



**EXPECT**  
STORIES FROM THE  
AVK WORLD

Expect... **AVK**

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## FRONTPAGE PICTURE

We are always proud to show off our quality products – especially the eye-catching ones that are so big we can climb onto them. Here, product managers Michael Nielsen and Martin Børsting from AVK International are making sure our massive DN1200 gate valve stands spotless for the many visitors at IFAT 2024

Photo: Rasmus Martensen

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# DEAR READER

As said before, water management deserves far greater attention than is the case today. Fortunately, more and more politicians and decision-makers are realising its importance in battling the other major challenges our world is facing.

Recently, I read "Call for innovative circular economy solutions in the water sector across Europe"; an initiative by the EU encouraging the submission of good ideas to make the water infrastructure circular instead of, as today, linear. In other words: we need to reuse the treated wastewater we have used, leave it in the area for recreational purposes, and let it seep into the underground and become groundwater to keep the circle intact.

This way of thinking is part of the lesson we teach the students of the Advanced Water Cycle Management Course, which is held for the fifth time this year. Again, the course is fully booked, which in itself is more than we could hope for. And in the relatively short period of time the course has existed, it has already gained attention from both Danish authorities and from abroad.

At our AVK Global Management Conference, I had the pleasure of presenting the course to our Water Division Management team. Not only

the course, but the reason why the course was created in the first place:

97% of all water on this planet is salt water. 70% of the remaining fresh water is frozen into ice, so, at the end, only 1% of the world's fresh water is available for drinking. Of this amount, 70% goes to agriculture and food production, 20% goes to industry, and only 10% is available for human consumption. Therefore, there is every reason to take care of the water that the world's water utilities have found, purified, and pumped out to its consumers. But even so, you would find an average leakage rate of between 30 to 35% on a global average. What a massive waste, considering all the knowledge and technology the world holds.

## **Encouraging a sustainable water mindset**

As mentioned before, the current water infrastructure is in most places constructed as a linear system. After use, our wastewater is simply sent down the river or into the sea. Goodbye water; see you again in a hundred years. In the best cases, the water is treated before it is sent off, to avoid critical pollution of the environment. But in 80% of cases, it is not, which is also a waste since the treatment process can be used to produce green energy.

As part of the course, the students learn to think about and approach water infrastructure from a holistic perspective. We teach the students that water must stay in its area and be reintroduced to the groundwater aquifers. By also thinking climate protection into the system, so that heavy rain is directed to a designated area, it is possible to achieve environments in or close to cities that can be used recreationally, and thus help boost life and biodiversity.

Digitalisation, too, is a hot topic in the water sector, helping utilities obtain the necessary overview of their water network activities. Also, digitalisation is finding its way into agriculture, where it instructs farmers' irrigation systems to only irrigate the soil when needed, thus saving critical amounts of water as well as time and resources.

You can read more about these subjects in this issue of InterLink, along with a lot of other exciting articles and case stories.

With these words, I wish you a great day.

Enjoy reading.  
Michael Ramlau-Hansen



# EY WORLD ENTREPRENEUR OF THE YEAR™ 2024

# MONACO

Niels Aage Kjær and AVK Holding A/S represented Denmark at EY World Entrepreneur of the Year™ 2024.

*By Pernille Kjær,  
Communication, Learning & Leadership  
Director,  
AVK Holding A/S*



## Danish Entrepreneur of the Year

Last year, entrepreneur Niels Aage Kjær and AVK Holding won the EY Entrepreneur of the Year Award in Denmark.

The award is a great acknowledgement of Niels Aage Kjær's entrepreneurship throughout 53 years as CEO of the AVK Group.

The jury's reasoning as to why AVK Holding was appointed winner in the national competition:

*"The entire jury fell in love with the story of the family business that is not just an EY Entrepreneur Of The Year winner, but a winner on multiple parameters. They create nice and continuous growth, are profitable and highly innovative too. AVK Holding is not a particularly known company to the general public, but they are renowned in the industry and are recognised as one of the world leaders in their field."*



– Lars Fløe Nielsen, chairman of the Danish jury in EY Entrepreneur Of the Year.

He is backed by Søren Smedegaard Hvid, partner in EY and director for the competition:

*"AVK Holding is doing well in the ESG area, and is in general saturated with strong values, good spirit and propriety. Also worth mentioning is their impressive international journey. The company is truly global and has been through many phases of internationalisation."*



**Lifelong entrepreneur**

Niels Aage Kjær and AVK Holding’s story is a true entrepreneurial adventure and an inspiring story of determination. And Niels Aage is an entrepreneur for life.

With dedication, he has transformed AVK from a small local machine shop with three employees into one of the world’s leading manufacturers of valves for vital infrastructure employing nearly 5,000 people worldwide.

It has not always been easy, but he had the courage and the skills – and at the same time, he had a strong belief in his own ideas supported by a strong

set of values which have always acted as guiding principles for AVK.

**World final in Monaco**

As a result of winning the national competition, Niels Aage Kjær and AVK Holding participated in the EY World Entrepreneur Of The Year as the 2024 representative of Denmark.

Class of 2024 finalists represented 47 countries and territories from EY Entrepreneur of the Year – the ultimate global competition for entrepreneurs and the only global program for entrepreneurs of its kind – and competed for the world title in Monaco from June 5-7.

A diverse panel of independent judges assessed the achievements of these program winners against four criteria: Entrepreneurial spirit, purpose, growth and impact.

Article continues on the next page >



We would like to congratulate Vellayan Subbiah from India as winner of the title as EY World Entrepreneur of the year 2024.

Niels Aage Kjær spent the days in Monaco with his wife Ellen Magrethe as well as Anne-Mette Kjær, Pernille



Kjær and Jacob Kjær from the next generation involved in AVK.

*"It makes me proud of AVK and Niels Aage to be here in Monaco, and I have been confirmed in that the work we do is important, as we as a manufacturer of high-quality products to the water sector, contribute to making a*

*difference, and providing better lives for many people,"* says Pernille Kjær.

Niels Aage Kjær adds:  
*"The fact that the next generation will be taking over the company certainly provides a guarantee, that our company is run according to the values we have today and assures me that*





*what has been built up will be carried on."*

**I hope my story can help inspire others**

We are proud to have won the Danish EY Entrepreneur Of The Year and of representing Denmark in the world final.

The success of the AVK Group is based on staying true to our core values; Quality, Innovation, Reliability, Sustainability and Customer Service and we will continue to focus on our values in our work in the years ahead.

We would also like to thank our dedicated employees, who holds a big part of the success of AVK.

*"I am very happy about being able to leave my role as CEO after more*

Thank you, EY, for hosting this well planned and executed event.

We have spent some amazing days in Monaco together with some of the world's leading entrepreneurs.



*than 53 years with EY Entrepreneur Of The Year 2023 in Denmark as it is a great recognition of the work that I and the rest of the organisation has done over many years.*

*"Hopefully, it can also be an inspiration to new leaders to keep going, keep innovating, and be open to opportunities in the future. I also hope that my story and AVK's story can help inspire others – that with dedication, courage, and hard work, and not least belief in oneself, in one's values, it is possible to achieve great things that can leave a positive imprint on the world."*

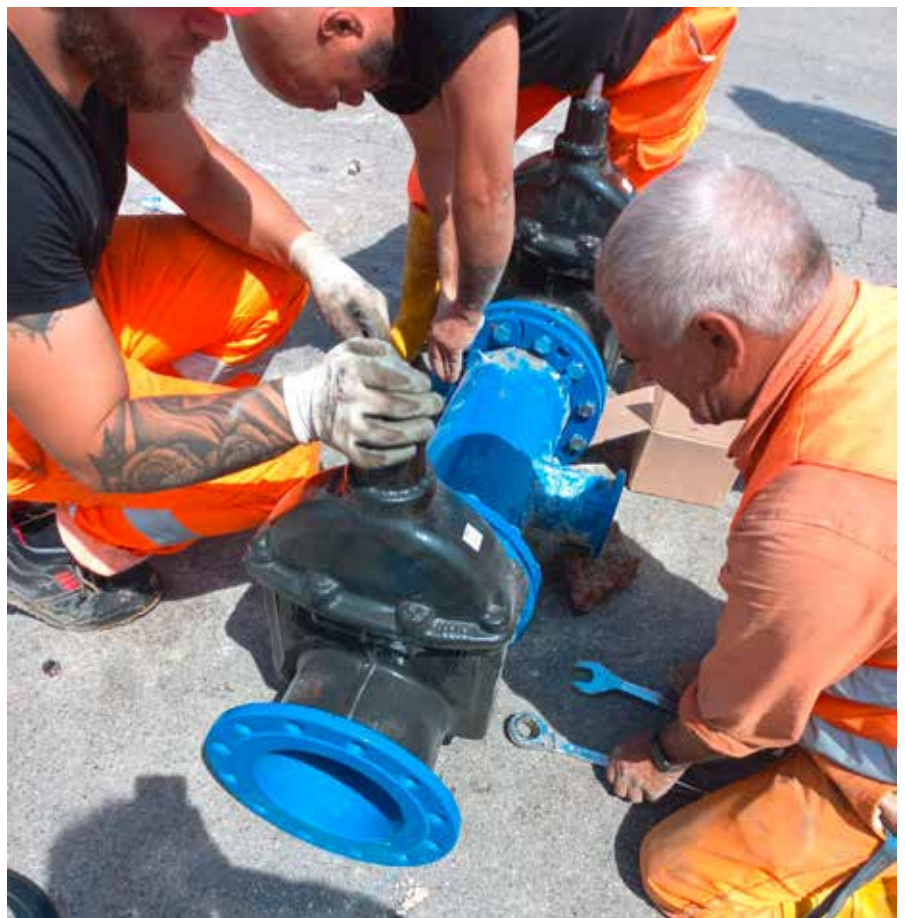
– Niels Aage Kjær

# UTILISING THE QUALITY AND ASSURANCE OF AVK GATE VALVES

# ITALY

As part of an extensive restoration plan, a substantial amount of AVK gate valves have already been shipped to Southern Italy to renew and consolidate old water networks. And many more will soon follow.

*By Luca Del Negro,  
Marketing Coordinator,  
AC.MO S.r.l.*



In Italy, as in many other countries around the world, water distribution networks need to be rehabilitated to cope with the various water leaks. Thanks to European and local funds, Italy is carrying out large infrastructure redevelopment projects aimed at strengthening and improving the efficiency of the national water system and dealing with the effects of the climate crisis, paying the right attention to conscious use of our water resource.

The goal is to create a leak-free and efficient water system. Advanced and digitalised control systems will be introduced to allow optimal resource management, which will reduce waste, limit inefficiencies, and improve the quality of service to citizens.

## **Restoring Europe's largest water utility**

In this context, Acciona Italia, a company specialising in civil engineering, construction, and infrastructure, has won a tender including the supply of AVK valves by AC.MO. Specifically, the tender aims to rehabilitate the water networks of the Apulian Aqueduct (AQP) by carrying out targeted interventions to achieve district metering, pressure control, and monitoring within the region's water



networks. Also, there will be a need for replacement of old pipelines.

With 21,000 kilometres of water networks and more than 8,000 kilometres of sewage networks, AQP is the largest European water utility in terms of size, complexity and networks managed. Entirely controlled by the Puglia Region, the company serves the entire Apulian territory and 12 municipalities in Campania, for a total of over 4 million inhabitants. However, these networks suffer from significant leaks. Therefore, the massive investments – mostly deriving from regional funds - will be directed at reducing water losses both directly, through the renewed geometry (replacing old sections), and indirectly, through pressure reduction and benefiting from districting.

**The works to be carried out are divided into:**

- Specific interventions: construction of reinforced concrete manholes, of varying sizes, to house the hydraulic equipment.
- Linear interventions: replacement of old and damaged water sections and creation of new sections necessary for district metering.

AC.MO has been supplying both standard and AVK PREMIUM 100 gate valves. Thanks to the superior quality of the materials, these valves provide exceptional protection against wear and maximum corrosion resistance, ensuring outstanding durability. Designed to last 100 years, AVK premium gate valves are unique and indestructible, carrying a 25-year warranty. This provides an extremely reliable product that ensures long-term savings and unique performances, and both AQP and Acciona are extremely pleased with them.

**Products supplied so far (in the first 8 received orders):**

- 39,403 pcs AVK gate valves, Series 02/60, DN40-150
- 683 pcs AVK PREMIUM 100 gate valves, Series 05/52, DN250-400

The project is ongoing, and further orders are expected (up until 2027) for a total quantity of about 120,000 gate valves and related accessories.



# ANOTHER FULLY BOOKED COURSE ABOUT ADVANCED WATER CYCLE MANAGEMENT

# DENMARK

In August, students and professionals from around the world will get together for a two-week intensive knowledge upgrade. The theme is advanced water cycle management, and the latest trends and technologies from the water industry are on the blackboard.

*By Michael Ramlau-Hansen,  
Head of Public Affairs & Global  
Partnership,  
AVK Holding A/S*



## What is it?

The course is called Advanced Water Cycle Management Course and has been created in a collaboration between Aarhus University and some of the industry's leading companies, including AVK. The course will be the fifth of its kind, first held in 2019.

The course content is based on a holistic view on water infrastructure throughout society, also covering energy used in water-related processes, and how to efficiently make use of our available resources. The programme contains three thematic tracks: groundwater resource management, water distribution, and wastewater handling. The course is

ended with a 5 ECTS point-giving exam.

## Great opportunities for knowledge-sharing and networking

The course is developed by some of the industry's leading companies, and the programme includes exciting company visits to some of them. This, combined with the diversity in participants, forms a great foundation for learning from and networking with other water-interested people with different backgrounds and from various parts of the world.

The course will be held from August 11-24, 2024, and this year's

participants will be arriving from Cambodia, China, Germany, Colombia, Ghana, India, Indonesia, Italy, Kenya, Mexico, Morocco, Pakistan, Somalia and Denmark.

## Are you also interested in a water knowledge upgrade?

Then you will have the chance again next year – and be quick to apply, as the course is limited to 50 seats. You can read more about the course on our website here by scanning the QR code.



# HDPE BALL VALVES IN GAS NETWORK EXPANSION PROJECT

# BRAZIL

AVK Brasil is increasingly active in the gas market. One of the latest deliveries was to a large natural gas supply company located in the south of Brazil, which was used in a new project to interconnect several consumers in the city of Estreito in Santa Catarina, Brazil.

*By Juliana Cristine Celestrim,  
Marketing Analyst,  
AVK Válvulas do Brasil*



The continental region of Florianópolis will have an increase in piped gas infrastructure, in addition to the option of vehicular natural gas (CNG) supply. The Santa Catarina gas company is carrying out a 2 km expansion of the energy distribution network in the Estreito area to connect new urban consumers, including a new CNG station.

The natural gas distribution network is implemented in areas of significant urbanisation, consisting of polyethylene pipes with diameters of 32, 63, 125, 250 and 280 mm and thickness according to SDR 11.

Such piping can operate at a maximum pressure of 4 or 7 kilogram-force/cm<sup>2</sup>, depending on the type of piping (PEAD PE 80 or PE 100).

## Products delivered to the project:

- 60 pcs HDPE ball valve, Series 85/50, DN125
- 100 pcs HDPE ball valve, Series 85/50, DN63

To reduce setbacks in the construction of the network along the roads, the Santa Catarina gas company is using a non-destructive method. Gas networks are installed from small openings in the pavement, instead of digging extensive trenches along all the roads. However, even with the use of non-destructive technology, the works are carefully carried out from section to section, so as not to interfere with other pipes such as drainage networks, sanitary sewage networks, water networks and other existing pipes.

Moving towards the third supply contract, we have already signed a new contract for the period 2024/2025 with the company from Santa Catarina and believes that we will be increasingly active in the Brazilian gas market.



# USING RAINWATER IN PRODUCT MANUFACTURING PROCESS

# BRAZIL

Back in March, AVK Brasil introduced a rainwater harvesting project to limit the use of already pressured water resources.

*By Juliana Cristine Celestrim,  
Marketing Analyst,  
AVK Válvulas do Brasil*



The sticker reads: "This water tank is being used to collect rainwater and use it in our factory". #Together we support sustainability

Previously, during the testing of large valves, we found that our testing machine reservoirs were not sufficient to fill the valves completely. Therefore, we used water supplied by the Sorocaba sanitation company, which was simply discarded after use. This was of course generating a financial impact, but at the same time raised an environmental question.

### **Eliminating the need for additional water supply**

As it seemed like a waste of good quality water, which could be better used somewhere else, we came up with the idea of using rainwater for our testing purposes. From then on, we kicked off the project – a very simple one, but indeed efficient.

We now collect rainwater from one of our large roofs and store it in two reservoirs of 10,000 liters each which we already had in our factory. The

The sticker reads: "This point uses reused water (not potable)." #Together we support Sustainability

water is pumped from the reservoirs to a point in our factory where we use it to refill our reservoirs. The water is used on the machine's tests during testing of large valves as well as for cleaning the production environment and tools after use.

It was a simple application, but it has already had a great financial and environmental impact, and it fits right into our vision of taking care of our planet where we can.

AVK Brasil is situated in the city of Sorocaba, about two hours from São Paulo, where we have a high chance of rain during the year – mostly between October and March. Therefore, we are confident that we will have a reliable supply of rainwater and can rest assured about the success of our initiative.

Marcos Dourado, our factory supervisor and the one behind the idea, shares:



"I'm happy to be able to help our environment together with AVK Valvulas do Brasil. It is with simple actions like this that we will improve our processes."

As a company that supplies water-related products, we are responsible for seeking resources to respect and preserve it. With the materials already

available in our factory, we did not have to spend much, merely some tubes and connections to make it happen. A simple action, showing how easy it can be to make a difference!

# AROUND THE WORLD



Spotted in Monaco when Niels Aage Kjær, Anne-Mette Kjær, Pernille Kjær and Jacob Kjær were attending the EY World Entrepreneur Of The Year 2024 award in June.

Spotted in Ghent, Belgium by Marie Korsgaard, Global Marketing and Communication Coordinator at AVK Holding A/S.



# IN CASES OF EMERGENCY, THERE IS NO TIME FOR INADEQUACY

UNITED ARAB EMIRATES

Anurima Roy  
Regional Marketing Manager,  
AVK Gulf DMCC

AVK Gulf comes to the rescue with an optimised butterfly valve solution for the critical fire water lines at Abu Dhabi Polymer Company's petrochemical complex in their polyethene plants (1 & 2). The result was an AED 2 million contract.

## Polyethene production in Ruwais

Abu Dhabi Polymer Company, also known as Borouge, is a joint-venture between Abu Dhabi National Oil Company (ADNOC) and Borealis which produces value-creating polymer solutions for the agriculture, infrastructure, energy, mobility, and healthcare industries.

The company operates one of the world's largest integrated polyolefin complexes in Al Ruwais Industrial City, which provides differentiated polyolefin solutions that bring value to polymer manufacturers, converters, and end-users internationally.

The Ruwais Plant operates a comprehensive production process, starting with ethane supplied by ADNOC Gas and propylene from ADNOC Refining. Ethane is processed through three main crackers, producing 2.2 million tonnes of polyethylene annually. Some of this polyethylene is further refined to olefins and low-density polyethylene, and part of the low-density polyethylene is then converted into cross-linked polyethylene.

Parallely, propylene from ADNOC Refining is used to produce 2.18 million tonnes of polypropylene each year. In its entirety, these operations support a total manufacturing capacity of 5 million tonnes annually, highlighting the

Ruwais Plant's pivotal role in industrial production in the UAE.

## AVK valves to the rescue

In 2022, during a periodic conversation with the operations and maintenance team of Borouge, our segment manager was informed of a major cause of concern at their site; the existing fire water lines were experiencing significant leakages. The lines run around their plants '1' and '2', carrying vital water to extinguish a fire in case of an incident or emergency. The valves in these fire water lines play a critical role in the plant's operation, and it was expected that the valves in these exact lines were highly efficient.

Upon closer inspection during site visits, it became evident that the loose liner butterfly valves in those lines were not optimally designed for the purpose, and were also not minimising downtime as required. Also, as it turned out, the valves were non-UL/FM-approved. Using these unfit valves was causing substantial water loss, wastage and was reducing the efficiency of the fire water network.

## Expert total savings and lasting innovations

In our attempt to provide a long-term, cost-efficient solution, we proposed our FM-approved vulcanised bonded butterfly valve solution, specifically designed for seawater service. We emphasised the superiority of our

product over the existing loose liner valves, which required regular maintenance and still resulted in leakages after regular upkeep.

To demonstrate our strengths, we suggested to educate Borouge about the salient features of our Wouter Witzel butterfly valves, highlighting their suitability for their specific needs. An outline of the significant OPEX cost savings our solution would offer was also presented, which covered i.e. savings on repair, maintenance, downtime, and shutdown costs for the plant. The value proposition of our Wouter Witzel valves' 10-year warranty was an assurance of our product which would make our valves the last thing to worry about on their comprehensive maintenance to-do-list. A stark contrast to the 12-18-month warranties offered by other manufacturers for seawater service.

As a result of the first delivery, we have received additional orders and are in the process of replacing the next set of valves.

## Products supplied to the project:

- 91 pcs Wouter Witzel butterfly valves, Series 75, fixed liner, DN200-400



# AROUND THE WORLD

## TO THE MOON AND BACK

*Ismail Sinkic,  
Country Manager,  
AVK International A/S*

Making valves is not rocket-science – but flying to the moon and back is. And when rocket scientists use your products, well that's something...

I had the great pleasure to come across an AVK S27 fire hydrant at the NASA Space Center in Houston. This location is home to the Apollo 11 mission and several other missions that brought mankind to the moon and back.

Right behind the hydrant you can also see the Space Shuttle which transported astronauts to ISS and its carrier (a special Boeing 747).



## BLUE IS THE COLOUR

Spotted by AVK Denmark's deputy manager Jesper Flarup in Playa de las Americas, Tenerife, Spain.



# BATTLING WATER SHORTAGE THROUGH DIGITALISATION

# SPAIN

AVK Válvulas has, along with our distributor Fontia in Malaga, supplied the water utilities of Alhaurín de la Torre Hall with control valves and monitored pressure sensors for network optimisation.

*By Abigail Izquierdo Torres,  
Technical Marketing,  
AVK Válvulas S.A.*



## Investing in valuable overview

Due to reoccurring drought issues, the water utilities of Alhaurín de la Torre Hall is preparing a project to invest more than EUR 500,000 in digitalisation and automation of the valves in the municipal water network. This will enable a valuable overview of the actual situation, and will make it possible to control pressure levels throughout the water network.



## Controlling the network pressure

Pressure monitoring is considered the most beneficial, important and cost-effective action in leakage management. Most pipe breaks are caused by increased pressure and fluctuations that force pipes to continually expand and contract, resulting in stress fractures and water losses. And with a leaking pipe, high pressure will ultimately result in more water lost than low pressure.

By installing the AVK Smart Water system, pressure will be reduced at night, which usually prevents general breakdowns in 30-40% of cases and will also help to save water.

To carry out the project, we firstly added our AVK control valves with two pressure settings; one for daytime

and one for night, which are operated by a time programmer. Secondly, IoT pressure sensors were installed downstream of the valves to continually monitor the pressure in the network.

## IoT sensors for pressure measurement

VIDI Pressure sensors are battery-operated and use NB-IoT (Narrowband Internet of Things) wireless technology, which guarantees great performance, long battery life and high data security.

With the alarm package on the AVK VIDI Cloud digital platform, operators receive alarms via e-mail or the Telegram app allowing the water company to react instantly or plan action, minimising water losses in case of leaks and optimising the



A total of 27 pressure reducing control valves are currently being monitored: some have been successfully installed for some time, while others were recently installed. The water utilities of Alhaurín de la Torre Hall use our digital platform with the package for sending alarms via e-mail and Telegram.



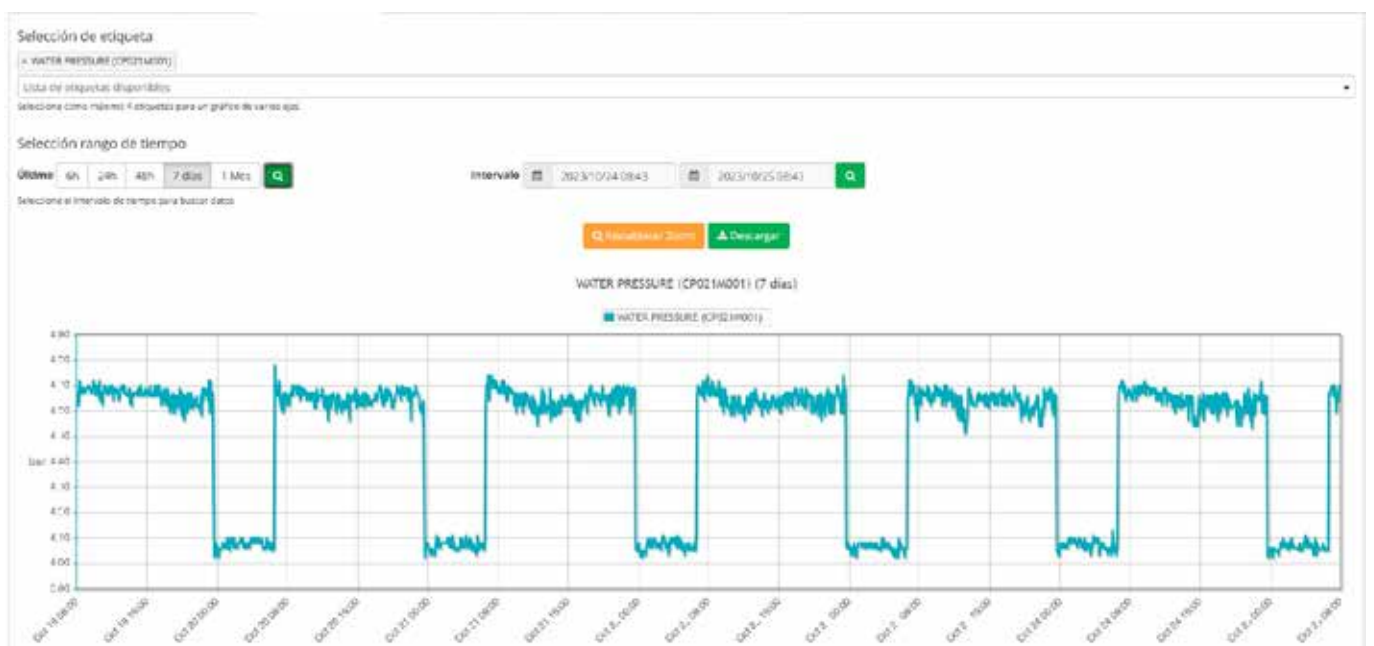
overall maintenance of the distribution network.

In the future, the water utilities of Alhaurín de la Torre Hall will have their own platform for the management of all its assets, and will be able to easily integrate AVK's sensors, as through the API (application programming interface) incorporated in the sensors' SIM cards, the data collected can be easily integrated into any system.

### Next water-saving steps

To identify the degree of opening of the most critical valves in the network, the installation of VIDI Positioners are being considered.

We hope that more municipalities will join this initiative and that we can help to digitise more networks and help protect our important water resources.



# COMBINING DANISH WATER TECHNOLOGY WITH STRATEGIC FARMER TRAINING

# INDIA

By Chaitanya Krishna K,  
General Manager,  
ACMO WATER TECHNOLOGY INDIA  
PVT LTD  
&  
Anurima Roy,  
Regional Marketing Manager,  
AVK in the Middle East



To the benefit of +1,000 farmers in the Bhopal area, irrigation efficiency is key in a recent initiative by the National Agro Foundation and executed by ACMO WATER TECHNOLOGY INDIA PVT LTD (AWT). The initiative is part of a significant turn in local agricultural farming in India.

In October 2022, the Madhya Pradesh Government's Cabinet gave orders for the Sip Amber Irrigation complex project in Sehore in Bhopal, Madhya Pradesh, India. The project, with an estimated value of INR. 346 Crore (EUR 38.6 million), set out as a collaborative effort between the Madhya Pradesh government and international partners.

The project aims to irrigate 15,284 hectares of area lifting water from the Narmada River through a pump house. A pressurised pipe system and SCADA technology will incorporate advanced irrigation methods such as drip irrigation.

## **Driving the future of irrigation in India**

The project aims to improve water efficiency by 30% and increase crop yields by 20% within three years. Also, local farmers should be properly trained to focus on sustainable farming practices and to make use of the modern irrigation equipment now available.

Expected to be fully operational by December 2024, the project will benefit over 1,000 farmers in 26 villages from the surrounding area of Bhopal.

Besides enabling agricultural productivity, the project is expected to reduce costs, promote sustainability, and boost the farmer's capacity to thrive in agricultural activities in the region, safeguarding livelihoods for future generations to come. The project represents a significant leap forward in local agricultural technology, and aims to revolutionise irrigation practices in India, which will be beneficial for both people and planet.

AWT's vision behind the Sip Amber Project is to embark on a long journey to support the ever-growing changing landscape of irrigation. A move that



Standalone controllers minimise dependency on SCADA, ensuring independent operation during network issues with its own logic for four months.

### **Market impact and future prospects**

The project has already garnered significant attention and success. Thanks to this innovation, AWT has secured projects for 100,000 hectares; projects that will, although currently based on older systems, incorporate new features like inbuilt batteries, ensuring they are future-ready.

AVK and AWT are not just focusing on immediate success, but on driving the conversation towards a smarter, more sustainable approach to irrigation, which is based on water conservation and efficiency.

The Sip Amber Project exemplifies how innovative technology can transform traditional practices, ensuring sustainable and efficient water use in agriculture. By integrating innovative features and empowering farmers with control over their water usage, we are paving the way for a brighter, more sustainable future in Indian agriculture.

can potentially be decades-long, but we are already working on the important foundation.

The project's objective is to integrate key features of the Hydropass into the current systems, optimising irrigation efficiency. One of the stand-out features is the built-in battery system, eliminating the need for solar panels. This innovation has been a game-changer, adapted from an Italian model to fit the Indian context.

### **Empowering farmers through technology**

A critical aspect of the Sip Amber project is the empowerment of farmers through technology. The new irrigation system provides farmers with unprecedented control over their water usage. Unlike traditional methods, which allocate water based on rigid schedules, the new system allows farmers to access water as per their crop requirements. This flexibility is facilitated by a user-friendly app that notifies farmers of their water slots, ensuring efficient water distribution based on individual needs, since "everyone in India now has a smartphone," as explained by the project engineering team. Farmers can download the free application, receive notifications, and manage their water usage effectively. This system tailors water distribution based on land size and crop requirements, enhancing overall productivity.

### **Securing sustainability and efficiency**

The Sip Amber project aligns with the Government of Madhya Pradesh India's "Every Drop More Crop" initiative, emphasising water conservation and sustainable agricultural practices. By incorporating advanced features like standalone controllers and inbuilt batteries, the system minimises dependency on external factors such as network connectivity and ensures uninterrupted water supply even during unforeseen circumstances.



# SUPPORTING FARMERS WITH DIGITALISED AND AUTOMATED IRRIGATION

# SERBIA



By Luca Del Negro,  
Marketing Coordinator,  
AC.MO S.r.l.

To assist farmers in adapting to new climatic conditions, increasing agricultural production, and improving product quality, a new irrigation plant with the AC.MO Hydropass system has been inaugurated in Prijedor Polje, Serbia.

On May 22, 2024, Serbia's Minister of Agriculture, Forestry, and Water Management inaugurated the new Čačak-Parmenac irrigation system in Prijedor Polje, with a total project value of EUR 5.7 million. During the event, the minister handed out electronic cards (Hydrokey) to users, necessary for the operation of the Hydropass system.

The old system, built in the 1950s, featured a now out-of-use irrigation canal, which used to irrigate about 600 hectares of land through free water distribution. Due to outdated structures and damaged equipment, the system was obsolete.

The new irrigation system will mainly benefit farmers between the Parmenac dam and the city of Čačak.

## **Allowing for data-driven management**

The system, featuring AC.MO Hydropass units, is fully digitalised and automated, allowing water distribution on demand thus ensuring more sustainable resource management. Also, the Hydropass system installation is completely integrated and autonomous. It is self-powered, provides flow control, metering, and communication in one single solution.

The Čačak-Parmenac irrigation canal has been completely reconstructed,



extending for 5.5 km. Along the canal, 172 connections have been made, currently irrigating about 400 hectares of fertile land, with an expanding network. Four new pumping stations have been constructed to transfer water from the main canal to the distribution pipes for consumers. The public company Srbijavode, together with the local self-government, will be managing the system.

#### **Efficiency and conservation with Hydropass**

The total distribution network measures 10,885 meters and includes pipes of various diameters, 11 pipelines, and 175 hydrant groups. A canal will be built on the Ljubić harbour, along with pedestrian paths and bridges, adding value to this beautiful part of the city and creating a green oasis.

The project was long-awaited for decades by citizens and is of great importance to the inhabitants of Čačak; especially for those engaged in vegetable growing, fruit farming, and various types of grain cultivation. The system not only serves for the irrigation of agricultural areas along the canal but also plays a significant role in the defence against increasingly frequent floods and torrents.



At the inauguration of the Parmenac facility, the Mayor of Čačak and the Director of water utility JVP Srbijavode were present. Together with the minister, they visited the farm of Isidore Bogdanović, one of the system's users, and inspected the works at the Ljubić kej pumping station and the Bresnica water network construction.



# HONG KONG'S FIRST-OF-ITS-KIND SEAWATER DISTRICT COOLING SYSTEM

# HONG KONG



*By Stig Th. Bondrup,  
General Manager,  
AVK Hong Kong, Macau & Taiwan*

The Kai Tak Development (KTD) area is a large development project covering the former site of the Hong Kong airport and its nearby areas, which all has a large demand for air-conditioning. Therefore, the Hong Kong government has taken the lead in implementing the first-of-its-kind seawater district cooling system (DCS) in Hong Kong for the new development.

As the most energy-efficient air-conditioning system, the DCS consumes less electricity as compared to traditional air-cooled or water-cooling air-conditioning systems using cooling towers. The DCS utilises seawater to produce chilled water at central plants and distributes it to the buildings of the area through a 40 km-long underground water piping network. Upon completion of the project, more than 50 skyscrapers and other buildings will be connected to the system. The DCS also allows more open space released to the public and more flexible building design as the installation of chillers and associated equipment is not needed in the buildings.



### Selecting the optimal valve solution

For the construction of such a vital cooling system, the selection of valve equipment was naturally critical as the products would directly affect the daily operation of the chilling plant and hence the entire Kai Tak Development area.

The project began with meetings between the Government, main contractor Paul Y and our team in AVK Hong Kong, which is covering the AVK Group's business in Hong Kong, Macau and Taiwan. During the series of meetings, our team hosted several product workshops with key stakeholders to have them understand and appreciate the features and benefits of our products' high quality, reliability and solid design.



Some of the things that particularly caught the attention of both the contractor and the Government's engineering department was the general high strength of parts, long durability, low running torque of mechanical components, and our epoxy coating, which is in compliance with DIN 3476 Part 1, EN 14901 and GSK guidelines. All fully made in-house by the AVK Group.

Following several months of meetings and workshops, our team managed to secure the project as a main supplier. The supplied gate valves were installed at the underground chilled water piping

network, and they were wrapped with insulation before installation to avoid condensation on the surfaces during operation. These valves serve as isolation valves for the critical parts of the chilled water system and were delivered to the customer's full satisfaction.

### Products supplied to the project:

- +70 pcs gate valves, metal seated. DN150-1200

# AVK HAD A GREAT SHOW AT IFAT 2024 IN MUNICH

# EUROPE



IFAT is our region's biggest international trade show within water and wastewater, which takes place every second year.

*By Lene Mark,  
Head of Marketing, Continental Europe,  
AVK International A/S*

142,000 visitors from 172 countries and about 3,200 exhibitors from 61 countries had the opportunity to focus on environmental technologies and how to use resources efficiently, and the 300,000 m<sup>2</sup> exhibition area was buzzing with energy and good spirits.

AVK had a 360 m<sup>2</sup> booth, our biggest to date, but still it was almost too small at times.

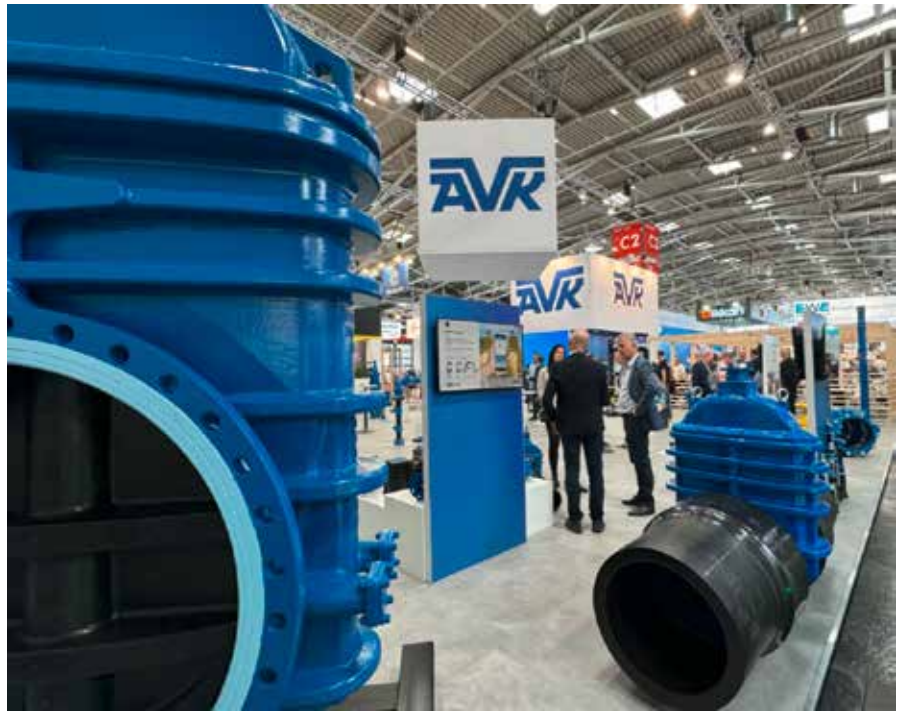


We had the pleasure of welcoming a lot of new contacts as well as valued customers and partners from all around the world.

This year we had been "granted" a bigger booth area giving us the opportunity to design a booth in one floor only. It was therefore possible to make a very open booth with a big product exhibition in one end and a big seating area in the other end, which turned out to work very well.

We launched our new Supa One™ couplings (see page 34), double eccentric butterfly valves with welded seat, combi-cross with PE ends and new products from AC.MO og Hydrocos. Furthermore, we showed for the first time at IFAT our DN1200 gate valve – which was a very popular selfie background – our series 9002 gate valves for irrigation, and PE fittings from Fusion. And of course, a big selection of our very wide product range, representing – besides AVK International, AVK Armaturen and above-mentioned companies – also AVK Smart Water, Cyl, AVK Polska, AVK Plastics, AVK Rewag and Wouter Witzel.

AVK had a fantastic show, and we look forward to the next IFAT show taking place 4-8 May 2026.



Some of AVK International's sister companies were also present at IFAT:

*"ORBINOX's participation at IFAT showcases our commitment to efficient and reliable water solutions. As part of the AVK Group, the synergy between both companies enhances our product range, from high-performance valves to comprehensive water and wastewater management solutions. This year's IFAT is serving as a platform to generate insightful discussions and the visitors to our booths have expressed their satisfaction with regards to our products and solutions."* – Ricardo Iturrioz, Sales and Marketing Manager, ORBINOX Group

*"IFAT is a great event for exhibiting new products and solutions, whilst also hosting our many customers from all over Europe, the middle east, the Caucasian countries, as well as from as far away as Kazakhstan, Japan and Australia. AVK colleagues from all around also enjoy the get-together, exchanging ideas and inputs, and catching up on their long relationships. My first participation on IFAT for AVK was in 2002, where AVK was a much smaller company, having just a modest stand. Now we have had an amazing development and are having the biggest stand in the hall, where our sister companies ORBINOX Group, BAYARD and BELGICAST are also present with their own exhibition stands – truly an amazing development."* – Morten Sæderup Nielsen, Chairman, AVK Water.



# AVK VALVES HELP PRESERVE THE YANGTZE RIVER

# CHINA



As part of the China's commitment to green development, the Zhujiqiao Wastewater Treatment Plant was recently upgraded and expanded. It is now equipped with various valves from AVK.

*By Ken Yan,  
B&D Marketing Director,  
AVK Shanghai*

## **Protecting the country's lifeline**

Looking at the Yangtze River is the same as looking at China. It is considered the mother river of the Chinese nation, and carries five thousand years of Chinese civilization. However, for some time, the ecological environment of the Yangtze River has faced severe challenges, such as

chemical encirclement and industrial wastewater discharge. And the situation is worsening.

In response to General Secretary Xi Jinping's call for "focusing on protection, not excessive development," various cities along the Yangtze River have shown their commitment to the protection and restoration of the river's ecological environment.

## **Pilot city for green development**

On the map of China, the Yangtze River winds horizontally like a giant dragon, and Wuhu City lies as a shining pearl beside this dragon. Wuhu plays a pivotal role in the mission of collectively protecting the Yangtze River. In July 2018, the Three Gorges Corporation selected Wuhu as one of the first pilot cities for the Yangtze River protection efforts; an action that not only sets a green tone for the future development of the city, but also marks a new historical stage in ecological

protection and green development in the Yangtze River area.

As the largest wastewater treatment plant in southern Anhui, the Zhujiqiao Wastewater Treatment Plant undertakes the comprehensive task of treating domestic wastewater from Wuhu and its surrounding area. To improve efficiency, achieve higher discharge standards, and enhance the regional water ecological environment, the plant has undergone multiple phases of upgrading and expansion. Phases I and II have a total treatment capacity of 220,000 m<sup>3</sup>/day, while Phase III added an additional 115,000 m<sup>3</sup>/day, bringing the total capacity to 335,000 m<sup>3</sup>/day. The long-term design capacity is 450,000 m<sup>3</sup>/day.

## **AVK valves for complex solutions**

The upgrade project involves adding advanced treatment units after the existing secondary treatment process, adopting further advanced and

complex techniques in each of the project's phases.

Amidst the phases, there are numerous technical difficulties, such as precise control of biological treatment, achieving efficient flocculation and sedimentation, and implementing MBR flat membrane technology. Our valves' superior product performance precisely addresses these challenges.

AVK Valves in Shanghai delivered a variety of valve solutions for the expansion project, including gate valves, butterfly valves, check valves, and knife gate valves, ranging from DN50 to DN2000 - in total more than 400 units.

With high-precision control capabilities and excellent corrosion resistance, AVK valves ensure stable and efficient biological treatment. Additionally, AVK's unique design and advanced manufacturing enable the valves to perform remarkably in the advanced treatment stages, effectively enhancing water quality. For customers, AVK valves not only resolve application challenges but also offer significant cost savings in maintenance and time, delivering both environmental and economic benefits.

### **Enhanced capacity and environmental benefits**

Following the project, the plant has significantly improved its treatment capacity, with the treated water meeting the national Class A discharge standard. This means that the treated wastewater can be safely discharged into the Yangtze River, reducing its negative impact on the ecological environment.

Also, the project has positively influenced the surrounding aquatic environment; especially at the Wuhu Jiangdong Water Ecological Park, which now receives 40,000 tons of tailwater daily from the plant. Through ecological purification facilities such as subsurface flow constructed wetlands, the nitrogen and phosphorus contents are reduced, elevating the water quality to meet the Surface Water Quality Standard Class IV. This purified water is then discharged into the surrounding Banshengyan and Baoxingyan water systems. These clean waters feed

into the urban river system, providing a constant source of freshwater, effectively improving the water environment, and achieving a trifecta of water pollution control, ecological restoration, and resource protection.

AVK played an important role in the plant's project and in comprehensively building a beautiful economic belt along the Anhui area's part of the Yangtze River with clear waters, green banks, and excellent industries. Looking ahead, with the implementation of more similar projects, AVK will continue to offer professional know-how and advanced manufacturing capabilities, and are committed to providing high-quality, intelligent valve solutions for efficient resource management and local environmental protection.



# VIDI POSITIONERS IN “PIPELINE NETWORK OF THE FUTURE”

## THE NETHERLANDS



VIDI Positioners from AVK Smart Water have been installed as part of a research program to test efficient techniques for water network management.

*By Dana Hofman,  
Marketing Coordinator,  
AVK Nederland BV*

For many years, AVK Nederland and Evides Water Company have had a good customer-supplier relationship. Evides is a supplier of safe and clean drinking water to 2.5 million consumers and companies in the southwestern parts of the Netherlands. Evides is continuously working to make its business operations more sustainable and strive to treat and supply water in an environmentally friendly manner.

Within the “Pipeline Network of the Future” research program, Evides investigates different techniques that help to gain insights into the water supply network, so that decisions can be made in a well-founded, targeted, and cost-effective manner. This includes the action of making various assets ‘smart’. In this context, Evides tested the AVK VIDI Positioner on four gate valves in Oud-Beijerland. The purpose of this installation was to smarten up the water supply network



and to ensure that Evides can collect more information about the status of the gate valves.

### How does the VIDI Positioner work?

The VIDI Positioner is a battery-operated device that detects the position of a valve and transmits data wirelessly to Evides, who can then use this data in their daily work. The VIDI Positioner is installed in combination with an AVK extension spindle on multi-turn valves. After installation and activation, the device transmits information about the location and the position of the valve, from completely open to fully closed to the VIDI Cloud platform or a third-party software.

The starting position of the valve is activated via the AVK Assist app on any smartphone. As soon as the extension spindle is turned, the movements are registered by the VIDI Positioner. The device transmits data immediately via NB-IoT communication network (band 8 & 20) and retransmit the position after 5 minutes, 10 minutes

and after 1, 6, 12 and 24 hours. A keep-alive signal is transmitted every 24 hours if the position has not changed.

### Benefits of the AVK Smart Water solution

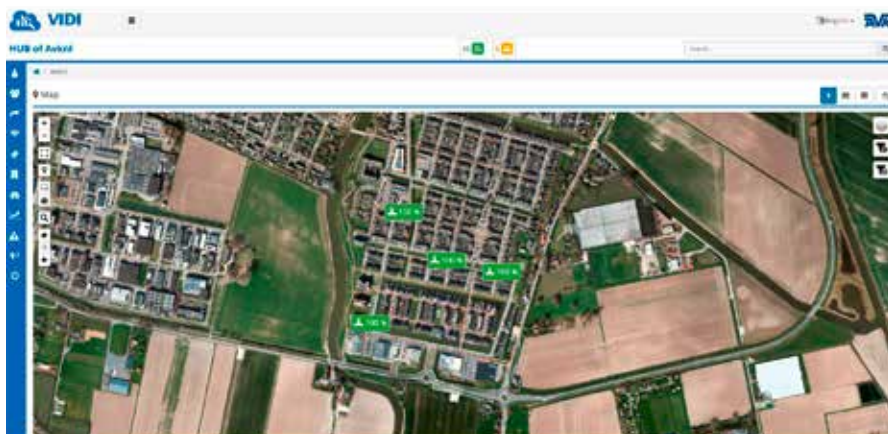
The VIDI Positioner is advantageous when installed on frequently used valves (increased efficiency), critical valves (increased reliability of the position) and valves where deviations from the preferred position must be immediately signalled.

Currently, in most water networks, the preferred position of each valve is noted in writing and if the position changes, this is processed manually, so information is not always up to date. If the actual valve position does not correspond to that on paper, this can lead to critical issues in the event of malfunctions: an adjustment of the valve position can then cause even further damage or complaints. The VIDI Positioner can also be used to improve the accuracy and reliability of the hydraulic model.

### Successful pilot at Evides

The installation of the positioners went smoothly after completing all the steps, with good support from AVK. Evides also found the installation of the AVK Assist app to be straightforward. The pilot has now run for more than six months, and the positioners have been working flawlessly and transmit the valve positions accurately and on time.

The conclusion of the pilot at Evides is that the VIDI Positioner improves the efficiency of the registration of the position of valves and ensures that the position is correct. The VIDI Positioner also functions as an alarm when the valve is in a position other than the preferred one. Installing VIDI Positioners can therefore save hours of manual check-up or guesswork for the water utility. In addition of being used on valves, the positioners can also be applied on fire hydrants and bypass lines.



# REGULATING VALVES IMPROVE WATER SUPPLY AND WORK ENVIRONMENT

# DENMARK

Aarhus Vand, one of Denmark's largest utility companies, has implemented innovative solutions across their facilities to ensure an efficient water supply and improve the work environment.



*By Charlotte Brønsted Rasmussen,  
Content Specialist,  
AVK International A/S*

## **Ensuring sufficient pressure for the customers**

Aarhus Vand manages eight water utilities. One of them is Åbo, from where drinking water is supplied to the southern part of Aarhus Municipality. Water is brought through the plant from a higher zone and out to another supply zone. The inlet pressure is just over 10 bar, and through a pressure reducing valve this is reduced to an outlet pressure of approximately 6.8 bar.

The long pipeline from the water utilities to the other supply zone is flushed once a week. This increases the flow significantly, resulting in a higher pressure loss and thereby a lower pressure at the consumers during flushing. Raising the control valve setpoint increases the outlet

pressure, and this will compensate for the pressure loss in the pipeline and ensure sufficient pressure for the consumers.

The control valve is a self-acting, pilot-operated, hydraulic valve that utilizes the power of water to change the valve opening degree. The valve setpoint is determined by adjusting the pilot, defining the outlet pressure. In the event of a power failure, the valve will continue to regulate pressure, and water supply to the consumers will continually be secured. The control valve is fitted with an AUMA Profox actuator, so the pilot setpoint can be adjusted remotely.

## **Low-noise flow regulation improves work environment**

The utility has also focused on improving the work environment at a water storage tank in their supply area by implementing a low-noise solution. This facility includes three storage tanks to ensure sufficient water supply to consumers despite fluctuations in

consumption. Water is drawn from another area and into the tanks from where it is discharged into the supply area.

The water enters the system with high pressure, and valves regulate the flow into the tanks. Previously, the flow was regulated by butterfly valves causing excessive noise and vibrations, leading to a poor work environment as well as wear and tear and thus a shorter service lifetime of the installations. So, when the flow regulation for one of the tanks needed repair, Aarhus Vand took the opportunity to find a new and better solution.

They chose a solution where supply into the tank system is reduced with a needle valve. The short face-to-face dimension allowed it to be installed without modifying the pipe gallery, and the existing control system required no changes to the electrical installations, keeping project costs down. The valve, fitted with an AUMA Profox actuator, can be operated via an app, computer



or handwheel, ensuring that it can be operated even when there is no power.

The needle valve does not only benefit operation of the storage tank – it has also created a significantly better work environment.

*"It's a really good solution here at the plant, and now that we've tested it, we can see that it's something we can also use elsewhere. But it has required us to get to know the solution, and therefore it has been great to have AVK on board. We describe our problems, and then together we find the best solution."* – Anders Sørensen, Operations Assistant at Aarhus Vand



### Needle valves

AVK needle valves are designed for throttling and regulation even at very high flow rates and at high as well as negligible differential pressures. The valves allow for precise regulation.



Watch a video presentation of Aarhus Vand's pressure management solution by scanning the QR code

### Aarhus Vand

Aarhus Vand is one of Denmark's largest water utilities. They produce 15 million m<sup>3</sup> of drinking water annually and treat 35 million m<sup>3</sup> of wastewater. Their distribution network consists of 1500 km of water pipes and 2800 km of wastewater pipes, supplying a total of 350,000 residential and commercial customers.

### AVK pressure reducing control valve with AUMA Profox

AVK hydraulic pilot operated control valves for pressure reducing applications automatically reduce a higher inlet pressure to a lower outlet pressure, regardless of changes in flow rate or inlet pressure. Installation of AUMA Profox allows remote regulation of outlet pressure.

# STRENGTHENING INDUSTRY TIES AND DRIVING FUTURE GROWTH

## SAUDI ARABIA

AVK Saudi attended the Saudi Water Forum 2024 to showcase our latest innovations.

*By Randa Abu Mazen,  
Marketing Coordinator,  
AVK Saudi Valves Manufacturing*



The Saudi Water Forum is one of the biggest events in Saudi Arabia for water technology and management. It was held from April 29 - May 1, 2024. Organised by the Ministry of Environment, Water, and Agriculture, the forum aims to be a key event; not just locally, but regionally and internationally creating a platform for the water industry to meet and connect.

At the forum, developers, investors, scientists, and researchers in the water industry came together with key organisations such as the Ministry of Environment, Water, and Agriculture (MEWA), the Saline Water Conversion Corporation (SWCC), the National Water Company (NWC), the Saudi Water Partnership Company (SWPC), the Saudi Irrigation Organisation, Water Transmission and Technologies Co. (WTTTCO), the Water Regulator (WR), and the National Water Efficiency and Conservation Center (MAEE) to share their expertise and strategies to find

comprehensive solutions faced by the local water sector.

### **Exchanging knowledge and fostering innovation and growth in the sector**

Water security and sustainability are critical issues worldwide, that are especially pressing for Saudi Arabia due to its already limited water resources and a growing population, adding further pressure on water availability.

As a leading valve manufacturer in Saudi Arabia, AVK Saudi has always stayed ahead of the curve, and in this edition of the forum, we showcased our expertise in various applications such as drinking water, sewage treatment plants, irrigation water, fire applications and saline water range of products. Our range on display covered butterfly valves, gate valves, air valves, control valves, check valves, needle valves, surface boxes, hydrants, and penstocks.

31 exhibitors from 35 countries and 2,000 attendees from around the globe attended the forum. It was a fantastic opportunity for us to connect and strengthen relationships with our clients, customers, and industry partners, listening to their concerns and sharing our solutions for large-scale projects.

At the forum, we presented our latest technologies and solutions to efficiency in the water sector focusing primarily on non-revenue water and pressure management. Our expert team members were ready to network as well as demonstrate how AVK solutions can tackle the industry's biggest challenges. As we continue to push the boundaries of what's possible in the water sector, we believe this event has further solidified our position and relationships with our end clients and customers to seek new project opportunities within Saudi Arabia's robust project pipeline.



# SHOWCASING BEST PRACTICE IN NON-REVENUE WATER MANAGEMENT

## SPAIN



AVK Válvulas was present at the 12th International Conference and Exhibition of the International Water Association's Specialist Group on Water Loss 2024, which was held in San Sebastian from April 14-17.

*By Abigail Izquierdo Torres,  
Technical Marketing,  
AVK Válvulas S.A.*

This year's event attracted over 600 international attendees from 50 countries and 35 sponsors. The main objective was to present and discuss the latest advances, strategies, techniques, and applications of international best practices in non-revenue water management.

AVK Válvulas took the opportunity to showcase our day/night pressure reducing valves, flow limiting valves and ultrasonic flow meters. In addition,

we promoted AVK Smart Water's NB IoT wireless sensors which are used to monitor the position of gate valves, input and output pressure in control valves, or the water level of a tank.

Additionally, we had the great pleasure of having the support of Antonio Allocca from ASW-ATI and Gerner Knudsen from AVK Smart Water. All in all, three days of inspiration, reflection, and connection between water professionals from around the world.

# PRODUCT NEWS

## NEW DESIGN OF TAPPING SADDLES TYPE SWIC

At AVK Polska, we have launched a new design of our tapping saddle (SWIC) dedicated to PE/PVC pipes. The updated tapping saddle retains the best features of the previous design and offers further strength and ease.

*By Jaroslaw Szmidt,  
Product Manager,  
AVK Polska Sp. z o.o.*

The torque transmission has been improved considerably, as the new hexagonal shape of the shaft has allowed for a reduction of the drilling torque to 35 Nm (before 90 Nm). Moreover, the mechanical strength of the shaft has been more than doubled, and the shaft now withstands a drilling torque of minimum 250 Nm. This big safety margin makes drilling safe and easy. Additionally, when the tapping saddle is fully open, the inside chamber is closed preventing stagnant water to penetrate the pipeline.

As before, our tapping saddle (SWIC) is fully corrosion protected internally and externally, which is a stand-out feature in comparison to competitive products.



## INTRODUCING SUPA ONE™, A NEW RANGE OF UNIVERSAL COUPLINGS AND FLANGE ADAPTORS

*By Lene Mark,  
Head of Marketing, Continental Europe,  
AVK International A/S*

### **One-bolt couplings according to EN 545 - Sturdy simplicity!**

We are pleased to release our new Supa One™ straight couplings and

flange adaptors suitable for ductile iron, steel, PVC and PE pipes.

Supa One™ couplings are very easy to install with only one bolt to be tightened in each end of the coupling. They are designed in ductile iron according to EN 545 to ensure sturdiness and durability.

standard power tool. The tool will not be pushed off by the rod end during tightening, which is often the case for traditional designs.

The Supa One™ universal non-tensile one-bolt couplings and flange adaptors are available in DN80-200 and complement AVK's comprehensive range of couplings and flange adaptors for any need.

Watch how easy they are to install, by scanning the QR code:



The bracket section can rotate 360° for adjustable bolt orientation during installation. This ensures full access to tightening the bolts, even when space is limited at the installation site. The design of the spherical nuts allows them to rotate slightly for a precise fit and enables the use of a



# MARKET LEADER AND EPD FRONTRUNNER

# SWEDEN

Furnes Jernstøberi have secured the two largest contracts in Sweden: Stockholm Water and Gothenburg Water. The contract with Stockholm Water is a six-year agreement, and one of the reasons they chose us is our excellent environmental product declarations (EPD). We are very proud to have reached this milestone.

*By Ole Anders Holstad Vestby,  
Business Support & Marketing  
Manager,  
Furnes Jernstøperi AS*



## Sweden's largest municipalities

We have collaborated with Gothenburg for over 30 years, and it is very gratifying that we have now been trusted a long-term partnership. Stockholm and Gothenburg are Sweden's two largest municipalities, with busy roads and areas. This places great demands on suppliers of street goods, which we are more than capable of meeting.

## Meeting highest product requirements

The main reason these large municipalities choose us is our PREMIUM products. These are products that meet the high requirements set by the municipalities in terms of both the environment and traffic lifespan, which indicates how long a product can remain in the traffic environment. A long traffic lifespan

is both economically beneficial and provides environmental advantages by lasting longer before needing replacement. The product's gasket also minimises leakages into the pipeline network.

Additionally, we have excellent EPDs, and we are especially proud that we win on criteria other than price, given that we have a higher price point than our competitors. Stockholm and Gothenburg are the most heavily trafficked areas in the Nordic region, and the street goods are subjected to extreme stress daily. Therefore, it is particularly gratifying that we are known for our technical products, which are vastly superior to other products on the market.

## First in the industry

Furnes was first in the industry with EPDs. We have always focused on sustainable manufacturing and took early responsibility as a producer to map and make our environmental footprint visible. We are proud of our two EPDs in ductile iron and grey iron, and it is a clear advantage to enter the market with such well-documented products.

## Market leader in Sweden

We are now the undisputed market leader in the Swedish market. We have agreements with one major wholesaler and over two hundred municipalities out of a total of 293. The majority of these municipalities use our PREMIUM products, so you can see them installed throughout the country of Sweden.

# AVK GLOBAL MANAGEMENT CONFERENCE 2024

# DENMARK

AVK Global Management Conference took place in Silkeborg, Denmark on June 24-25, with 122 participants from 41 countries.

*By Lone Aagaard Østerbøg,  
Sustainability Communications  
Specialist,  
AVK Holding*



Participants travelled from all over the world, including China, India, Brazil, Germany, South Africa, and Australia and it was a pleasure to welcome both old and new colleagues for some good and inspiring days.

### **Global collaboration and knowledge sharing**

The primary aim of the conference was to enhance cooperation, share knowledge and strategies, and foster a

unified understanding of AVK's future goals and challenges.

Throughout the conference, case stories were presented from various global companies, showcasing successful implementations and challenges overcome within the AVK Group.

### **AVK Core Values and The AVK Way of Leadership**

A significant topic at the conference was the AVK Core Values and The AVK Way of Leadership.

Presentations highlighted the importance of our five core values: Quality, Innovation, Reliability, Sustainability and Customer Service in driving organisational success and fostering a positive shared company





culture. These values serve as guiding principles for AVK's global operations.

**Focus on sustainability, digitalisation and Smart Water**

Besides the AVK Core Values and The AVK Way of Leadership, key focus areas at the conference were Sustainability, Digitalisation and Smart Water.

AVK's commitment to sustainable solutions was highlighted through a presentation on where we are and where we are going according to Environmental, Social and Governance (ESG). Discussions centred on how AVK can continue to contribute to a more sustainable future through innovation and responsible business practices.

As many other businesses, AVK will see many changes within digitalisation now and in the future. Jacob Sherson, professor at Aarhus University presented the opportunities in AI and how it will impact business and Troels Johannesen, CEO of WeCode

A/S showed the possibilities of an AI Assistant.

Antonio Allocca from ASW-ATI presented the opportunities for Smart Water and the participants could visit a Smart Water booth in their breaks to see how the system works when installed.

**Eskild Ebbesen on winning mentality**

A particularly inspiring moment was the final presentation by Eskild Ebbesen, the renowned Danish rower and Olympic gold medallist.

Ebbesen shared his insights into cultivating a winning mentality, drawing parallels between his experiences in elite sports and the business world. He emphasised the importance of perseverance, teamwork, and maintaining a positive mindset in the pursuit of excellence.

His talk hopefully motivated the participants to work with strategies to foster a culture of success within their teams.

**Networking and future vision**

One of the conference's purposes was to provide networking opportunities. Participants had plenty of chances to exchange experiences, discuss common challenges, and develop new collaborations across borders. This global network is a vital resource for AVK, offering access to diverse perspectives and expertise.

At the end of a long conference day on Monday, the participants took a boat trip on the lakes in Silkeborg. A perfect opportunity for casual networking.

**Looking ahead**

As AVK continues to expand and innovate, the insights and connections gained from this conference will undoubtedly play a crucial role in driving the company's strategic initiatives and achieving its long-term objectives.

Thank you to all who participated and especially to all of you who presented and shared interesting topics and case stories.



# DISPLAYING GLOBAL LEADERSHIP AND LOCAL COMMITMENT IN ASIA

# MALAYSIA

ASIAWATER 2024, one of Asia's premier water and wastewater business platforms, was held at the Kuala Lumpur Convention Centre in Malaysia from April 23-25. A prestigious event, which gathered esteemed professionals and industry leaders.

*By S. Lingeshwaran,  
Sales Manager, Technical & Export,  
AVK Valves Manufacturing Malaysia  
Sdn. Bhd.*



AVK Valves Manufacturing Malaysia and Fusion proudly participated in ASIAWATER 2024 with a joint exhibition stand, highlighting our comprehensive solutions for the water and wastewater sector. Our stand attracted a diverse audience, including end-users, consultants, contractors, and influential decision-makers. Business partners from the Southeast Asia region also joined us along with representatives from AVK Anhui (China), AVK Singapore, AVK Fusion Indonesia, AVK Philippines, AVK Vietnam, AVK Glenfield (Australia), Wouter Witzel (Netherlands), and Orbinox (Spain).

### Showing our capabilities

We provided our visitors with valuable insights into our 'solutions, not just

products'-approach, offering a hands-on experience with our product range.

Our products on display included resilient seated gate valves Series 21, butterfly valves Series 756 and 76, air valve Series 851 & 861, check valves Series 41, control valves Series 859, electrofusion spigots and transition fittings, PE ball valves, equipment, and ancillaries. Additionally, the exhibition allowed visitors the opportunity to reserve a spot at Fusion's electrofusion training event, hosted at their new facility in Selangor, Malaysia.

ASIAWATER 2024 was a resounding success, emphasising the importance of collaboration and innovation in addressing the region's water and wastewater challenges. The event highlighted the critical role of cutting-edge technologies and solutions in achieving water sustainability and provided a valuable platform for industry leaders to share insights and create meaningful partnerships.

We look forward to participating again in 2026!

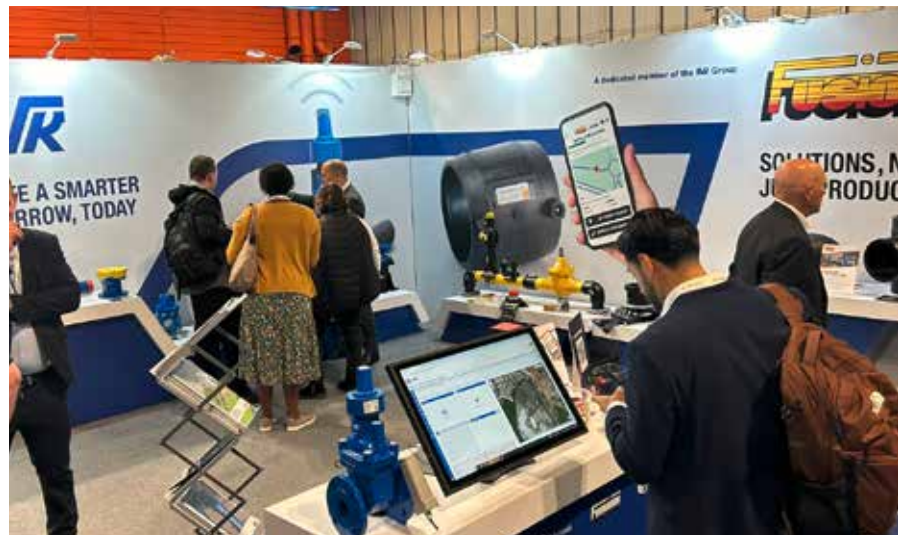


# AVK UK EXHIBIT AT UTILITY WEEK LIVE 2024

# UK

As an industry-leading manufacturer of valves and fittings for the water, wastewater, and gas industries AVK UK showcased a wide product portfolio to over 3,000 delegates over the two-day event.

*By Emily Davies,  
Marketing Manager,  
AVK UK*



Utility Week Live is Europe's only pan-utility exhibition, which was held in May 2024, at the NEC Birmingham, UK. Teams from AVK UK and Fusion came together for the event to jointly exhibit, and to discuss with visitors and customers our comprehensive solutions offer, latest products, news, and innovations.

## **Promoting AVK products and solutions**

Innovative AVK Smart Water solutions were on display, as well as live product demonstrations, including VIDI sensors,

Smart gate valves and hydrants. AVK Smart Water is a sustainable, cost-effective solution for saving water, energy, and time through digitisation of water networks.

The AVK Series 36 PE-tailed gate valve was also on show, demonstrating its advantages over equivalent flanged gate valves, and long-term savings opportunities when paired with Smart Water technology.

Also showcased were AVK UK's industry-leading hydrogen-ready

products and solutions, including the Donkin Series 555 gate valve – a staple of the UK gas distribution sector for 50 years – with the Mark 4 now firesafe-tested and approved.

Delegates were able to learn more about these products and other valves, fittings, and solutions, at the AVK UK exhibitor stand H18, where there were hands-on samples and product specialists to answer questions from visitors.

Craig Smith, AVK UK Sales Director, said:

*"Utility Week Live is one of the biggest events in the calendar for the utility industries and the only event in the UK that caters for providers across water, wastewater, and gas. As a market leading manufacturer of valves, hydrants, pipe fittings, and accessories for all three industries, the event is a perfect fit for us, providing an opportunity to demonstrate our latest, industry-leading assets with professionals in our key markets."*



# COMPETITION



We are happy to announce that the winners of the competition in AVK InterLink no. 65 are:

- Zahren Mohd Zahid, Methods & Materials Chief, Tekfen Construction
- Martin Harregaard Laursen, Technical Supporter, AVK Holding A/S
- Javier Medina Jiménez, Warehouse Manager, AVK Válvulas S.A.

The correct answer was: Egypt.

Gifts are on their way.

New competition:

How many AVK PREMIUM 100 gate valves have been supplied (so far) as part of Southern Italy's initiative to restore their old water networks?

Send an e-mail with the correct answer in which you state your address and the gift you would like to receive – if you win.

E-mail to: [kakl@avk.dk](mailto:kakl@avk.dk)

Choose between:



Beach towel with AVK valve



Picnic grill in a cooler bag



Ocean bottle

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