

## Cover Story

# Teadit: 100% customer satisfaction

By Andrew Peers



Visitors to Teadit's state-of-the-art manufacturing facilities often remark on the cleanliness of the plants and the obvious attention to workplace safety, and it is certainly true that careful consideration and implementation is given to environmental concerns. "Our mission can be summed up in the words: 'sealing for a safer and greener tomorrow'", says Josie Fernandez, Marketing Manager for Teadit International. Josie explains to Pump Engineer the beneficial effects of the Teadit vision as it is applied today in their plants across the world.

"Teadit was established some fifty years ago, and the Teadit Group is now operational in various national and international markets. I believe the secret of our success lies in the continuous development and improvement of the experience we have accumulated along the way", said Josie.

When asked about how company philosophy has become the driving force for business, Josie emphasized how it has helped the company to focus its marketing and product development efforts: packings have been developed for pumps with an eye for reducing water consumption, and for valves, special attention has been placed on high sealing performance, with a range of packings for zero emissions. She explained how Teadit's aim and vision was to become the prime reference for

high quality fluid sealing solutions in the group's chosen markets. "Teadit built its success story decades ago through the research, development and manufacturing of the best products for sealing the most critical fluids. We have always placed a great emphasis on quality", she commented. "The variety of sealing solutions developed by Teadit is fundamental to our goal of zero leakage in key industries. The quality and effectiveness of these solutions are based on a combination of management and innovation, and serve as the basis for every product produced in any of our plants." This organic process of continuous quality improvement by the Teadit International group began by achieving the ISO 9001 certification for factories manufacturing Compressed Packings, Gaskets, sealing Sheets, PTFE products,



internationally known companies have also recognized the merits of Teadit: Alcoa, Gerdau, Technip, Petrobras, Braskem, Chevron, Suzano Pulp and Paper, Fosfertil, and BASF. The FSA Fluid Sealing Association and Master Cana (Ethanol Technical Association) have also presented Teadit with awards for various products and achievements.

### International presence

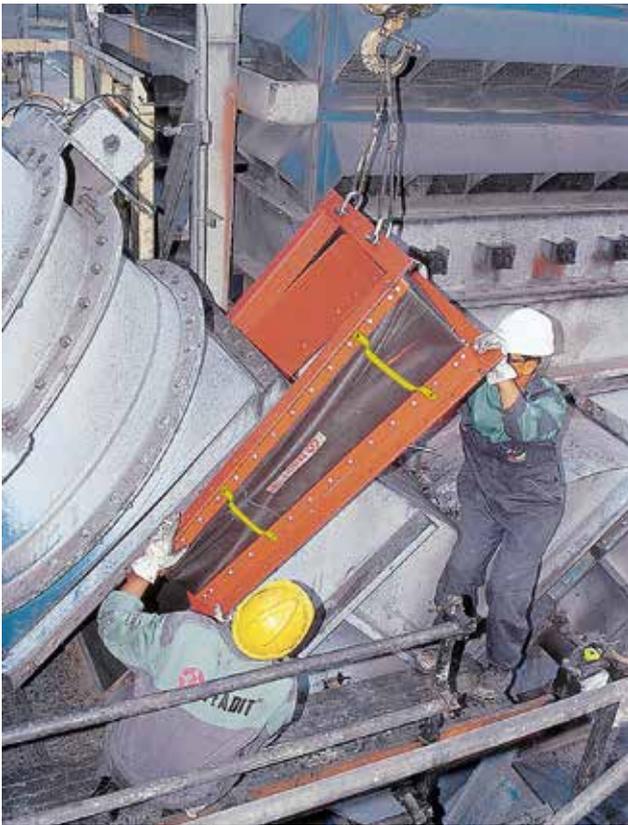
Teadit currently has manufacturing sites located in Europe (Austria and Germany), Asia (China and India), and America (USA, Argentina and Brazil). The main research and development center is located at the manufacturing unit of Rio de Janeiro, Brazil, with research in PTFE products and technologies also being performed at the Kufstein site, in Austria. In South America, the group has plants, branches and service centers in several locations, mainly Brazil and Argentina. Rio de Janeiro and Campinas are the largest of the Brazilian operations, serving the Brazilian markets and exports to Europe, North and Latin America. In Argentina the production is distributed in the cities of Buenos Aires and Bahia Blanca, which are major petrochemical hubs in the country. Worldwide, Teadit is also present in North America in Houston, USA, and through this unit, they service the American, Canadian and Mexican Markets. In Europe, Teadit International units in both Germany and in Austria serve the European market. In the last decade Teadit also marked its presence in Asia, with a distribution center in Shanghai, China and two manufacturing plants in Mumbai and Baroda, India.

### Mission

The Teadit Group's declared mission is 'to achieve 100 % customer satisfaction through cost-effective manufacturing, innovative product development, and efficient customer service', but what separates Teadit from the competition in terms of products, services, and quality? Among the factors that have contributed to the growth of the company, one of the most important is striving to be close to its customers, either through an extensive distributor network or through company-owned branches and service centers. "All of the products are manufactured at one or more of the company's locations in state-of-the-art facilities, enabling us to control and maintain a consistent quality level at international standards, while at the same time providing timely delivery to end users and other customers." said Josie. "The company has found its way to a prominent position in the markets in which we operate. Our partners in the industry recognize our capabilities and acknowledge the fact that Teadit is able to make a difference to their operations. We have specialists in the areas of exploration and refining, petrochemical, aluminum, steel, pulp and paper, sugar and ethanol, environment, etc. Moreover, a Customer Focus policy anticipates customer needs and guarantees total satisfaction: we always aim for integrity in our dealings with employees and customers, by maintaining the high ethical standards that guide

Textiles, yarns and filaments products, Gaskets (Metallic and Non Metallic), Expansion Joints, plus API6A for Ring Joints, BAM and TaLuft Approval for packings and gaskets, and went on to win them various international approvals specific to extreme applications. In the European factories, both the ISO 9001 as ISO 14000 certifications have been obtained. "Every product of Teadit is developed, manufactured and applied in such a way that the goal of industry and society is ensured: leakage control and environmental preservation", said Josie. Over the years, there have been many more awards and certificates of recognition of performance of their products and services, like the Braskem Award for the Best Supplier (years 2007, 2010 and 2011) and the achievement of the API6A certification. Some





*Installation of expansion joints in the field.*

our internal and external relations”, continues Josie. “Reliability is also important to us as we try to develop a trustful partnership with our customers, while being a top performing technical reference for them. We strive to provide the maximum safety for our employees and customers, while operating in a sustainable way and respecting the environment. Couple this to an extensive supplier base and you can see the foundation on which we have grown so much during the last fifty years.” And she continues: “Additionally, we maintain a spirit of creativity within our work force, lean towards decentralization, and prioritize both employee and customer satisfaction. Of course, at the same time, we are always looking for greater efficiency and continuous improvement throughout the Teadit group of companies.”

### Research and development

Teadit’s manufacturing facilities all utilize testing devices and procedures relative to its specific products and maintain individual laboratories that are peripheral to the primary Research and Development facilities, located in Rio de Janeiro and Kufstein. The main facilities have state-of-the art equipment and extensive testing labs where highly trained Product Development Engineers and Technicians simulate actual field operating conditions. New materials and products under development include products intended to improve sealing performance and offer practical solutions to the most difficult fluid sealing problems. Current technological development areas taking place within the company concern improvements in textile yarns and PTFE Filaments, special gaskets for very high

temperatures, and gaskets for very low emissions at low sealing stresses. The company is also continuously working to improve the cost efficiency and reliability of its manufacturing processes.

Teadit’s field expertise and ongoing studies and monitoring of more complex applications and how its products address these, provide their customers with improved results and elevated expectations in performance and sealing efficiency.

### Extensive product range

The array of Teadit’s products is equally impressive. The development of Teadit style 2200 and 2773 Packings stand out. Style 2200 Packing allows a pump to operate without cooling water in the stuffing box. This makes it possible to make significant savings in water usage while ensuring sealing effectiveness. “Both the equipment and the environment will thank you”, smiled Josie.

### Pulp and paper in Brazil

The pulp and paper industries have chosen to use Teadit style 2200 packing, with the goal of reducing the consumption of cooling water. Gains were verified by 100 samplings of pumps in the paper sector. Where Teadit style 2200 packing was applied, the results were a startling reduction of 600 million liters per year. Development and management of this testing was fully supported by Teadit experts, in their Products Application Engineering Group, and the concept has been extended into the most important pulp and paper industries in Brazil.

“Teadit style 2773 Packing has been successfully utilized in pumps with abrasive fluids. It is mechanically very resistant, with a better sealing capacity, and is made of a very soft material, conducive to an extended life for the equipment. Our engineering and technical expertise, coupled with highly automated processes, skilled craftsmanship, advanced quality systems, and logistics/distribution network ensures that our customers will receive the best performing product on time, each and every time.”

With manufacturing operations worldwide, Teadit is also strategically located to service industry requirements in the area of custom Metallic Gaskets, with a broad range of products including Spiral Wound Gaskets, 905 Metalbest Corrugated Graphite Gaskets, Kammprofile Gaskets, Double Jacketed Gaskets, Special Alloy Metal Gaskets, and all types of Die Cut and Precision Cut Gaskets. Quick turnaround time and availability of a wide variety of gasket designs in many material combinations has been a key to our success. Other product lines include Compression Valve Stem and Pump Packing, and Compressed Non-Asbestos Gasket Sheet. Materials used include: Tealon™ restructured PTFE Sheet, Expanded PTFE Sheets and Joint Sealant Tapes and Graphite Sheet. In addition to these innovative products, Teadit also offers a wide array of

value added services, designed to enhance operating performance and increase reliability. These services include Field Engineering and Technical Support. “Our undertaking is to supply the customer with more than just a product. We strive to be utilized and recognized as a company that is broad enough to meet your overall needs, but flexible enough to meet your demands,” said Josie.

## Tealon

Tealon is a restructured polytetrafluorethylene (rPTFE) gasket material designed for chemical, food, pharmaceutical and petrochemical processing plants. TF1580, 1590, and 1510 are Chlorine Institute approved per CI Pamphlet 95.

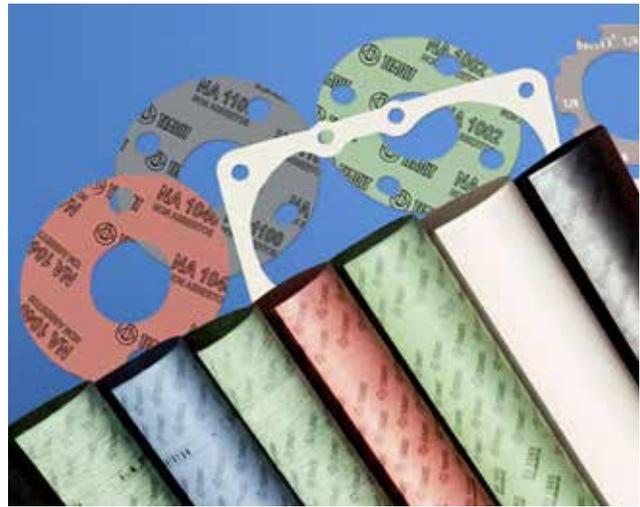
### Field services

Field services available through Teadit cover Valve Stem Packing Extraction and Replacement, Packing Installation, Gasket Installation, Field Fabrication of Gaskets, Expansion Joint Installation, Product Training Seminars, Gasket Bolting Torque Calculations, Application Literature, an Industrial Gaskets Handbook and Internet Website/Technical Data. It is also possible to get expert answers to problems submitted to the website. For example, can a gasket cut from a non-asbestos fibre sheet be re-used after a maintenance inspection? On the site you will read why this is not advisable, and for different reasons. These kinds of



Packing Teadit style 2200 & style 2773.

materials are bound by varying types of rubber, and the rubber hardens with temperature and time. The gasket then loses its malleability and therefore its ability to seal. Teadit experts recommend that new gaskets should be installed after every maintenance inspection. When asked if gaskets cut from a Teadit 24SH sheet can be used in all areas where Teadit 24B is currently being used, the same experts reply that this is certainly possible. Both styles are 100% pure PTFE. The multi-directional fibre structure of 24 SH even offers additional advantages. However, because the two materials behave slightly different under compression (width and thickness), it is important to choose the correct



Teadit Compressed Gasket Sheets.

dimensions. Further advice can be found in the extensive online catalogue.

### And to the future

“All plants employ the latest technologies in our processes so we will be seeking to maintain the standards we have set for ourselves. This means keeping up with the latest market developments and evolving our product offering in sync with the evolution of our customer’s process requirements. Teadit is recognized as a world leader in the development and manufacturing of innovative fluid sealing products used throughout various industrial markets including refining, chemical process, and power generation. Rather than sitting back on our laurels, we will be working just as hard in 2013 to maintain the reputation that has been built up over the last fifty years, a reputation for excellence in quality, and one of which we are very proud.”



## About Teadit

The Teadit group of companies has an extensive production and distribution network in more than 52 countries on all 5 continents. Approximately 1,200 people worldwide with more than 2,000 products manufactured at 19 sites in 7 countries across the globe.

