

STRONG IN STAINLESS STEEL

For decades Armaturenwerk Hötensleben GmbH (AWH) has been manufacturing high-quality stainless steel components for the food, cosmetics, chemical and pharmaceutical industries. Julia Snow spoke to marketing manager Mandy Bode about its new products and markets.

AWH is a partner of choice for machine manufacturers, end consumers and distributors when it comes to quality stainless steel components used in process industries. In 2014 the company generated a turnover of €79 million, while the workforce increased to 404. The logistics and warehouse centre in Hötensleben, west of Magdeburg, the collection and dispatch warehouse for tubes and pipes in Essenbach (Bavaria) and a collection and dispatch warehouse for small parts and tubes in Vienna (Austria) allow for short delivery times in central Europe. The company has all the advantages of state-of-the-art manufacturing technologies, core competences in the areas of cleaning technology, valve technology, product recovery technology and a quality management system in accordance with ISO 9001:2008, ATEX and PED.

"The majority of our business is conducted in the food sector (70 per cent), followed by pharmaceuticals (20 per cent). Cosmetics and chemicals make up the remainder," explains Mandy Bode. Standard products are supplemented by customised components, which are planned and

implemented in close cooperation with customers. Comprehensive technical advice and services form the basis for long-term customer relationships – AWH sees itself in the role of a consultant and service provider, always aiming for the highest degree of added value for clients and partners.

For AWH, the quality of its raw materials is of highest importance: stainless steel is sourced from Ilta Inox, and forged blanks come from Gebr. Nagel in Hagen, Germany.

Investments

The company traces its roots back to the year 1859, and the growth of the business continues to trigger substantial investments. "A new tube storage was built in 2001," reports Mrs Bode, "followed by a new logistics hall in 2004 and a new production hall in 2009. In 2012 we opened a new electropolishing bath, and in 2013 the fourth building phase resulted in a new production site including administrative facilities. A test stand for cleaning technology is due to be installed here next year, and last year we purchased another 100,000m² of space for future expansion."

New products

AWH's core product range consists of cleaning nozzles (spate and jet cleaners), product recovery systems, valve technology (manual and pneumatic), ball valves and pneumatic actuators.

A number of new products have been launched recently, including the TANKO[®] CP2. "This is a jet cleaner functioning as a connection between the TANKO[®] S series of spate cleaners and the TANKO[®] JM series of jet cleaners. It is designed for the cleaning of containers up to 4m in diameter, and its slow and even rotation – combined with the strong impact – makes the TANKO[®] CP2 ideal for containers that hold liquids with strong adhesive properties," explains Mrs Bode. ▷





The VMove 1 is a new pneumatic actuator for AWH butterfly valves. It comes with a position display and a double M12 initiator connection as standard. The integrated position display makes the adding of initiators an easy task: Screw in, switch on and the system is ready to go. The transparent cover of the position display is splash-proof, and acts as an additional optical checkpoint for the positioning of the valve. There are no additional external moving parts and therefore no more risk of injuries to the machine operator. The double bearing axle inside the actuator ensures stable operation, as well as high torque. The VMove 1 will be available from March 2015.

A further innovation from AWH's butterfly valve technology is the leakage butterfly valve with pneumatic auxiliary valves. It guarantees a safe separation of materials and is equipped with a leakage valve and rinse valve as standard. These auxiliary valves can be controlled separately or in a synchronized manner. Both valves are easy to clean – owing to their efficient design – and are fully isolated when closed. The delivery of the first new valves is planned for the first quarter of 2015.

ANUGA Food Tech

This global event for the food and drinks industry drew 42,000 visitors from 131 countries in 2012, making it an important event for AWH, says Mrs Bode: "We are well known in Germany, therefore we focus on international

markets at this exhibition. Mainly we want to present our company and our products and win new customers. Equally, we want to keep in touch with our existing customers – and the fair is always a good opportunity for some face-to-face meetings."

Expanding the global network

AWH components are sold worldwide, in all standards and with documentation in the appropriate languages, based on national and international standards. "After Germany, Europe is a very important market for us," says Mrs Bode. "We have representatives in France and Italy, as well as a storage facility in Austria. The Ukraine is very interesting too, but we are currently awaiting further political developments there.

"We are definitely planning more growth, mainly in Europe and North Africa. New geo-

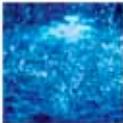
graphical markets are on the agenda, but our strategy is controlled growth from within. As a member of the NEUMO Ehrenberg Group we can use synergies among the group members, and benefit from group-wide representations and distribution structures around the world." □





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