



BIP Perolo's world-wide presence



Adem Arslan, CEO of Isotank Central

# Perolo's global distribution drive

**T**here was a time not so long ago that the tank container market was still a small yet already international industry.

However, over the years the industry has grown to accommodate the expanding world economy's transport needs. Companies had to adapt and instead of having all activity centralised in one location, it became crucial for rendering an optimal customer service to have satellite offices to offer a world-wide service. This tendency can be observed on every level of the transport industry, even to the suppliers of valves.

Before Thierry Bourguignon's management buyout of Perolo in 2005, the company counted one sales representative covering all countries and a couple of distributors. Bourguignon quickly identified the need to reinforce Perolo's world-wide presence to offer an optimal customer service and experience. Therefore, he developed a two-fold strategy to offer a fully international support infrastructure.

The first action was to develop a network of subsidiaries and agents under the BIP Group umbrella. As such Perolo Distribution BVBA was created in Belgium in 2006 stocking most common ISO and road tanker parts. That way, BIP Perolo could guarantee a quick delivery to nearby depots in the ports of Antwerp and Rotterdam.

When the gravity centre of tank manufacturing moved from Europe to China, Perolo followed suit and opened in 2007 a factory with assembly lines for ISO tank parts in Langfang, China. In 2008 BIP Distribution was created, covering France, Southern Europe and North Africa. Next in 2010 a partnership with Alltec Solutions Ltd in the UK was developed with stock of main ISO and road tanker parts to supply the UK market.

But Perolo did not stop there. In 2013, Pawel Siemko was recruited as agent to supply Eastern Europe. Later on, in 2014, Perolo Singapore was founded in order to supply the ever-growing South East Asian market that evolves around the hub in Singapore. Lastly, in 2015 the decision was made to move the Chinese factory from Langfang to Rudong and to add a foundry. As such BIP Jiangsu Engineering Ltd was created under the solid reins of Jane Shu.

At the same time as developing a global presence of subsidiaries and agents, Perolo created a world-wide network of certified distributors that hold stock of main parts. These distributors go through a tight selection process. First of all they need to be familiar with both the industry and their local market. Next, they are invited to follow in-house training at one of the Perolo factories to be able to offer technical assistance and customer service when needed.

Even after in-house training, Perolo distributors can ask for extra support from the nearest Perolo factory, each one equipped with an engineering team at their disposal. Thanks to this strategy, BIP Perolo can now boast of having a global network of distributors in place with a presence on all major continents.

One of the latest distributors to have joined this select circle is Isotank Central that became an official distributor in 2017. Isotank Central was founded by Adem Arslan who has more than 25 years of work experience in shipping and logistics. Arslan knows the market like the back of his hand thanks to his many years of experience at

Eurotainer and GAC. He also sent his colleague Alper Günay to Perolo headquarters in France for a certified Perolo product training.

Isotank Central is carefully monitoring customer needs in Turkey and informing them about the most recent technological developments in their sectors. Because the distributor is closely working together with Perolo head office, it can then offer onsite training with Perolo engineers at the production site of the customer.

Thanks to the continuous efforts of the entire Isotank Central team,

Perolo managed to have a firm customer base in Turkey in three main sectors: rail tank car, ISO tanks and road tankers. Also, special components, like lined parts for very corrosive cargoes, are regularly ordered by customers of Isotank Central. Thanks to close collaboration, such as that with Isotank Central, Perolo has managed to establish customer service throughout all major transport hubs.

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

WWW.PEROLO.COM

Life  
IS FULL OF  
SURPRISES

That's why we developed  
our new Hastelloy seat that protects  
against pitting

**BIP GROUP**  
PEROLO



Quality | Innovation | Customer Service



Alper Günay training at Perolo