

# Bray finds continuing success

*Bray International, Inc. has been a provider of quality products in the Latin American market through their distributors for decades. Their presence in this diverse and thriving market has added to Bray's already expansive and successful product portfolio. Robert Bloem, Vice-President of Bray's Latin American Operations, shares his insights into this dynamic market.*



Bray products have sold in Latin America since the company was founded in 1986. Just three years later, Bray Mexico emerged as Bray International's first local Latin American presence. Bray Brazil was the second Latin American facility, which opened in 2004. It is the largest and most diverse among Bray's Latin American operations. Bray has since expanded into Chile, Peru, Argentina, Colombia, and Central America. Robert Bloem shares how Bray has overcome the challenges of entering Latin America, along with Bray's strategies for continuing success in the vast region. Mr. Bloem, who has been in the valve business since 1977, recognizes the challenges of growing and expanding into those markets.

Bray remains competitive by tailoring specific products for individual applications where needed: butterfly valves for applications as simple as water and as complex as cryogenic; knife gate valves for slurry applications; and ball valves for isolation and flow control applications. Bray also offers valves for severe service applications such as those found in refineries and mining. While some Latin



American markets are dedicated primarily to certain industries, Brazil is one of the most diverse markets of all. Bray's diversity, along with their preference for personal contact with their customers, has helped Bray achieve a presence in Brazil unmatched by its competitors.

## Keeping an ear to the pulse of the industry

Bray's co-founders, Craig Brown and Frank Raymond, have always emphasized strong customer relationships as a top priority for Bray by both creating new relationships and fostering existing ones. It is the understanding of customers' needs that drives Bray product development. Reliability through design process is the key to meeting customers' needs.

Mr. Bloem helps integrate company philosophy and technological expertise to remain ahead of industry trends, which motivates further product innovation. "We use a global development model which incorporates our founding principles of outstanding customer service, state-of-the-art technology, and integrated product development. We achieve our success through continuing customer satisfaction. Our customers' success is our success."

To help maintain the highest standard possible, Bray's expert team of engineers, designers, sales, and production staff utilize the latest in Computer Resource Management software to track every aspect of Bray products from conception to delivery. Mr. Bloem believes, "This is what our customers rely on as their challenges increase – in fact, product reliability is what our customers expect."

Bray commits itself to fulfilling each customer's requirements on a continual basis. Bray's global network of information ensures positive feedback from all markets. All feedback contributes to the ongoing commitment Bray has to delivering product reliability through the product development process. Mr. Bloem points out that Bray's engineering technology group works continuously to ensure reliability through design validation, manufacturing validation, and continuous, production validation to ensure the product meets the reliability targets.

## Top quality products for the thriving Latin American markets

Bray International, Inc. provides a wide variety of products to suit every need imaginable. Bray already offers the

# in the Brazilian market

most reliable and innovative butterfly valves: from resilient-seated valves for industrial and HVAC use to high-performance double-offset and triple-offset butterfly valves which serve the industry's toughest applications. To complement its current line, Bray is proud to have introduced the newly formed division, Flow-Tek Brazil, to provide top quality Ball Valve products to service the diverse requirements of the Brazilian markets. In addition, Bray is also proud to introduce the new Knife Gate product line to service applications in mining, water treatment, and general industry throughout Latin America. As Bloem feels, a diverse market requires diverse products to meet the needs of its customers. "Bray is a global provider of high-end flow control products, and we will continue to strive to meet our customers' needs." Wherever there is a need, Bray can fill it.

### Network of representatives and distributors at the ready

Bray's customer commitment is shown through their network of distributors and company sales offices, each of which is dedicated to the philosophy of customer service. As a global partner in flow control, Bray is dedicated to the needs of its customers.

"Our team of dedicated people work diligently each day to provide our customers with the best service and most positive experience available," Mr. Bloem states, echoing his company's founders. "We sell through a globally connected group of distributors, representatives, and direct sales offices to serve the needs of our customers. Bray's continuing mission has always been to produce high-quality product offerings and to strive to exceed our customers' expectations."



### Worldwide reach keeps Bray on top of the competition

Part of the Bray influence in the world marketplace is Bray's commitment to customer service and excellence in its products. The global presence of Bray exists in its extensive facilities worldwide. Bray is based in Houston, Texas, and maintains a strong manufacturing presence there, but has manufacturing facilities around the globe.

Brazil, China, India, and Europe are all an integral part of Bray's manufacturing process. Wherever Bray products are needed, Bray can provide them with all the quality that began with its co-founders, and continues with its team of dedicated people around the world. Mr. Bloem believes that as a global partner in flow control, Bray is dedicated to the highest level of service and technological advancements available.

### Future success in the Brazilian market

Mr. Bloem shares his insights into the future of the valve industry in Brazil, which he sees as continuing to grow alongside the Brazilian economy. Despite the possibility of difficult years ahead, Bray remains confident. "We have found that we do very well when we stay focused, even when things slow down," says Mr. Bloem.

In 2015, Bray will be expanding their facility in Brazil by adding more capabilities and doubling the size of their office area. The upcoming expansion will be the third time Bray has undergone an expansion in Brazil over the past 10 years. Their office expansion includes the re-building of a single floor office in their Paulinia facility to create a two-storey office.

Flow-Tek Brazil, which is included in Bray's ball valve division product portfolio, will also be undergoing an expansion. "We have added some more offices and increased the capability of testing and storage."