

Message to our sales agents

2016-03-24

SMITH FLOW CONTROL AND NETHERLOCKS SAFETY SYSTEMS ARE MERGING

- To create the global market leader in process valve safety and operation -

SFC and Netherlocks will merge on April 4th to create a new organization with a single board. The new board will be an equal representation of the two companies with three directors from SFC and three from Netherlocks.

The new organization will be the global market leader in solutions to manage efficiency and control risk in valve operations. It will work under its current names of SFC and Netherlocks until a new identity is announced in a few months. Both interlock brands (Smith Flow Control and Netherlocks Safety Systems) will continue to be used in the marketplace.

The merger will create a larger, stronger, market-led organization. Our aim is to accelerate growth by delivering better customer satisfaction, diversifying our products and penetrating new markets.

Customers will see service improvements in three key areas:

- R&D collaboration will speed up new product development and diversification;
- Sharing sales channels will deliver a wider portfolio of valve safety and operation products, across more markets and with better application engineering and after-sales service;
- A new regional sales structure will deliver local support.

Additionally, our sales agents will see improvements in the following key areas, that can drive the growth of their business:

- More local sales support through our local network of 10 offices;
- A larger product portfolio centered in three product groups (Process Safety, Drive Systems, Valve Monitoring) opens up the opportunity to sell more through specialization and focus;
- Dedicated business development managers for each of our three product groups who are responsible for product roadmaps, routes to market definition and sales and marketing support;
- Dedicated industry specialists for key industries such as oil & gas, refining, tank storage and power;
- Stronger marketing capabilities.

We will work from four sales regions, each with its own offices and staff, to give you local sales, engineering and site service support. The sales regions will be headed by a regional manager and supported by our area sales managers and other staff.

Our four sales regions and office locations are:

- Americas – offices Houston, TX and Erlanger, KY
Regional Manager – Dan Kelly
- Europe – offices Witham (UK), Alphen aan den Rijn (Netherlands) and Stockstadt (Germany)
Regional Manager – Sander van den Bos
- Middle East & Africa – offices Dubai (UAE)
Regional Manager – Quentin Courouble
- Asia Pacific – offices Vadodara (India), Mumbai (India), Beijing (China) and Melbourne (Australia)
Interim Regional Manager – Frank Gielissen

Next step:

The regional manager, together with your existing contact, will get in touch to discuss the new opportunities and local strategy going forward.

We are looking forward to working with you to deliver the best solutions for our end users and grow the business together.

Kind regards,

Board of Directors

Smith Flow Control Ltd & Netherlocks Safety Systems BV