

PEROLO - FRENCH TWIST

EQUIPMENT • PEROLO HAS COME A LONG WAY OVER THE PAST 100 YEARS BUT THE FACTORS UNDERPINNING ITS SUCCESS HAVE REMAINED CONSTANT

LEGEND HAS IT that the story began on a frosty morning in Paris during the winter following the Armistice at the end of World War I, when Joseph Perolo was looking out of his window and contemplating his future. He was far from imagining that he was about to create a company that would grow to become a world leader in valve solutions and tank fittings. When spring arrived, Joseph bought premises in the suburbs of Paris and started Établissements J Perolo, a mechanical workshop for the automotive industry employing 15 people.

A hundred years later, Établissements J Perolo has become BIP Perolo, employing more than 200 people and having two factories and six subsidiaries. The main focus of the company is nowadays the design and

manufacture of the finest tank safety and fluid transfer equipment for oils, chemicals, powders, liquefied gases and foodstuffs. BIP Perolo is active in four different markets: tank containers, road tankers, rail tank cars and offshore/IBC tanks; it services major players in those markets all around the world.

The key to this success story is innovation and customer service as core values of the company. BIP Perolo's R&D department has been continuously innovating and evolving since the beginning of the company with an activity going from automotive industry to petroleum equipment before finally arriving at valves and tank fittings. All designs are the result of French engineering at its best combined with state-of-the art designing equipment.



PEOPLE AT PEROLO

Innovation at BIP Perolo is, though, not limited to the engineering department. Indeed, continuous investment plans both in the French and Chinese factories ensure modern equipment such as laser-cutting machines, robotic welding, CNC machining, and so on. It is this innovation combined with the craftsmanship of the workforce that makes BIP Perolo grow.

The second core value of BIP Perolo is customer service, which has been a central theme from the very beginning, of designing the valves till the day that they require maintenance operations after years of loyal service. Listening to the market and the requirements of the customer is very important to BIP Perolo. Only by offering this level of customer service is it possible to meet customer demands. This is the reason why BIP Perolo specialises both in very standard equipment that are mass produced but at the same time designs and manufactures limited series of valves that are tailor-made for one specific customer. This approach to flexibility and versatility is rare in the industry and is widely appreciated by customers.

A recent example of this drive for innovation combined with tailor-made customer service is the development of a 90° ball valve. During a customer meeting with BIP Perolo's sales team, the customer – operating in the tank container market – announced that it was looking for a solution that would avoid working at height and at the same time overcome the problem of lack of space on top of the larger capacity tank.

After further correspondence between engineering teams of both companies, BIP Perolo developed a 90° threaded ball valve that could both be operated from ground level and saved considerable height by allowing a connecting hose to be fitted horizontally and not vertically on top of the valve. As such, all the customer's needs were met and the new valve was designed and fabricated (for the first series) in a very short space of time.

THE MARKET EVOLVES

This approach to customer service is not limited to just specific developments for one customer but also includes a general awareness of the ever-evolving market. For instance, when the market decided to not just use bottom valves for unloading but also for loading, this meant altering the direction of the product flow and as such the dynamic requirements of the valve. BIP Perolo was able to accommodate this change with an evolutionary upgrade of the valve that was rapidly available world-wide.

Another example is the bilateral rail control for opening and closing the bottom valve on a rail tank car. Most bilateral rail controls snap shut from open to closed position, creating a risk for the operator of damaging their hands or fingers. When BIP Perolo heard of this risk, it developed a damper option on the bilateral rail controls, which slows down the opening/closing movement of the handle and as such guarantees the operator's safety.

The same customer service can also be traced back in the quality of the fittings produced by BIP Perolo. Only wanting to offer customers the very best quality, BIP Perolo's president Thierry Bourguignon took the decision in 2015 to invest in a lost wax foundry situated in Rudong, China. By doing so, the quality of the products is controlled in-house from the smallest component to the final assembled product. It is also to be noted that 100 per cent of the valves and fittings produced by either of BIP Perolo's factories are thoroughly tested and traced by a unique serial number. Moreover, BIP Perolo collaborates with the best laboratories in Europe to ensure further extensive third-party testing.



CLOSE ATTENTION TO PRODUCT QUALITY, TOGETHER WITH CUSTOMER SERVICE AND THE ABILITY TO QUICKLY REALISE NEW CONCEPTS (INCLUDING THROUGH 3D PRINTING, ABOVE) HELP PEROLO KEEP AT THE FOREFRONT OF THE INDUSTRY

Thanks to the continuous support of these



WORLDWIDE SERVICE

BIP Perolo's view of customer service extends to after-sales service. After all, in a globalised world, availability of spares is crucial to keep the global supply chain going. Therefore, BIP Perolo counts no less than six subsidiaries strategically based across the world: France, Belgium, UK, Poland, China and Singapore – all of them holding stock levels of the most common spare parts. In addition to these subsidiaries, BIP Perolo has more than 15 official distributors spread around the world to make sure that spare parts and after sales support are available anywhere and anytime.

The success story of BIP Perolo cannot be limited to just innovation and customer service. There is a third very important factor that has made everything possible, namely the 'Péroliens' (i.e. the employees), whether they are based in France, in China, in the UK, in Poland, in Belgium or in Singapore. Gender equality matters for BIP Perolo as shown by the following facts: 50 per cent of the management team is female and the managing director of Rudong factory is a woman, Jane Shu.

employees and its loyal customers, BIP Perolo managed to grow its customer base during the last century and become a global leader in valve and tank fittings for tank container, road tankers, rail tank cars and IBC/offshore tanks.

INTO A SECOND CENTURY

What does the future bring? It is true that Covid-19 constitutes a challenge for the entire industry. But with international travel being limited and trade shows being cancelled BIP Perolo continues to re-invent itself by launching a new website and by communicating through social media. This new way of communication allows the company to be in direct contact with the customer and improve customer service even further.

Could Joseph Perolo have foreseen the success of his future company when he was staring out of that window so many years ago? Probably not, but we can be sure that he would be proud of what the company has become and would be excited of the new adventures that lie ahead on the horizon for BIP Perolo. Those wanting more information are invited to take a look at the BIP Perolo website, www.peroло.com.