers.

We invite you to visit our website, www.SVF.net and visit "On Track" which is located on our homepage. Click on the links to review our latest efforts in detail.

- FS7 DATA SHEET
- VALVE TORQUE TABLES
- VALVE CROSS REFERENCE
- SB6 DATA SHEET
- SB7 DATA SHEET
- SB7F DATA SHEET
- LS820-05 DATA SHEET
- 7B41 DATA SHEET

The Following Documents Are Posted On Our Website To Keep You "On Track"

- F8/FB8 DATA SHEET | L8 DATA SHEET | N8/NB8 DATA SHEET | 41 Rev3 DATA SHEET | B41 Rev3 DATA SHEET
- L8 DATA SHEET | EZ6 DATA SHEET | ALS-200D LOW PROFILE SENSOR DATA SHEET | B8 DATA SHEET
- C8 DATA SHEET | R8 DATA SHEET | R89 DATA SHEET | BPE MANUAL (2010 EDITION)

"The Napkin" - Where all great design ideas begin



It is a rare occasion when valve manufacturers will consider recommending or producing a product that does not provide complete shutoff. However, there are some process applications, such as simple diverting of low-vacuum gas, where bubble-tight shutoff may not be necessary. When this is acceptable, valve engineers can calculate a new seat and seal geometry to control the leakage rate to an appropriate level.

We were recently challenged to design a product solution where overall package size was an issue for an abatement ball valve package. In this case, bubble tight shut off was not required.

Keeping these considerations in mind, and using a new seat and seal geometry to control the leakage rate, we developed a solution where the abatement valve was modified with a trunnion design to support the ball and reduce the operating torque, allowing us to provide a package with an extremely small actuator (pictured).

Light weight, reduced cost and ease of installation were the rewards for our customer.



Submitted by The Engineering Team at SVF Flow Controls.