

**PETTINAROLI**  
GROUP

# The Chronicles



**PCS**

Pettinaroli Commissioning Solution

**NEW XT700 Series**



**SUMMER EDITION**





# PETTINAROLI

## HVAC PRODUCTS

### ENERGY FOR LIFE



**PCS**  
Pettinaroli Commissioning Solutions



**DYNASTY**



**EVOSIX**

Proven technology

More than **500.000** products installed all over the world

[www.pettinaroli.com](http://www.pettinaroli.com)

# Summer 2019

# The Chronicles

Dear readers,

during the last months, in addition to the ordinary building and plant **maintenance**, necessary for the management of the company's real estate assets and increasingly oriented to **enhance logistic and energy efficiency**, investments have been made for the realization of **new production lines**. In particular the area of investments has been in machinery, as we are completing the "**reconversion**" of the ball valve production system with the commissioning of the third **fully automated** assembly line. The progress



of the assembly line of the new Dynasty valve series is proceeding according to schedule. During the Summer closure we will also begin working on the "**big project**" of optimizing the collection, treatment and storage of the brass waste from turning machines. The ambitious program includes the removal of processing scraps from all the machines located in the department, with completely **autonomous guided shuttles** that will deposit the appropriate box in the four treatment machines for centrifugation, drying and storage of scrap, all **in fully automatic mode**. This, in addition to considerable savings in labor (currently 2/3 people are employed to carry out the task) will allow us to use four different kinds of material while keeping the different types of waste separate from each other. An increasingly **delicate task** (with the advent of the new types of brass) for the correct management of the **retransformation in raw materials** by the drawing mills.

With these new and **important challenges on the horizon**, I take this opportunity to wish everyone a **pleasant Summer**.

Let's make this 2019 **another year to remember for our Pettinaroli Group!**

*Giulio Pettinaroli – COO*  
*On behalf of the whole Pettinaroli family*

# Summary



## #06

### ***VVS'19 Odense Denmark's biggest plumbing exhibition***

From May 8<sup>th</sup> to 10<sup>th</sup> 2019 the largest Scandinavian exhibition for **water, heating and sanitary systems**, took place in **Odense**. Pettinaroli A/S was among the protagonists.

## #14

### ***CEIR Conference 2019 general assembly and 60th anniversary***

The 2019 edition of the CEIR Congress was full of contents including the **succession of presidency** passed by **Ugo Pettinaroli** to **Carlos Velazquez** and the celebration for the **60th anniversary** of the association.



## #IO

### News from PCS world XT700 Series Kit

The so called **XT700 Series** is now part of the wide range of **Pettinaroli Commissioning Solutions** and available in multiple versions to suit any different requests.



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## LA FRANCE QUI AVANCE

Duo-Paris: Pettinaroli specified to feature the green and futuristic French complex



Render picture of the Duo-Paris complex (Picture credits: <https://www.ivanhoecambridge.com/>)

**P**ettinaroli SAS achieves a major project participation by entering into the construction specifications of the **Duo-Paris** real estate complex. The two towers designed by the architect Jean Nouvel for Ivanhoe Cambridge, will host bank offices in the first tower and an upscale hotel, skybar, terraces and even a 2.000 m<sup>2</sup> garden. The entire complex, **expected to be opening in 2021**, is built under the strictest environmental and energy efficiency standards, and the project is aiming at obtaining **LEED Platinum and also WELL Platinum** certifications reaffirming the intention to make a futuristic-designed structure but green building nonetheless. Being specified in this kind of project reaffirms the **strong ecological soul** of Pettinaroli products.

## CITY LIFE MILAN: INSIDE LIBESKIND TOWER

Pettinaroli Rotary PICV installed in the skyscraper so called “The Curved One”

**S**trengthened by the **recognized quality** of its products, Pettinaroli is once again confirmed as a **leading supplier** within the main projects of the renewing Milan city. After being included in the design specifications for the **Hadid Tower** at the beginning of 2016, now Pettinaroli products are also in the third skyscraper of the new **City Life** district in, the so-called “**The Curved One**”. The tower designed by the Polish-American architect **Daniel Libeskind**, is characterized by a rounded shape and reaches a height of 175 meters, housing offices with a capacity of over 3.000 people. Since the end of 2018, Pettinaroli has supplied **1.470 pieces of Rotary EvoPICV** (81 and 83) and **92 pieces of 91L ½ “**.



Render of Libeskind Tower at Milan City Life (Picture credits: <http://www.libeskindtower.it/>)

# OVERSEAS PROJECTS

## Hotel Grand Plaza Mövenpick Media City: a five-star project in Dubai



Front view of Grand Plaza Mövenpick Media City Hotel in Dubai. (Picture credits: <https://www.cvent.com/>)

**M**ore than 500 PCS kits are installed at the **Grand Plaza Mövenpick Media City**. The structure, which includes 24 floors, hosting 235 rooms and 6 restaurants, is located in **Dubai**, and was inaugurated on February 28, 2019. Pettinaroli supplied **connection kits** to the Fan Coil

Units equipped with **PICV balancing valves 91 and 93 Series**. The quality of the products and the flexibility of the solutions offered have meant that the choice of the **Archgroup consultant**, responsible for the project managed by **Mirage Leisure & Development**, fell on the Pettinaroli balancing kits.

## Target acquired: Oklahoma City Omni Hotel chooses Jomar



Render picture of Omni Hotel under construction in Oklahoma City

**J**omar Valve products have been specified for the new **Omni Hotel project in Oklahoma City**, which is scheduled to open in early in 2021. The hotel will house 605 luxurious rooms, including 29 suites. **Over 3.000 ball valves** will therefore be supplied for the realization of this project. **Ethan Shull** and **Lauren Berenato** were able to transfer to the consultants the benefits of using Jomar products in **CW511L** brass without lead and with DZR heat treatment, fully satisfying the requests advanced by **Alvine Engineering**, the engineering office at the head of the project .



# VVS'19 ODENSE

## Denmark's biggest plumbing exhibition

Three successful days for one of the most important trade fair in Scandinavia. Pettinaroli A/S was among the protagonists



Over 9.000 confirmed presences attended the fair during 2019 edition

VVS is the largest Scandinavian trade fair for water, heating, sanitary, ventilation and air conditioning. The edition held from **May 8<sup>th</sup> to 10<sup>th</sup> 2019** has kept its reputation by confirming important numbers, 9.492 visitors with a record of 3.753 visitors on the second day of the fair. Among the 207 exhibitors this year, **Pettinaroli A/S** was one of the protagonists with the exhibition space located at stand C-4327. The attention of visitors was catalysed in particular by new products launched at the **"Blue Stand"** in Odense.

Pettinaroli A/S team managing the "Blue Stand" in Odense







Still of the VVS's exhibition at Pettinaroli A/S booth

The **new lower module** for quick and easy installation of manifolds for underfloor heating, connection pipes for radiators and sanitary water, coming with a completely insulated supply tube (according to DS452), which guarantees minimum heat loss. The new ball valve, **51KE and 701CWB** water meter connection with surface **TEA @ B - "White Bronze"** extremely resistant to corrosion and without nickel, lead or cobalt, therefore ecological for the environment and drinking water. The **CC50 manifold** with 2 or 3 ways for water distribution and last but not least, some news also in the control app for the IP Comfort system: with **AlphaHome** the user can control underfloor heating, light and other SmartHome functions in different homes. The IP Comfort system is also able to integrate with the voice commands of **Google Home**, making it possible to control most of the house devices directly with its own voice. Energy efficiency and ecology remain at the center of attention and, as demonstrated in the three days in Odense, Pettinaroli takes up this challenge by **continuing to innovate** to meet the new demands advanced by the market.



IP Comfort System at booth in Odense



# AQUATHERM 2019 - KYIV

Taking place on **May 14<sup>th</sup> to 17<sup>th</sup> 2019**, at the International Exhibition Centre (IEC) in Kyiv, Aquatherm reached this year, its **21st edition**.

The International exhibition of energy efficient heating ventilation, air conditioning water supply&treatment sanitaryware and swimming pools attracted over **27.000 visitors** (more than 22.000 were professionals) from 14 countries. For the second year, Fratelli Pettinaroli attended the event with the booth 3-G1-5. Particular attention has been given to **Pettinaroli Commissioning Solutions**. Among the wide range of products presented, the new Pressure Independent Control Valve **Dynasty 92 series**, the EvoSix six-way ball valve, the Filterball and all the kit



Alberto Caderano, Victor and Anton Herasymenko on Pettinaroli booth at Aquatherm 2019

solutions in which these elements can be pre combined to find the perfect solution in any application circumstance. The stand was manned by the Area Sales Director **Alberto Calderano** in cooperation with our partners **Victor and Anton Herasymenko** from Ukraine to introduce and properly show all the Pettinaroli products potential and range width, especially to industry specialists such as installers, dealers, engineers, architects, regional distributors and municipal buyers.

# ORCAB SALON 2019 - NANTES

Pettinaroli booth at ORCAB 2019



The third edition of the French exhibition was held in Nantes on **March 20<sup>th</sup> and 21<sup>st</sup>**. Among more than 400 exhibitors also Pettinaroli took part in the event with stand D06 located in pavilion number 4 dedicated to **“Chauffage, Electricité et Fourniture Plomberie”**. An excellent audience success for the company stand in which, under the slogan **“Qualité, Fiabilité”**, some of the well-known Pettinaroli products, mostly certified for the French market, have been proposed as well as the interesting Modusys plastic manifolds. The presence at the stand of **Aldo Ruga**, Sales Director for the French and Swiss area, allowed the **maximum success of the event** for Pettinaroli, transferring to the stand users every information and assistance requested.

# THE GROUP EXPOSING IN USA

Jomar shines at Southern Gas Association Expo in San Antonio, Texas  
HCl protagonist at ASHE Show in Baltimore, Maryland



Jomar booth at SGA Expo in San Antonio, July 15-17 2019



HCl exhibition stand at ASHE Show in Baltimore, July 14 - 17 2019

## REFRIAMÉRICAS 2019 - MIAMI



From left: Luca Pettinaroli, Alejandro Menendez, Jeff Reardon, Ugo Pettinaroli, Ricardo Corrie, António Huncal, Alberto Calderano



Still of Pettinaroli booth's display at RefriAméricas 2019

**F**ratelli Pettinaroli took part in the 16th edition of the RefriAméricas held at the Miami Airport Convention Center (MACC) in Miami, Florida USA on **June 26th and 27th**. Organized by ACR Latinoamérica, the exhibition has been for over fifteen years, an unrivaled meeting place for the main players in the **HVAC market in Latin America**. The “Blue stand” was well managed by **Luca Pettinaroli**

(Corporate Communication Coordinator), **Ugo Pettinaroli** (CEO) and **Alberto Calderano** (Latin America and Spain Sales Director). The two-day fair characterized by numerous meetings, was a perfect occasion to present many of the news from the HVAC Pettinaroli catalogue. A **video report** of the exhibition is available on Pettinaroli YouTube channel link: <https://www.youtube.com/watch?v=R43ikbKOhCU>

# NEWS FROM PCS RANGE

## XT700 Series kit

**Pettinaroli enriches its connecting kit for terminal units range with a new pipe centers dimension**

**P**ettinaroli's versatile range of valve assemblies for fan coils, chilled beams and other hydronic terminal units offers **significant benefits over standard products** - for specifiers, installers, commissioning engineers and building operators/owners. The valve assembly is a **modular approach** to meeting the flushing, flow balancing, isolation, and temperature control requirements of individual terminal units. Pettinaroli's pre-fabricated valve assemblies ensure that everything required for a successful connection is supplied in **one package only**. Furthermore, off-site assembly and testing reduce site time and **virtually eliminate costly failures**. Units are available in manual/automatic/pressure independent characterised control valves, offering different levels of functionality to meet the needs and budgets of each project, whilst sharing the **high quality** that is synonymous with the Pettinaroli name. The range has now been enriched with the new 70mm pipe centers dimension variant. The so called **XT700 Series** is available in different versions: XT700 and XT701 are flushing bypass with **pressure independent control valve 91 Series and Filterball shut off valve** whilst XT702 and XT704 are still equipped with Filterball shut off valve whilst combined with **pressure independent control valve 92 Series**.

### *Essential features :*

- # *Reduced on-site labour time*
- # *Factory tested*
- # *Flexible & bespoke configuration*
- # *No flushing-thru control valve*
- # *100% made in Italy*
- # *Patented technology*



The XT704 preassembled kit



## New XT700 Series



The new XT700 of preassembled kit

### So why choose Pettinaroli Commissioning Solutions?

PCS give significant advantages for any of the key roles involved in the drafting and making of a project. Designers & Specifiers can reduce the number of components to select for each project. They can also count on a **complete flexibility**: specifying the requested type of pipe, choosing the valve location and asking for close coupled with terminal unit, or mounted in pipework. Installers will have **everything required** for a successful

connection assembly to a terminal unit, supplied in **one package only**. This means also fewer components to be ordered for each project. In this way, every unit can be tagged and individually identified to each terminal unit. Plus the unit may be orientated in the horizontal or vertical plane on site and Euroconus connections will allow **various pipe types and diameters** to be used for the runs connecting terminal units. Maintenance will also take advantage

of PCS choice. The **Filterball strainer** is easily accessed without drain down. All valves required for commissioning of the terminal unit are in one location. **Insulation boxes** (when used) can be opened and re-sealed in seconds with no damage to pipe lagging. Automatic balancing valves reduce commissioning time to flushing and verification and **pressure independent valves** offer full authority temperature control and maximum flow rate limiting.

PCS give enormous advantages for any of the key roles involved in the drafting and making of a project

The XT702 preassembled kit



# VALVE LINES ENHANCED

The conversion to a **fully automated process** of the three ball valves assembly lines has reached its **final stage**. The new machines will be capable of an **annual production of over 800.000 pieces** whose tightness and tightening can be verified directly by an **integrated sensor system**. The marking can also take place directly on the line by thermal transfer with **lower environmental impact** and the space needed to the pre-assembled material will be zeroed with consequent **increase in the usable area** of the department and of the warehouse.



The three Ball Valves assembling lines

## SAME PLACE, INCREASED SPACE

### Jomar VNA project is now reality



A forklift operating in Very Narrow Aisle warehouse

The 40.000 Ft<sup>2</sup> warehouse space has been reconfigured by narrowing the aisle and thus increasing the storage space by **over 35%**. This resulted in **over 1.000** additional pallet locations allowing products to be stored in multiple ways and more efficiently, by giving them a location based on size. Of course this new warehouse layout significantly reduced the maneuvering space, from **over 3m to 1.83m**. That's why forklifts have been replaced with models conceived to allow Man-up picking so no more maneuvering space is now required.



The new forklift models capable of working in a VNA warehouse

The result is an **increased efficiency** on both small package and truck shipments. These great goals reached have just been the beginning of a long and challenging process with many others steps to run. Among these: the addition of **Motion Sensor LED Lighting**, the increase of **forklifts number** to make the picking procedure even quicker, the product placement and location refining until adding up to **360 more storage locations**. A long way to go but a target that Jomar team will surely acquire in the next future.

# STAFF CHANGES & NEW HIRES

## United Kingdom



**D**ean O'Hanlon joined the Pettinaroli UK-Marflow team as **Estimating Engineer**. Dean brings a wide range of experience and knowledge from his previous roles in the HVAC industry holding an **HNC qualification**. We wish Dean great success with our group.



## United States



**H**Ci hired a new **Quotations Specialist, Sage Gendron**. Having extensive experience in our industry doing take offs, estimating, as well as a variety of other tasks, we are confident Sage will make a **positive impact** on the team.



**V**ince Trpceski is retiring after nearly **13 years** of service at Jomar. We appreciate all that he has done for us over the years thanking him for being not just a fantastic worker but also a great person. We wish him the **very best** as he begins a new chapter in his life.



## Italy



**G**abriele Termignone joins Fratelli Pettinaroli in June 2019 as **IT Specialist**, giving his contribution in implementing our new production software **Tesar** and helping with all the ordinary procedures of software engineering, under supervision of our **IT Manager Aldo Rossi**.





# CEIR CONFERENCE 2019

## General assembly and 60th anniversary

**Ugo Pettinaroli passes the torch to Carlos Velazquez on the occasion of the celebration for the 60th anniversary of the association**

The European Association for the Taps and Valves Industry's (CEIR) annual Conference and General Assembly took place in **Barcelona (Spain)** on Tuesday, June 18th. On the occasion of the Association's **60th Anniversary** from its foundation in 1959, this year the member-associates opted for a short formula, having the Board Meeting on Monday afternoon followed by the Gala Dinner at beautiful **Restaurante Mirabé**, to conclude the event with both **Conference and General Assembly** on Tuesday morning. Taking place at **Roca Barcelona Gallery**, CEIR annual event was organized by joint efforts of Spanish association **AGRIVAL** and the marketing group of Italian association **AVR**, hosted by **ROCA Group** in the person of incoming president **Carlos Velazquez**. The Conference touched on various present-day topics, such as water scarcity and energy saving, European legislations for brass alloys and material in contact with potable



From left: Carlos Velazquez (Roca Group) Ugo Pettinaroli (Pettinaroli SpA)



From left: Carlos Velazquez, Ugo Pettinaroli, Pascal Vinzio, Savino Rizzio

water, EU elections 2019 and next CEIR events. The participation was consistent, with member-associates from Spain, France, Italy, Germany, Switzerland, UK and Turkey, and some international guests like representatives from the **American associations PMI (Plumbing Manufacturers Association)** and **VMA (Valves Manufacturers Association)**. At the end of the General Assembly, after two years of presidency, **Ugo Pettinaroli** passed the torch to Carlos Velazquez who will guide CEIR association till June 2021. Ugo Pettinaroli will stay as **past-president**, giving his precious contribution as representative of the marketing committee for the two upcoming years, always observant to the upcoming regulations and legislations affecting our industry, as new challenges for our future business.



# EAGLE ZERO DEFECT AWARD

Pacific Gas & Electric awards Pettinaroli/Jomar with its most prestigious recognition



The Eagle Zero Defect Award



Jesus Soto (SVP) awarding Chuck Haik

When dealing with water, a valve can leak... but when it comes to gas, a valve can explode!" This is something which is very well known by the Californian leading gas utility of the North Pacific coast, **Pacific Gas & Electric (PG&E)**. It is the reason why only top-Italian quality products are

allowed, after passing rigorous tests and obtaining strict certifications. With **0.0% rejected products throughout year 2018**, in April 2019 Pettinaroli/Jomar was awarded by PG&E with prestigious award **Eagle Zero Defect**. The awarding event was witnessed by **Chuck Haik** (Vice-President of Jomar Group and Natural

Gas Key Account Manager), **Paul Craig** (President of Jomar Group) and **Giorgio Simonotti** (Pettinaroli/Jomar North America Supervisor). This is another important achievement for our group, a testimony that with perseverance in **pursuit of perfection** all challenges can be overcome.

# UPONOR NORTH AMERICA AWARD

Pettinaroli recognized as Strategic Supplier 2018/2019

On Thursday, May 9th, the **Uponor North America** management visited Fratelli Pettinaroli and, once again, awarded our company with high-profile recognition "**Strategic Supplier of the Year 2018/2019**". **Tom Hundermark** (Vice-President), **Chris Sellner** (Strategic Sourcing Manager) and **Al Morrison** (Category Manager) joined the Pettinaroli family for a

From left:

Tom Hundermark, Giulio Pettinaroli, Marco Pettinaroli, Laura Fortis Pettinaroli, Chris Sellner



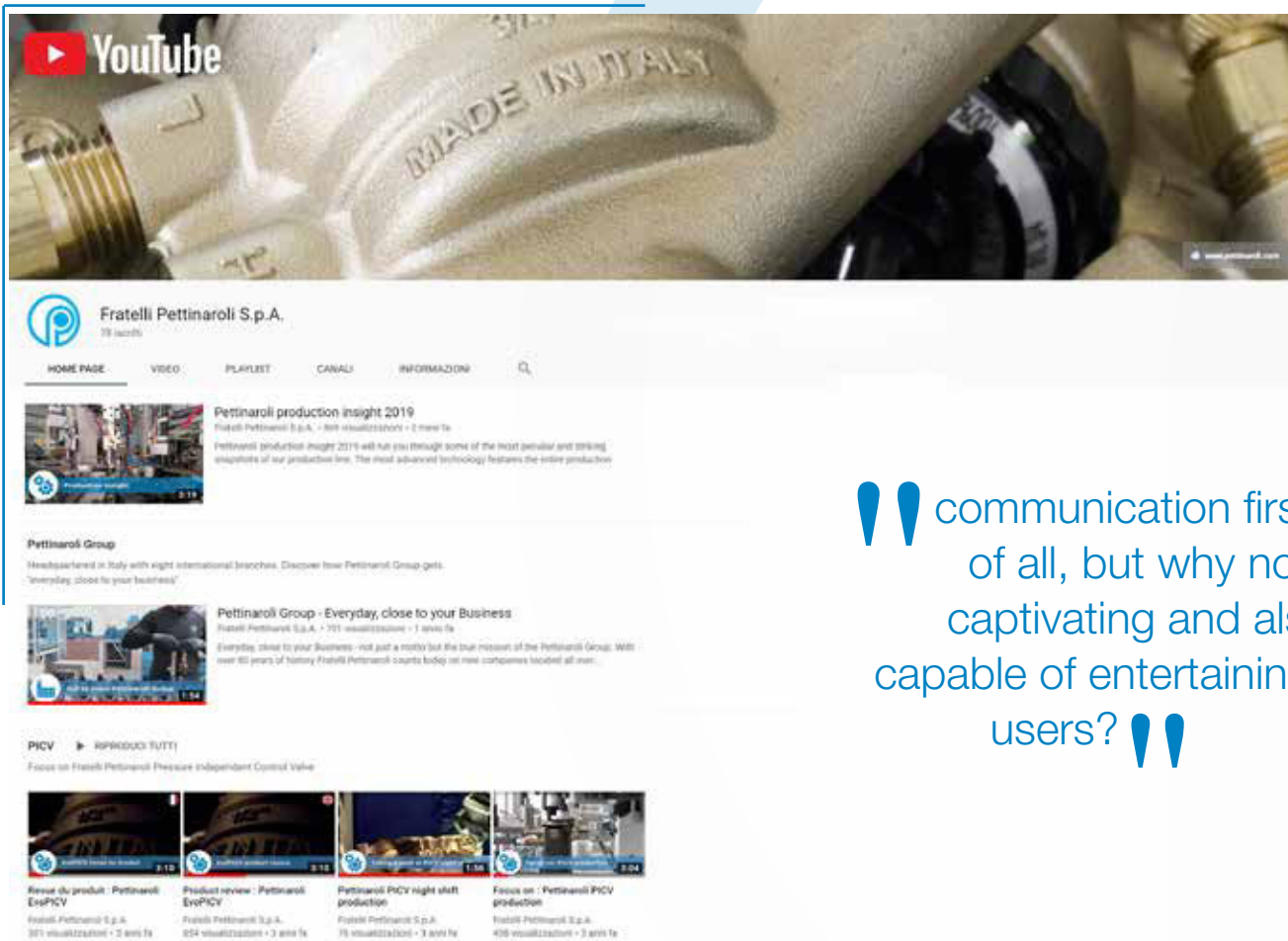
Uponor Award 2018/2019 (on the left) among the previous recognitions

wrap-up meeting, fixing **common goals and strategies** for the months to come. Pettinaroli is proud to be partner with such a **leading company** in the pipe production business in North America, a relation which began **more than 20 years ago** and that we really hope to carry on for many more years with the same spirit of cooperation.

# MEDIA PLAN UPDATE

## New Pettinaroli communication strategy

Starting from the second half of 2019 Pettinaroli enhanced its approach to communication media and contents sharing



communication first of all, but why not captivating and also capable of entertaining users? 

Pettinaroli YouTube channel has been recently revised and updated

The development of an organic and coherent **communication plan** is an essential prerogative at various levels of our society nowadays. For any company

this concept becomes, if possible, even more essential. That's why Pettinaroli, which has always been **ahead of the times** by making innovation a cardinal principle of its corporate

philosophy, has decided to work in an increasingly effective manner in this direction. A **useful communication** first of all, but why not also captivating and capable of **entertaining** users?

In this perspective, the Marketing and Communication office of the company was recently expanded and the **social profiles**, as well as the **end-to-end communication media**, renewed and further developed. The elaboration of the internal and external inputs to the organization have thus led to the elaboration of a **communication plan** yet activated from the **second half of 2019** and which will be

mainly developed on three fronts: from the “social” side, **LinkedIn profile** will consolidate as a constant updating tool to follow the company’s activities in “**real time**”. Among the many topics the posts will include: useful updates on new products or in-depth information on those currently on catalogue, **reminder and reportage** from the exhibitions in which a Pettinaroli “Blue Stand” will be present, as well as the

**publication** of new technical/commercial documentation support and catalogues. The **YouTube channel**, was recently restyled and a reorganized aiming at making the contents more **user-friendly** and improving its indexing. This development will make Pettinaroli YouTube channel a **significant hub** for spreading technical and useful information as well as sharing news and **conveying corporate identity**.



LinkedIn post advertising RefriAméricas 2019



LinkedIn post on Dynasty Series 92 PICVs

Among the most peculiar innovations are the publication of live and 3D instructional videos as well as direct reports from the trade fairs and also insights on the Pettinaroli company processes and systems. Finally, the **Pettinaroli Newsletter** which, in addition to the usual highlighting topics of interest and providing relevant and targeted communications, has been

**evolved** to make it **integrated** with all the other communication platforms, reconfiguring it as a direct communication channel simultaneously connected to all the other corporate media. As expressed by **Federico Poletti** (Advertising Manager): “The idea is to **strengthen the relationship** that links Pettinaroli to its historical followers who seek useful information and in the meanwhile to **welcome** new

ones, who want to know more about the characteristics and quality that feature **Pettinaroli world**”. With this in mind the next steps to be taken in the near future are already clear. The project, in fact, envisages the creation of a **corporate website** that will highlight the individual branches’ realities leading in the end to the **unique corporate identity of the Pettinaroli Group**. Much more still to come...

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