

Product Launching

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- The Strategy
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- Summary

WALTHER
SYSTEMTECHNIK



***Always a step ahead with
„Walther Intelligence“***



Air Flo Spray Equipment Company

Innovative Thinking Producing Significant Results

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The idea

Distinguish from Competition

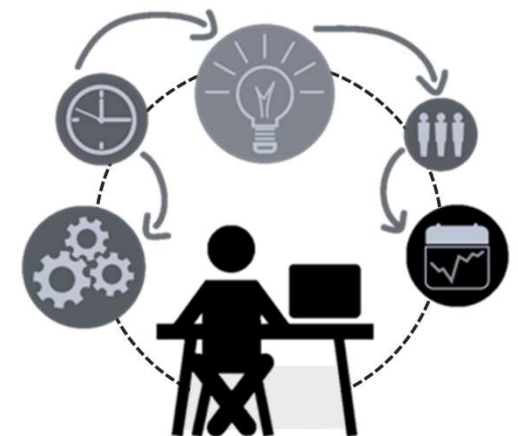
With our products, we want to contribute to consistent communication and process data availability from every field device to the cloud.



The idea

Develop a Valve Kit that no one offers.

- Integration of the entire valve control and process monitoring
- Integrated temperature control of the medium application
- Integrated pressure sensor process monitoring
- Parameterization of the valves using a dashboard via web access
- DIO's for conventional valve control and for connecting peripheral devices
- Ethernet-based bus system for continuous data exchange and for the configuration of all process parameters



The idea

Cover all needs – from basic to high-end.

- Spray valves should be designed in the three hardware expansion stages "Basic", "Advanced" and "Professional"
- Each of these expansion stages is already equipped with a basic set of functions ex works
- Depending on the hardware expansion level, more or fewer functions are included in the function base
- In addition, the customer can book "software add-ons" ex works.
- The "software add-ons" are identical for each expansion stage
- Subsequent activation of "software add-ons" on site at the customer (e.g. via a key system) should also be possible!



The idea

Automate basic valves through dosing control.

The Walther dosing control is developed under the following conditions:

- Control and evaluation of all "standard" valves and sensors to raise them to a higher level!
- Reduction of the configuration complexity through adapted controls
- Parameterization of the valves using a dashboard via web access
- Integrated Ethernet-based bus system for continuous data exchange

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The Challenge

Valves and Systems

- Valves on mee-too level from WALTHER are often expensive
- Valve systems for spraying are already competitive but need convincing customer on benefits against valves only
- Fluid systems with pressure vessels are expensive but competitors do not have a suitable control that again requires convincing activity
- Fluid systems with basic pump system are in competition but from advanced on most attractive as only a few have a comparable product
- Most competition is focused on components only



The Challenge

Requirements from the Market

- Reduction of the effort involved in integration and commissioning
- Minimization of the installation space
- Consistent, uniform communication system with access to all relevant process parameters Control / evaluation of peripheral elements without higher-level control
>> Control technology independence of the dosing system with full parameter access
- Comprehensive process monitoring for subsequent traceability
- Optimization of delivery times and costs



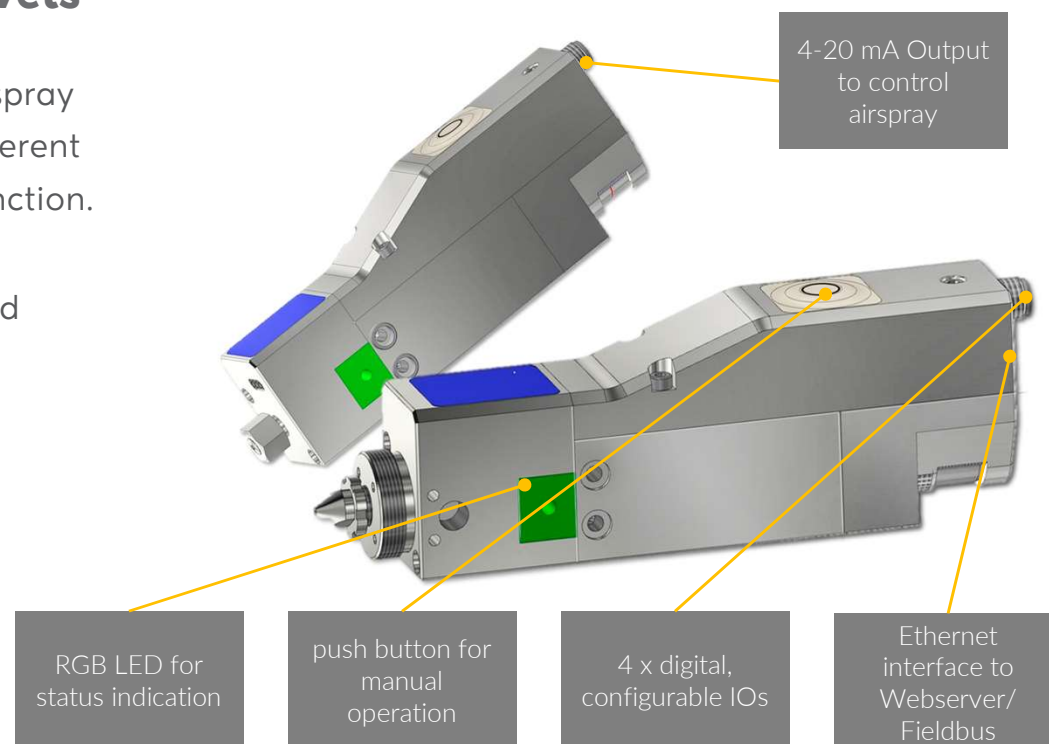
The Outcome

The IoT Industry 4.0-Valve: Spray valves in three configuration levels

Developing a modular system for valves for defining spray valves. The valves will be offered on the market in different 'configuration levels' which differ by their scope of function.

- Complete control unit / sensor evaluation integrated in the valve (no external control hardware required)
- Integrated temperature control of the medium
- Integrated pressure sensor process monitoring
- Parameterization of the valves via web application
- Various IO's available directly at the valve
- Integrated Ethernet-based bus system
- Compressed air-free operation of the pulse valve

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The Outcome

Spray valves in the configuration BASIC



BASE HARDWARE	BASIS FUNCTIONS	+FUNCTIONS	SOFTWARE-ADD-ONS
Valvehead	Digital IO's Start/Stop function	Digital IO's Individual alarms	Ethernet-Bus system complete valve control
Drive with needle adjustment	Digital DO's conditions i.O. / N.i.O	4 – 20 [mA] Output spray air control via proportional valve	Needle check Control of valve opening
Control unit with Ethernet, IOs, button	Basic control by one parameter	Dashboard „Health conditions“	Extended control multiple parameter
RGB-LED	Hand switch for manual release		DI for connection flow controller
	Dashboard for valve configuration		

The Outcome

Spray valves in the configuration ADVANCED



BASE HARDWARE	BASIS FUNCTIONS	+FUNCTIONS	SOFTWARE-ADD-ONS
Valvehead	Digital IO's Start/Stop function	Digital IO's Individual alarms	Ethernet-Bus system complete valve control
Drive with needle adjustment	Digital DO's conditions i.O. / N.i.O	4 – 20 [mA] Output spray air control via proportional valve	Needle check Control of valve opening
Control unit with Ethernet, IOs, button	Basic control by one parameter	Dashboard „Health conditions“	Extended control multiple parameter
RGB-LED	Hand switch for manual release	+ Valve heating control of valve temperature	DI for connection flow controller
+ Valve heating (heating element + PT100)	Dashboard for valve configuration		

The Outcome

Spray valves in the configuration PROFESSIONAL



BASE HARDWARE	BASIS FUNCTIONS	+FUNCTIONS	SOFTWARE-ADD-ONS
Valvehead	Digital IO's Start/Stop function	Digital IO's Individual alarms	Ethernet-Bus system complete valve control
Drive with needle adjustment	Digital DO's conditions i.O. / N.i.O	4 – 20 [mA] Output spray air control via proportional valve	Needle check Control of valve opening
Control unit with Ethernet, IOs, button	Basic control by one parameter	Dashboard „Health conditions“	Extended control multiple parameter
RGB-LED	Hand switch for manual release	Valve heating control of valve temperature	DI for connection flow controller
Valve heating (heating element + PT100)	Dashboard for valve configuration	Pressure related Process control	
+ Pressure sensor			

The Outcome

NEW PRICING

product	list pricing				
	base	nozzle needle	valve analysis.	sealing ISOLAST	sealing EPDM
SMS-02	1.020,00 €	80,00 €	163,00 €	35,00 €	35,00 €
SMS-20	770,00 €	80,00 €	163,00 €	35,00 €	35,00 €
SMS-22	770,00 €	80,00 €	163,00 €	35,00 €	35,00 €
SMS-04	540,00 €	80,00 €	163,00 €	35,00 €	35,00 €
SMSK-02	2.040,00 €	160,00 €	326,00 €	70,00 €	70,00 €
VMS-02	1.199,00 €	80,00 €	163,00 €	35,00 €	35,00 €
VMSK-02	2.398,00 €	160,00 €	326,00 €	70,00 €	70,00 €

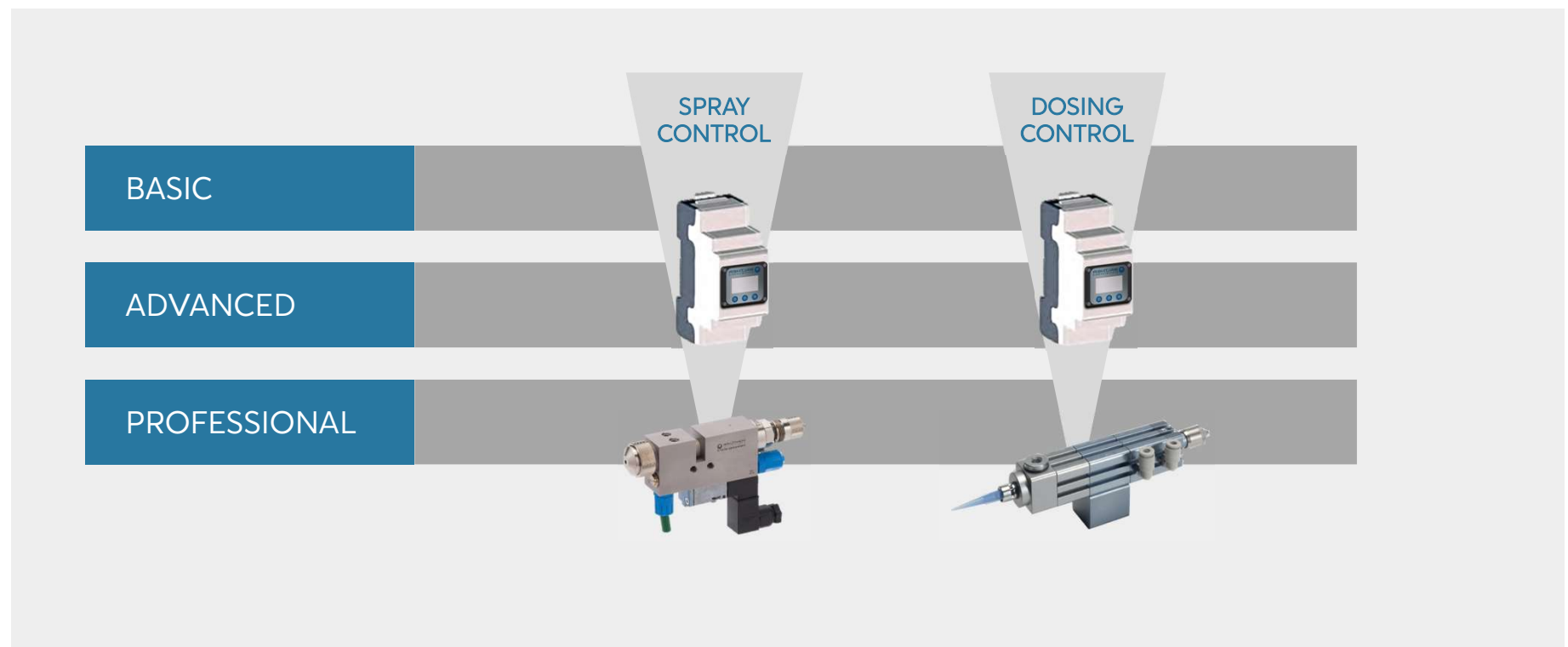


Product	Sales
	List pricing
WSV-Basic	1.399,00 €
WSV-Advanced	1.899,00 €
WSV-Professional	3.449,00 €
WPV-Basic	1.499,00 €
WPV-Advanced	1.999,00 €
WPV-Professional	3.549,00 €
Option Fieldbus	159,00 €
Option set of parameter	159,00 €
Option valve check	159,00 €
Dosing control BASIC	1.015,00 €
Dosing control ADV	1.449,00 €

The Outcome

Control Unit

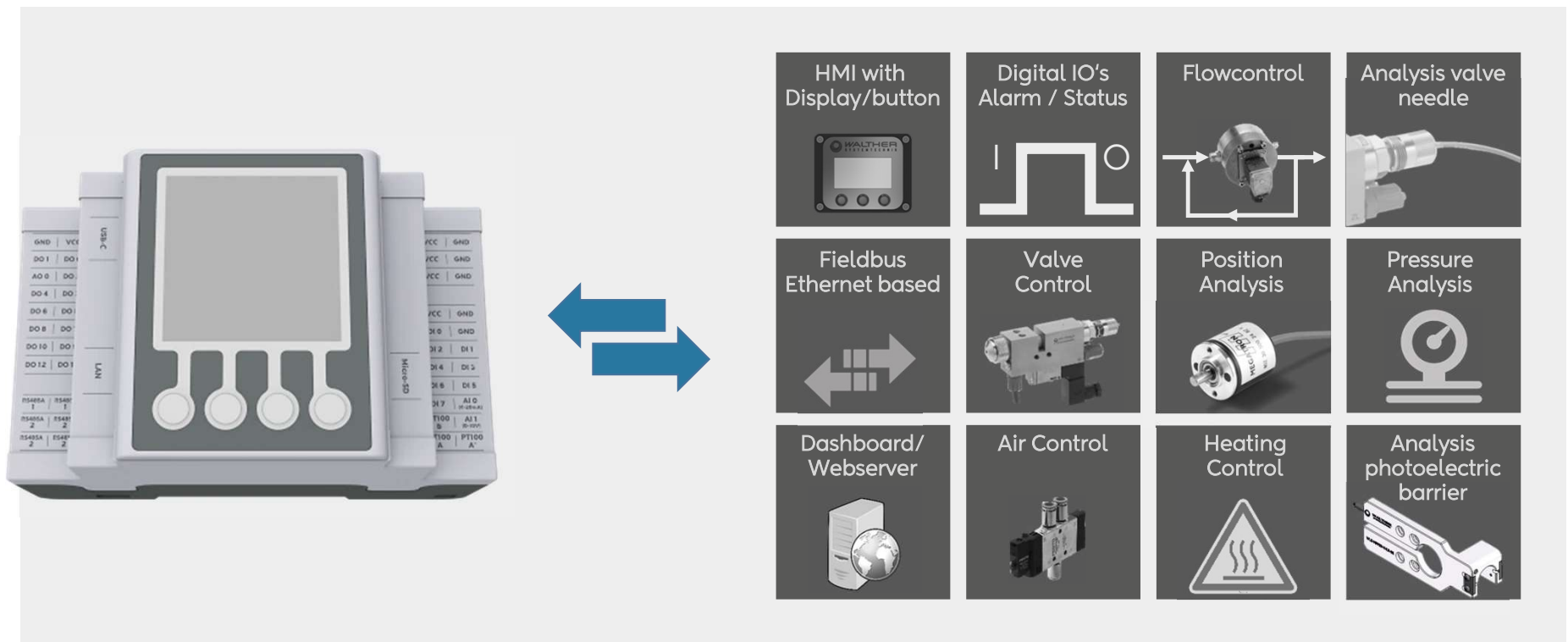
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The Outcome

Control Unit

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Features – Advantages – Benefits

Reasons we can't be avoided any more.



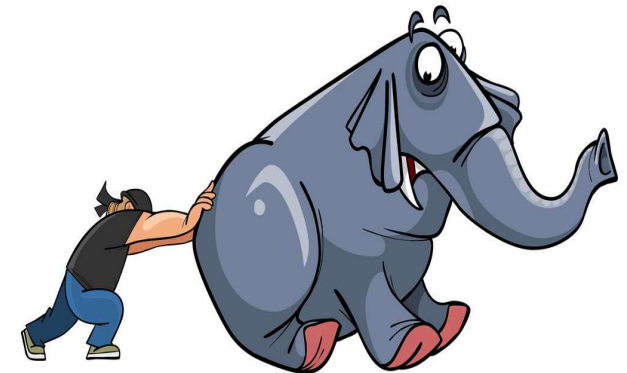
- compact – less space and installation effort – **COST SAVING**
- upgradeable – flexibility – **LOW COST OF OWNERSHIP**
- intelligent – high automation grade – **SAFER PROCESSES**
- Open architecture and software driven – future safetiness – **REDUCED REPLACEMENT COST**
- Wide range of accessories – extended functionality – **HIGHER PROCESS SAFETY**
- All from one hand – secured system functionality – **REDUCED COORDINATION EFFORTS**

The Task

**It's more than
just to encrease sales.**



- Move customer from low-end and me-too to upgradeable high-end
- Create a standard that secures spares sales for long-term
- Enlarge system business rather than components sale



The Task

Pricing

Me-too

- Alignment of prices for me-too valves with direct competitors / system providers

New Valves

- Placement of the new valves as the new standard on the market
- Ensuring a price gradation between Basic, Advanced and Professional as well as avoiding a change to a smaller expansion level (cost similar for variants)



The Strategy

Act & Approach



- Offer software add-ons as discount alternative
- Offer with connection cable as higher discountable
- Focus on upgradeable to accept slightly higher pricing
- Focus on valves with control function

The Doings

Action & Expectations

- Now: Ready to launch in the market with this information
- Mid of May: Corporate promotion on website and social media / active introduction to potential and existing customer by salesforce (Walther & Partner)
- End of May: quote new valves within system projects
- Early June: availability of standard documentation
- Mid of June: quote new vales as standard components
- End of June: first shipments possible



Summary

More than just new valves

- With „Walther Intelligence“ we **become technology leader** that opens doors to encreased automation at high-end customer potentials
- Through „Basic“ and „Avanced“ we **set standards at affordable cost level** and therefore displace low-end competition midterm
- By focusing on systems rather individual components we **even compete low-cost valve supplier** that get reduced to short-term spare sales only



Summary

Our Capabilities – Your Benefits

- Group manufacturing and own strong R&D
- Laboratory for testing customer application
- Application Team to engineer solutions
- Global service and support (incl. AR-System EVE)



Summary

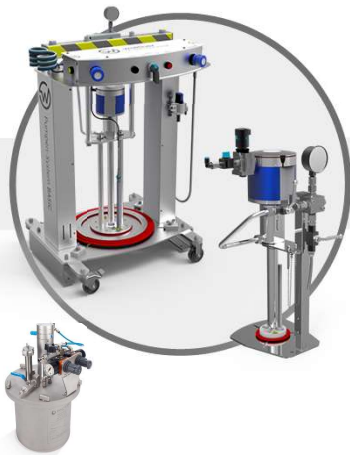
Solutions we are well known for already

Single components, system solutions, tailored special purpose solutions ...

We accompany customers through the entire process chain of dosing and dispensing.



Supplying & Feeding



Transfer & Treatment



Processing & Application



Volumetric
Dosing

Spraying



Pulsing



Instrumentation & Control



Summary

Walther Modular: Intelligent modification instead of cumbersome upgrading.

Walther Modular enables the systematic combination of variable assemblies according to the modular principle and covers the entire range of conditioning, handling and providing liquid and pasty media.

The use of validated modules makes project planning and system maintenance more efficient and profitable. The engineering risk is also significantly reduced.

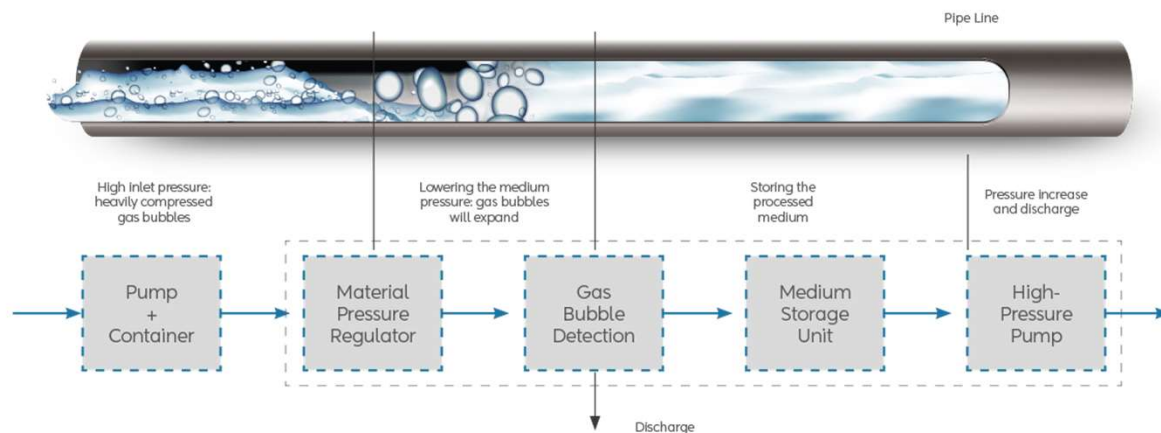


Summary

Advanced Degassing Station: give lubricants an optimum preparation for the application.

Gas inclusions in a lubricant significantly complicate the reproducibility and repeatability of industrial lubrication processes. The Walther Advanced Degassing Station detects such gas inclusions already with a minimum size ...

... of 10 [mm³] (0,01 [ml]) and will transfer them outwards reliably, efficiently and cost-saving. It ensures a homogenous application image of the lubricant and will thereby increase and stabilize the application quality.



Summary

Innovation – Solution – Partnership



We want to become the premium leader in automated processes handling viscous media with regards to highest safety and precision.

Our business idea supports this vision by offering innovative solutions developed in partnership with our customer at competitive conditions.



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Challenge us...

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