

UPDATE

NORTH AMERICAN SAFETY VALVE

Spring, 2012

From the
President's Desk



Allen Tanis
President

*"We have
the largest
inventory
that we
know of in
the world."*

INSIDE

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Put this on your to-do list: Add safety valves to your line.

Each weekend, my to-do list grows by two lines every time I cross one off. This happens usually when my wife finds it. Last weekend, my to-do list included "pick up a paint roller at the hardware store." While I was there, I remembered to grab light bulbs for the bathroom vanity, got a paint sprayer on clearance and a pair of work gloves with a Kansas City Chiefs emblem for my barn chores.

In the supply business, one line can snowball in much the same way. I recently accompanied an outside salesman from a supply house on a sales call to a chemical plant. He had previously been unable to get on the approved vendor list for the plant. But the plant had a safety valve problem, and we were asked to help remedy the situation. We did that, and now the sales rep can offer the rest of his line to this plant, too.

While safety valve sales and repair make up just one line for you, it's our entire line. So we strive to ensure it's the easiest sale for you to make. Please consider making a push for safety valves and repairs, especially in places you haven't been having luck with your other lines. We look forward to breaking the barriers down with you.

We have the largest inventory that we know of in the world. Kunkle is our largest NEW VALVE line, and we stock it in large quantities

to ensure your customers can have the replacements they need shipped the same day. We also carry other major brands, like Consolidated, Farris, Conbraco and Crosby. We have arrangements with many manufacturers that will help us compete on large new construction jobs. We also carry new surplus valves and remanufactured flanged valves in steel and stainless. When they leave our facilities, they look good as new and have an extended warranty at huge savings.

You have line cards? Make sure "safety valves" are on it. We would love to help kick down some doors for you!

If you would like to add safety valves to your website, we can provide pictures, logos and other graphics to help make your customers know you are their safety valve supplier.

Do you need literature to hand out? We have a 12-page private label catalog without our name on it. Just put your company sticker on it and hand out or stick it in your binder.

For those of you that have taken on the line, we appreciate everything that you do for us. Be healthy, have fun, and add "Push safety valve sales and repairs" to your monthly to-do list. We will make you glad you did.

Allen Tanis

The View from the Big

40

Ask Allen Tanis what brought him into the safety valve business 40 years ago this year and his response is a single word: "Luck."

That said, the founder and president of North American Safety Valve Industries, Inc., settles into a story that underscores the power of good track records and good timing.

"I was working for an airfreight forwarder in Chicago," he begins. "My best friend's brother-in-law asked me, during a family gathering, what I was doing and where. Turns out my office was just down the street from his at Allied Valve, and he suggested I stop by. I did, never knowing it was a look-see for a job interview."

That was 1972. Three years later would find Tanis relocated to Kansas City and the co-owner of the fledgling North American Safety Valve. As the nation geared up for greater domestic oil and gas production, Tanis & Team were in position to fulfill the rising demand for safety valves.

Industry trends in the four decades since have focused less on product than on the sales organizations behind them, Tanis notes. "Technology has changed things operationally, but the safety valve, itself, has remained the same. You can't electrify it because of power outage concerns. You can't modify it because of its function. So this valve's design is a constant.

"There has been other technology introduced for safety-release devices—such as the rupture disk—and we've probably lost some business to that. But in other instances, we've gained new business as a result.

"By far the biggest change we've seen in the industry is the amount of competition," he continues. "Back when I started, there were only three companies

stocking safety valves for quick service. Today, there are probably 75."

So, how do he and his 31-member team keep North American Safety Valve at the top?

"By doing the same three things we've done from the start," Tanis replies. "One is keeping a large, high-quality inventory. There's an old proverb that 'you can't sell from an empty wagon,' so we put our 50,000 square-foot warehouse to good use. Being able to offer both new and remanufactured valves from leading companies enables us to meet time and budget criteria consistently.

"Another is product knowledge. Several of our people have been selling and working with safety valves for decades—almost as long as I have. For a customer to be able to get accurate advice virtually immediately is critical when downtime is so costly."

In recent years, North American Safety Valve has made a concerted effort to share that expertise with customers in new ways. A step-by-step guide to Safety Valve Installation and Operating Instructions, for

example, can be found on the company website at www.nasvi.com/install.htm.

"Nothing we do is more important than our customer service, though," Tanis says. "The people who count on us know they'll get a person and not a machine when they call, and that we'll do everything we can to fill that order, test it and ship it the same day." Then he chuckles, adding, "Sometimes it takes us 30 years to get a customer, which just happened with one from New Jersey. But they finally changed to us. And we intend to keep them."

Asked for a corporate strategy that merges inventory, product knowledge and customer service, Tanis points to the mobile units introduced a few years ago to provide NASVI expertise on-site. "We have two trailers. One is 44-feet and houses a complete machine shop with lathe, sandblaster and milling machine.



Oh

The second carries our test stand. Being able to call capability like this to the field is a major advantage for several of our customers.

What's on the horizon, having reached the 40-year point of his career? "That's a good question. We're considering expansion to other cities, but as of right now, I'm waiting to hear how my daughter Andrea wants to handle it. She's a CPA and attorney, and has been with us for nearly three years. So, we'll see."

And if more free time becomes available, how does Tanis see spending it? "My wife and I enjoy cruises, traveling to Mexico and visiting Europe—she's from Germany. We also have an 80-acre farm that needs to be taken care of, and she and I do a lot of the work. And we have race horses running at Hot Springs and Des Moines."

Here's to a winning season ... just like the 40 Tanis has seen as one of the nation's top valve experts.



Make North American's Service Center your first choice

Our repair service center is designed to keep your customer's safety and relief valves at peak operating efficiency.



In addition to an experienced, skilled staff, North American's Service Center is equipped to handle any safety valve repair. NASVI has the specifications for nearly every safety valve ever made—allowing technicians to make repairs to exact specifications. The center has six lathes on site, so technicians can restore tolerances on existing parts in quick order. If a part cannot be restored, it can generally be replaced from our extensive parts inventory.

Once repairs are complete, valves are tested and then set at one of six, fully equipped test stations. The boiler is on everyday for testing steam valves. It's always ready, allowing us to set and ship your valves fast.

Factory-trained service personnel spot potential problems and recommend the most economical ways to solve them.

Over the years, our Service Center has proven popular with maintenance managers. It allows the plant to have their valves repaired, serviced and set quickly, which minimizes downtime. They also like the service because it saves them money.

Our repair service also includes updating the valve to the latest design standard when necessary. All valves serviced in our repair facility carry a one-year standard warranty. North American holds ASME's V and UV stamps and National Board's NB and VR stamps. The next time your customer has questions about repairing or upgrading their safety or relief valves, give one of our application engineers a call.

In an attempt to always meet or exceed our customer's expectations, we have installed a second steam boiler. It has always been a point of pride for the staff in the Service Center to get valves set, tested and out the door ahead of the requested ship date. This second boiler will insure the tradition continues.

With North American's Service Center, you can maximize your customer's uptime while saving both time and money. Make our Service Center your service center. Just one call will provide quick solutions to all your repair needs. An application engineer will work directly with you to customize a program to meet your customer's needs.



1500 Iron Street
North Kansas City, MO 64116



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Go to www.nasvi.com and click on:



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