



AxFlow **Efficient flow** **solutions**

AxFlow is Europe's leading provider of fluid handling solutions and services to the process industry.

AxFlow's customers in the chemical, petrochemical, food and beverage, water and waste water, building, ceramics, pharmaceuticals and pulp and paper industries are served with high performance, cost-efficient and safe fluid handling equipment from world-leading manufacturers.

With operations in more than 20 countries, and a distribution centre in the Netherlands, AxFlow is able to ship pumps and associated equipment to customers within 48 hours – anywhere in Europe.

Customer profitability through efficient fluid handling systems

AxFlow is the natural hub between fluid handling manufacturers and the European process industry. We provide our customers with positive displacement pumps, mixers, grinders and associated fluid handling technologies and equipment.

A wealth of international experience puts AxFlow in a position to be able to assist and guide companies in the field of fluid handling systems (selection, specification, installation, maintenance and repair) and to provide technical consultancy services; all accompanied by a genuine customer service approach.

There are many applications and processes that require precision engineered pumps and metering systems that move, measure and dispense difficult and high value liquids and solids. With its many years of experience in providing processing solutions, AxFlow has all the necessary qualifications to provide professional practical advice and to identify the most appropriate technologies.

Establishing a peace of mind

In an ever-changing global market, many customers are no longer simply buying “a pump in a box”. AxFlow has responded to this development and has become recognised for its ability to forge strategic alliances with customers in order to develop fluid handling systems that are common to processing plants in one or more countries. This strategy is helping AxFlow’s customers to achieve higher levels of production efficiency, attain a single standard for product quality across many sites and benefit from economies of scale in equipment purchasing. The objective is to give our customers complete peace of mind. We call it fluidity.nonstop®.

Technologically advanced production processes demand solutions where a positive displacement pump is an integral part of a system. AxFlow’s strengths are its customer management, engineering capabilities and comprehensive knowledge of fluid handling. It is these capabilities that appeal to customers and business prospects and which are helping us to expand and gain an upper hand with respect to our competitors.

Promoting and developing the brand

During 2009, AxFlow implemented a range of marketing and sales initiatives to promote both the AxFlow brand and individual product brands. These activities have included increasing the number of sales visits, building a new interactive website and running pan-European sales campaigns for the chemical, petrochemical and offshore oil and gas sectors.

Strategic acquisitions have always been a part of AxFlow’s development. In 2009 AxFlow UK acquired TAPS, a specialist service and repair facility for pumps and engineered seals. They have now been fully integrated and have extended considerably the range of technical support services provided in the UK and has created new business opportunities.



Centre of Excellence makes AxFlow a systems supplier all over Europe

In the past couple of years, the European process industry has shown a clear shift in demand from component supply to systems supply. In order to meet this increasing demand in the best possible way, AxFlow has recently established a new company called AxFlow Systems in The Netherlands. In this new Centre of Excellence (COE) for systems, AxFlow concentrates engineering expertise and knowledge in system design, construction and sales. The COE will provide its services to all AxFlow markets, enabling the smaller sales organisations in particular to offer pump packages, skids and process systems, as well as improved customer service. In the first phase, systems will be developed and tested for key applications in the focal segments, such as chemical, food & beverage, pharmaceutical and waste water.

New laws open up new possibilities

New laws within health and safety, together with emerging legislation on environmentally acceptable processing technologies, have led to additional investments in core market segments. With end-users increasingly expecting support over the long-term in order to optimise life cycle costs, AxFlow is committed to working with customers throughout the entire operating life of the process solution.

Expansion with service in focus

AxFlow plans to expand organically and grow throughout Europe, establishing local teams in geographical markets where historically the company has not had a presence. In addition, plans are already in place to expand and improve services, maintenance and after-sales support. In order to meet the growing demand in these areas there is a need to constantly improve our service concepts.

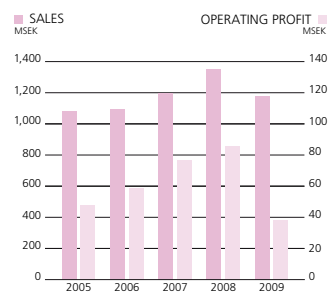
Continued marketing and sales focus

The focus on priority market segments will continue throughout 2010, and the programme of strengthening the AxFlow brand through marketing and sales initiatives will be rigorously pursued.

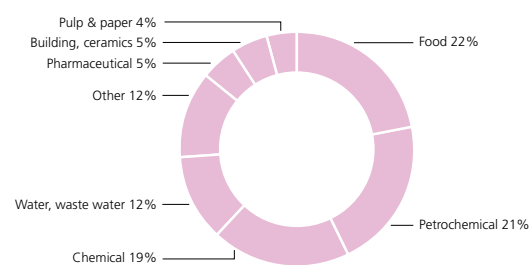
Some of our customers are: Akzo Nobel, Alfa Laval, Arla Foods, Cadbury-Wedel, Cargill, Dow Chemicals, Gea Liquid Processing, Honeywell, Proctor & Gamble, Statoil, Tetra Pak, Total and Veolia Water STI.



Sales and operating profit



Sales by segment



Complete pumping system boosts oil recovery for SNF, France

There are many applications and processes that require precision engineered pumps and metering systems that move, measure and dispense difficult and high-value liquids and solids. With its many years of experience in providing processing solutions, AxFlow is ideally qualified to design complex pumping systems for local, as well as multinational, clients. A recent example of a multinational contract is the renewed deal with the French SNF group.

In 2007, AxFlow, together with its partner supplier Bran+Luebbe, was rewarded with a contract for a pumping system for polymer dosing in EOR technology (Enhanced Oil Recovery). The system was to be installed at Petroleum Development in Oman by SNF. SNF is the leading producer of acrylamide-based polymers and has 40 percent of the world production capacity. By using polymer flooding technology, the oil recovery can be increased by up to 50 percent – nearly 20 percent more than when conventional methods are used – and the cost per barrel of recovered oil is significantly lower.

AxFlow's customer care, expertise and long track record in pumping systems as well as the strong partnership with Bran+Luebbe were the key reasons behind winning a similar contract in November 2009. In this case, the systems will be installed in Indonesia for Chevron Pacific. Both of these projects are essential references, demonstrating AxFlow's complete offering to the oil industry in the Middle East and elsewhere.