

# In complete control

Specialists in temperature and pressure control

Over 100 years of knowledge and experience

Always looking to enter new markets

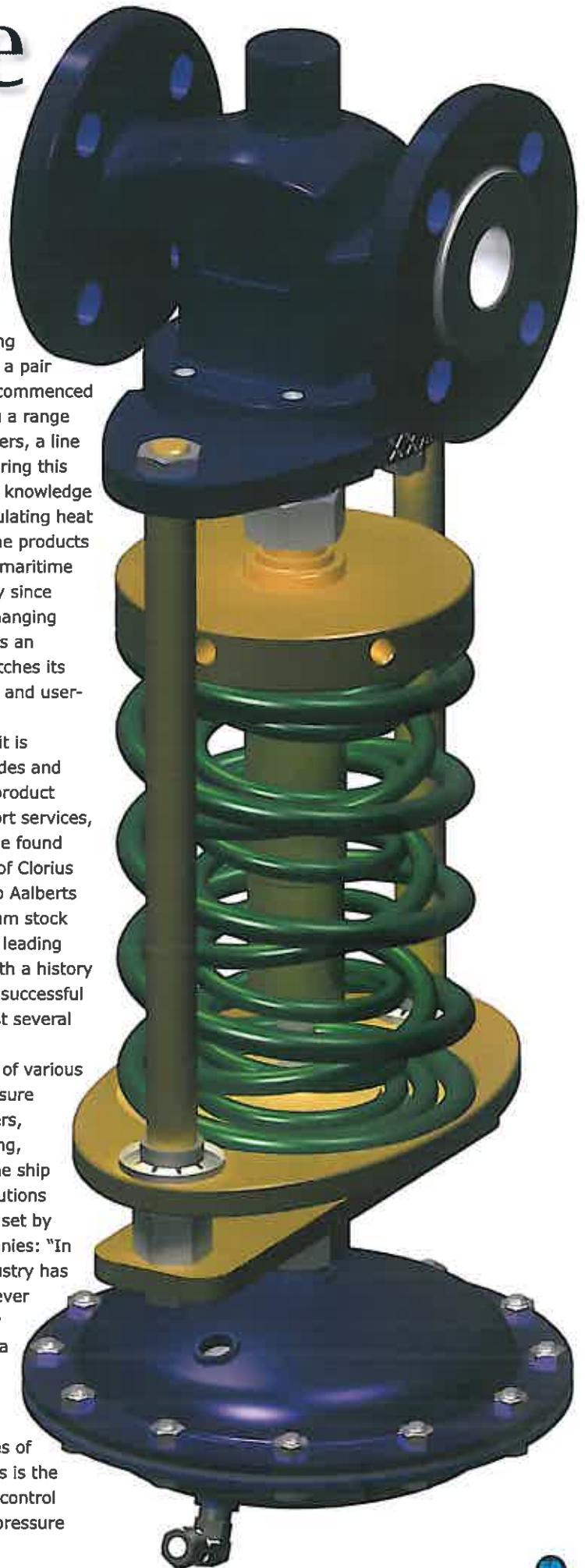
## The champagne was

flowing freely back in 2002 when Clorius Controls celebrated reaching its 100th anniversary. Founded by a pair of Danish brothers, the company commenced work on developing and producing a range of self-acting temperature controllers, a line that still exists 109 years later. During this period of time it has developed its knowledge of monitoring, controlling and regulating heat and ventilation. Understandably the products and technologies utilised with the maritime industry have evolved dramatically since 1902, and by adapting with the changing times, Clorius Controls today offers an up-to-date product range that matches its clients need for reliable, economic and user-friendly solutions.

Headquartered in Copenhagen, it is from here that the company provides and outsources its sales department, product developments and technical support services, while its production facilities can be found in Poland. In 1999 the ownership of Clorius Controls passed on to Dutch group Aalberts Industries. Listed on the Amsterdam stock exchange, Aalberts Industries is a leading equipment and service supplier with a history of acquiring a number of similarly successful equipment companies over the last several decades.

With a product range consisting of various types of valves, thermostats, pressure controllers and electronic controllers, Clorius Controls has a long-standing, respected tradition of delivering the ship building industry products and solutions that match the high requirements set by the world's major maritime companies: "In recent years, as the maritime industry has grown at one of the fastest rates ever seen, the company has reacted by increasing its product range, with a view to expand the reach of the business," states Torben Laursen, sales manager of Clorius Controls.

One of the most recent examples of this changing approach to business is the company's new range of pressure control valves. Designed to maintain the pressure



downstream of the valve to an adjusted set point value, these control devices are self-acting, easy to use, are supplied in setting values up to 16 bars and can be applied to reduce and manage steam, air and liquid pressures.

As Torben explains, this commitment to developing new products has been a prominent feature of the company, particularly since its takeover in 1999: "In the time since the company was acquired by Aalberts Industries its development programme has most definitely accelerated. An example of the type of work the company undertakes to improve its core product lines can be seen in its temperature controls. Up until just recently, in the last five years or so, Clorius Controls was only able to supply engine and lubricating oil valves up to a size of 300 millimetres. Thanks to the work of its developers and technicians the company now produces valves that measure 500, 600 and even 800 millimetres. This action has allowed Clorius Controls to better supply those shipyards that are today building bigger ships that require greater water flows.

"One of the other important tasks carried out by the research and development team is reducing the weight of the company's products, especially its valves. By maintaining the quality of the product, while reducing its weight, the company uses less in the way of materials and this itself brings a number of benefits, not least in terms of cost savings. The reduced weight of valves appeal directly to ship yards and ship owners as they are easier to install during the construction process, and the owner soon finds that it becomes cheaper to sail when the vessel isn't weighed down by bulkier components."

A highly experienced team of service technicians, based in Denmark and China, is at the disposal of the company to offer checkups, analysis, error detection and instructions for all types of regulation equipment. Despite having this capability on-hand at all times of the year, the high quality of the products, and the care and attention that goes into manufacturing them, means that, more often than not, problems can be addressed without the need to send out a service engineer.

A company with an international flavour, Clorius Controls delivers equipment to shipyards and



shipping companies all over the world, both for new constructions and repairs: "The unwritten policy of the company is to actively follow the maritime industry wherever it goes around the globe," says Torben. "So if there is a pickup in shipping activity in, say for example, Vietnam or Thailand, then Clorius Controls will establish a presence there

as well. One area the company is looking towards at the moment is Korea. Up until now it has been extremely difficult to tap into this market, but now a real opportunity is starting to present itself and it is now the responsibility of the company to ensure it can be competitive in this buoyant region."

During the economic downturn the attitude of shipyards changed rather dramatically causing a temporary fall in the number of orders Clorius Controls would typically receive. While it was common practice before the recession for a yard to submit its product orders some 12 or 18 months ahead of scheduled delivery, this trend ceased almost completely as costs were cut and projects became delayed. What Clorius Controls found was that the time between initial order and delivery dropped to little more than a few months and by adapting to this change it managed to maintain healthy sales figures and weather the financial storm.

A subsequent increase in activity that began in 2010 and continues through 2011 has helped place the company in a solid position within the market, with a number of contracts in the pipeline. As Torben concludes, the focus now turns to building the business in the countries that will be leading the industry in the years to come: "One of the things the company is now doing is looking very seriously at the possibility of moving into the Indian market, with India expected to become one of the world's most important ship building nations in the next decade.

"It will be moves like this that will go a long way to achieve the long term goal the company has of bringing its worldwide market share in its field from between ten and 12 per cent up in line with the kind of share it currently has in China, which is closer to 25 per cent. This expansion will also be matched by a further increase in Clorius Controls' product range, not merely in terms of temperature and pressure controls, but also in the types of valves." ♦

