

跨越

china
btl
valve
group

創民族工業品牌

Create famous brand of
national industry

BTL





1983年第一台“伯特利”阀门的诞生，由此诞生了BTL品牌，亦由此诞生了艰苦创业的伯特利精神，更由此诞生了世界一流工业阀门设备制造商的辉煌梦想。

In 1983, the first set of "BTL" valve was born, so was BTL brand born, so was BTL spirit of hardworking born, and so was the brilliant dream of world first class industrial valve equipment manufacturer born.

公元1983，开始激情燃烧的旅程；公元2000，
跨越伟大崭新的世纪；公元2017，守候永无止境的梦想。

CREATE FAMOUS BRAND OF NATIONAL INDUSTRY

创名牌 工品牌

Address from President 总裁致辞

我谨代表伯特利集团全体同仁，向多年来关心和支持我们事业发展的社会各界朋友们，致以衷心的感谢和诚挚的问候！

百舸争流千帆竞，激流勇进浪淘沙。伯特利人满怀激情与梦想，不断追求卓越，积极打造中国民营经济的“升级版”，增强企业核心竞争力。阔别发展，科技引领，创新驱动。伯特利人一直重视科技的革新与投入，不断引领和创新阀门关键技术新突破。伯特利倡导以人力为本、以业为本、以乐为本，建立并营造快乐和谐的发展环境，使各种人才都有施展才华的舞台，实现自我价值的最大化。欢迎各界有识之士加盟我们共同的事业。伯特利人将不断消化吸收现代企业管理理念之精华，引进新设备、新工艺，坚持创新驱动，精益生产，不断向广大用户提供最佳的产品和优质的服务，全力打造具有世界影响力的阀门品牌企业。

企业是舟，客户是帆。伯特利的发展与壮大，离不开社会各界的关爱和支持，更离不开广大用户的信赖和惠顾。回报客户、回报社会，做负责任的企业是伯特利人始终不渝的追求。

海纳百川，有容乃大。秉持梦想，不忘初心，让企业梦伴随着中国梦，一直追逐着您和我；让时代的光华，照耀着巨龙腾飞的方向！

On behalf of all the colleagues of the Bortli Valve Group, I would like to extend my heartfelt thanks and sincere greetings to friends from all walks of community who have been concerned and supported in our development for many years.

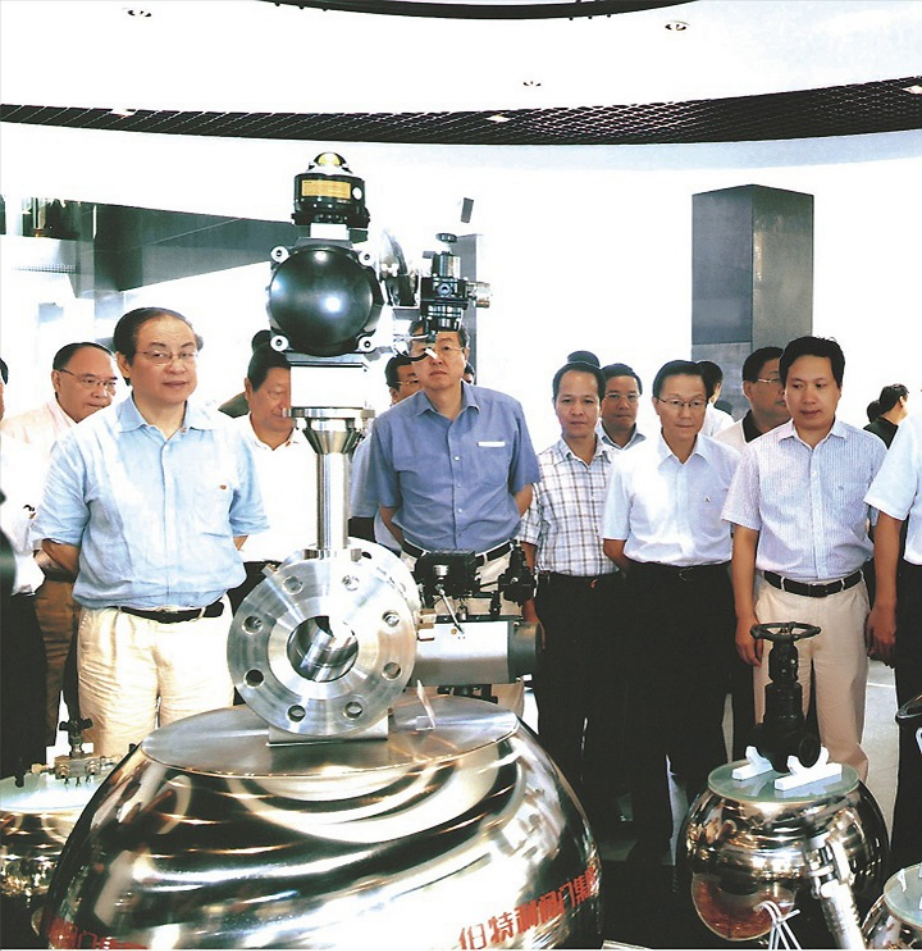
People in Bortli with full of passion and dreams, constantly pursuit of excellence, and actively build China's private economy, "upgraded version" to enhance the core competitiveness of enterprises and which has made Bortli win the success in the industry competition with the ongoing effort during the development. "People-oriented, industry-based and happy-working" is the working guidance to Bortli. Aim to make all kinds of talent display their talent and maximize the self-value, Bortli has been consistently recreating a happy and harmonious development environment and welcome all the talents.

With the seal of innovation, Bortli has always attached importance to the innovation and investment in science and technology, and constantly lead and innovate new breakthroughs in key technologies of valves. Bortli always catches up with the times by digesting and absorbing the concept of modern enterprise management, introducing the new equipment and new technology. Adhere to innovation-driven, lean production, and constantly to the vast number of users with the best products and quality service. Bortli try to create a world brand enterprise.

Customer is enterprise like sail to boat. Bortli can not develop and grow so fast not only without the love and support of the community, but also inseparable from the majority of users trust and patronage. Therefore, Bortli is a responsible enterprise to return to the customer and to the community.

A person is great when he can be tolerant and forgiving to many other people. Adhere to the dream, and do not forget the original heart, so that business dreams accompanied by the Chinese dream, which has been following you and me. Bortli try to keep up with the pace of the times.





2009年8月23日，国务院总理温家宝视察伯特利阀门集团

August 23, 2009 Premier of the State Council of China Mr. Wen Jia Bao Visited BTL Group





中共中央政治局常委、国家政协主席贾庆林(中)在原浙江省委书记习近平(左一)、原浙江省省长吕祖善(左三)等领导下陪同视察伯特利阀门集团，亲切会见伯特利阀门集团董事长黄胜丰(右三)。

Jia Qinglin (middle), Member of the Standing Committee of the CPC Central Political Bureau and Chairman of the Chinese People's Political Consultative Conference, accompanied with Xi Jinping (1st from left), Secretary of CPC Zhejiang Provincial Committee, Lv Zushan (3rd from left), Mayor of Wenzhou Municipal Government, inspected BTL Valve Group and interviewed Board Chairman Huang Shengfeng (3rd from right) of BTL Valve Group.



BTL



伯特利科技

BOTE

BTL 浙江伯特利科技有限公司
ZHEJIANG BOTELI TECHNOLOGY CO., LTD

Preface 开篇辞

令人激动的技术来自丰富的知识。
令人振奋的革新来自非凡的创造力。
但是只有当头脑与心灵结合，
达到理智与情感的完美搭配，
才能创造真正令世人惊奇的阀门，
使您感受到头脑和心灵的和谐体验。
只有独具慧眼的人们才能体会其中超群脱俗。
无数的工程师、设计师为此奉献出了
全部的才华与热情。
您可以在后面看到他们……
他们代表了团队的承诺，一个用来建立
新标准的承诺。

The exciting technology comes from rich knowledge.
The rousing innovation stems from extraordinary creativity.
But only after mind and heart are combined,
can the perfection matching of sense and sensibility realized,
can the amazing valve be created,
can you feel the harmonious experience of mind and heart.
Only people with unique insight can understand
the transcendency.
Numerous engineers and designers have devoted all
of their talents and enthusiasm.
You will see them……
They represent the promise of the team,
which is applied to build a new standard.

关于伯特利

浙江伯特利科技股份有限公司是由伯特利集团全资控股的一家集研发、生产、销售服务于一体的拟上市阀门专业生产企业。公司占地面积约65000m²，员工560余人；建立了国内领先的三维立体模拟制造系统设计系统，拥有国际先进水平的各类生产加工检测设备，完善了先进的阀门性能检测和试验中心。本公司作为浙江省首家阀门数字工厂的生产基地，投入8000多万元技改资金，进行智能化车间打造，通过PDM、ERP、aps、mes、OA等系统的建设，充分利用工业与信息化的深度融合，实现了厂区数控机床联网、可视化管理、车间无纸化办公，以及工序进度管理。

公司作为国家火炬计划重点高新技术企业、中国最具成长性企业、中国机械工业500强企业、浙江省工业行业龙头骨干企业、浙江省绿色企业、浙江省泵阀协会会长单位、浙江省专利示范企业、温州市市长质量奖企业、温州市工业领军企业、温州市纳税大户，拥有完善的质保体系，已通过ISO9001质量管理体系、ISO14001环境体系认证及OHSAS18001职业健康安全认证、美国石油协会API 6D-1840、API 600-0305、API 602-0104、API 609-0171认证、CE、TS、ABS、CUTR、ATEX、CNAS等认证。伯特利始终坚持品牌建设，获得了中国驰名商标、浙江省名牌产品、浙江省著名商标、浙江省知名商号、浙江省出口名牌、温州市首批重点企业技术创新团队、永嘉县首批县长质量奖等多项荣誉，如今公司已在中石油、中石化、中海油公司油田、炼化、管道、储运板块的甲类供应商和框架供应商，并在天然气、精细化工、煤化工、电力行业拥有较高的声誉。

在国际市场上，作为霍尼韦尔Honeywell、GE微机等、俄罗斯天然气工业股份公司Gazprom、卢克石油公司LUKOIL、俄罗斯石油公司Rosneft Oil、德国巴斯夫BASF、巴西国家石油公司Petrobras、哥伦比亚国家石油公司、智利国家石油公司Enap、印度EIL、阿曼国家石油公司PDO、阿布扎比陆上石油公司ADCO、阿特拉斯科普柯ATLAScopco、韩国SK集团、新日本钢铁、马来西亚国家石油公司Petronas等公司的合格供应商，输送着优良产品。伯特利始终如一致力于依靠科技创新，不断应用新技术、新工艺、新材料开发高质量新产品。近几年重点研发的超低温球阀、核球阀、管线路阀、高性能双向密封球阀、海工阀门等产品，均已广泛应用于各相关行业。公司配备的大型超低温材料测试、深冷处理、产品性能试验、微泄漏检测等试验检测室，适用于-196摄氏度的超低温球阀、球阀、闸阀等产品已广泛应用于各大LNG、液化乙烯、空分等低温项目中。

同时公司还拥有专门针对超高压加氢球阀壳体和密封高压气体的测试设备，这些先进的检验和检测，保证了我们阀门质量的可靠安全。产品已批量应用于石油石化行业临氢装置上，其中自主研发的海洋移动平台专用阀，对海洋移动平台的作业和拖航安全起到了关键性的作用，并获得了两项国家发明专利，填补了国内外空白，产品已成功应用于中海油海洋平台、伊拉克海洋平台等等。

在黄胜丰董事长的领导下，公司秉承“感恩优先”的核心理念，突出“科技领先、产品领先、品牌领先、服务领先”，坚持创新驱动、质量为先、绿色发展，不断引领和创新阀门关键核心技术突破，积极打造中国民营经济的“升级版”，致力于把伯特利打造成具有世界影响力的阀门品牌企业。



About BTL

Zhejiang Boteli Technology Co., Ltd. is a specialized valve manufacturing enterprise, which integrates R&D, production and sales, wholly controlled by Boteli Valve Group. Covering an area of 65000 square meters, it has more than 500 employees. Equipped with a three-dimensional simulation manufacturing test design system, various processing centers, intelligent mechanical arms, CNC machine tools, plasma welding, ultra-frequency vacuum heat treatment equipment, it has established a valve performance inspection and test center with first-class testing capability, which has comprehensive testing capability of physical and chemical performance, high-low temperature, non-destructive testing, life test, torque, explosion-proof, micro-leakage, pipeline load test, strength, micro-leakage seal and so on.

As the digital factory production base of Boteli, it has a perfect information management system, make full use of the integration of industry and information technology to achieve intelligent production. It makes orders from incoming to after-sales service quality, accounting to achieve complete integration of the information and control, provides a strong support for open high-end market at home and abroad.

Boteli as a national torch plan key high-tech enterprises, China's most growth enterprises, China national machinery industry 500 strong enterprise, zhejiang industry leading backbone enterprises, green enterprises in zhejiang province, zhejiang pump valve association unit, zhejiang patent demonstration enterprises, wenzhou industry leading enterprises, wenzhou large taxpayer, with perfect quality assurance system, certificated by ISO9001, API 6D, CE, ISO14001, OHSAS18001, National special equipment manufacturing license (TS) ABS, CTR, ATEX, etc.

Boteli always adhere to the brand construction, obtaining many honors such as the China's well-known trademark, the zhejiang province famous brand products, zhejiang famous trademark, well-known firms in zhejiang province. Supported by parent company, Zhejiang Boteli Technology Co., Ltd. has been the class a suppliers and vendor of CNPC, CPDC, Cnooc oil fields, refining, pipelines, storage and transportation sector framework, and has a high reputation in natural gas, chemical, coal chemical industry, electric power industry.

In international markets, Boteli has also been approved by Honeywell Honeywell, GE G Gazprom, LUKOIL, Rosneft Oil, BASF, Petrobras, Columbia's state oil company, ENAP, EIL, PDO, ADCO, ATLA Scoppo, South Korea SK group, Petronas, etc.

Together with parent company, it is always committed to relying on scientific and technological innovation and constantly applying new technologies, new processes and new materials to develop new products of high quality. In recent years, its research products such as ultra-low temperature valve, hydrogen-faced valve, pipeline ball valve, HP two-way sealing butterfly valve and Marine valve, have been widely used in various related industries. It is equipped with large cryogenic material test, cold processing, product performance testing, micro leak detection test measure, apply to -196°C ball valve, butterfly valve, gate valve, and other products has been widely used in the ethylene, air separation such as LNG, LPG project, at present, the company produces the product maximum size up to 48".

At the same time, equipped with the ultra high pressure hydrogenation valve shell and seal high pressure gas testing equipment, it offers quality reliable safety valves. Products are batch used in hydrogen device in the petroleum and petrochemical industry, independent research and development of the mobile platform is special valve, operation of mobile platforms at sea and towing security plays a key role, and won two national invention patents, fill the gaps at home and abroad, the product has been successfully applied in cnooc offshore platform, Iraq offshore platform, etc.

Zhejiang Boteli Technology Co., Ltd. relies on scientific and technological progress, adheres to brand construction, and actively expands two markets at home and abroad, and achieves sustained, rapid and healthy development, which has been recognized by users at home and abroad. Stick to the development strategy of independent innovation and stick to scientific development. Seek improvement in stability strives to catch up with the world level, improve the brand competitiveness and influence, and achieve rapid development.





Office Environment 办公环境

Create famous brand of national industry





Office Environment 办公环境

Create famous brand of national industry





在世界工业阀门设备行业成长的缩影中，留有BTL的影迹；在中国经济改革成功进展的过程中，存有BTL的印记。

In the miniature for growth of world industrial valve equipment industry, BTL leaves its trails. During the successful advancing of economic reform in China, BTL makes its footprints.

以诚信打造精品、以诚信立足市场、以诚信取信社会、以诚信铸就名牌、以诚信赢得未来。

To create elaborate products by sincerity, to find a foothold in the market by sincerity, to get reliance from the society by sincerity, to cast famous brand by sincerity and to win the future by sincerity.

THE INTERNATIONALIZATION OF TALENT AND TECHNOLOGY IS THE CORE TO FIND A FOOTHOLD IN THE INTERNATIONAL MARKET.

人才、技术国际化是立足国际市场的核心

我们只有把国际化人才队伍建设放在集团公司实施国际化战略的大背景下，才能准确地认识这项工作的意义。全面建设具有国际竞争力的跨国企业集团，是集团公司确立的发展目标，为实现这一发展目标，集团公司做出了实施“资源战略、市场战略和国际化战略”的部署。

We can accurately understand the significance of the work, only after putting the construction of internationalized talent team under the background of executing internationalization strategy of our group company. It is the development goal established by our group company to fully construct a transnational enterprise group with international competitive force. To realize the development goal, the group company has made out arrangements to carry out "resource strategy, market strategy and internationalization strategy".





从创牌到名牌

BTL 集团是一家典型的民营企业。其名称经历了三次变化：从永嘉县伯特利阀门有限公司到浙江伯特利阀门有限公司，再到浙江伯特利实业集团有限公司，到伯特利阀门集团有限公司。每一次名称变化的背后都意味BTL品牌在竞争力、影响力上的一次提升。和中国诸多工业品制造商一样，BTL 发展前期通过慢慢地积累，虽然有了一定的知名度，但是依然在国际市场上名不见经传。

为改变这种局面，在生产经营过程中，BTL在黄胜丰董事长确定的品牌战略下，从科学技术、产品质量、服务水准、管理经验、营销策略、市场信誉、形象宣传、企业文化等方面多管齐下，使BTL品牌在国际阀门设备领域产生了重要影响。

From creating brand to famous brand

BTL Group is a representative private enterprise. Its name has gone through changes for three times. Changes from Yongjia BTL Valve Co., Ltd. to Zhejiang BTL Valve Co., Ltd., and to Zhejiang BTL Industrial Group Co., Ltd., until BTL Valve Group Co., Ltd. have implied the promotion of competitive force and influence of BTL Brand. Same as other industrial products manufacturers, BTL has got certain fame by accumulating slowly at the initial stage of development, but, it is still not so well-known in the international market. To improve the situation, during the production and management, under the brand strategy defined by the Board Chairman Huang Shengfeng, BTL has comprehensively focused on the management of science and technology, product quality, service level, management experience, marketing strategy, market reputation, image publicity and enterprise culture etc., which has made BTL brand play its important role in the international valve equipment field.



Office Environment 办公环境
Create famous brand of national industry



将产业高新技术化和高新技术产业化作为经营目标，建立完善的技术研发体系，明确技术定位和产品发展方向，抓好技术创新的机制建设，提供坚实的装备保证。

The company takes high-tech technologicalization of industry and industrialization of high-tech as the management goal, establishes perfect technology research and development system, defines technology positioning and product development direction, focuses on system construction of technological innovation and provides solid equipment guarantee.

科技铸就实力

科技是打造名牌的关键要素之一。为了增强企业的市场竞争力，公司基于阀门产业的特点和发展需求，将产业高新技术化和高新技术产业化作为经营目标，建立完善的技术研发体系，明确技术定位和产品发展方向，抓好技术创新的机制建设，提供坚实的装备保证。

BTL实行科研开发优先战略，在销售收入中提取5%作为科研经费。在软件建设上，研发中心加强与国内外高等院校和科研机构的合作，进一步完善“产学研”体系，并在创新人才引进、培养上形成一套较为完善的机制。

在硬件建设上，通过滚动投入已建立了设备配套、体系完整的科研新格局，拥有了行业领先的研究开发、检测分析设备和中间试验条件。

通过采用新技术、新工艺、新材料、新设备和新的元器件，着力提升高科技含量、高附加值、高竞争优势的产品，使企业在新一轮国际竞争中抢占先机，赢得市场主动权，从而走出了一条以高新技术改造提升传统产业的新路子。

科技为“BTL制造”注入了强大的生命力。



Office Environment 办公环境

Create famous brand of national industry

Science and technology creates strength

Science and technology is one of the key factors for creating famous brand. To enhance the market competitive force of the enterprise, based on the characteristics and development demands of the valve industry, the company takes high-tech technologicalization of industry and industrialization of high-tech as the management goal, establishes perfect technology research and development system, defines technology positioning and product development direction, focuses on system construction of technological innovation and provides solid equipment guarantee.

BTL implements the strategy of giving priority to scientific research and development, and draws 5% of sales revenue as the scientific research fee. In the construction of software, the research and development center has reinforced

the cooperation with domestic and international colleges and universities as well as scientific research institutes so as to further perfect the system of "production, learning and researching" and also has formed a relatively perfect system in introducing and cultivating talents.

In the construction of hardware, through continuous investment, it has established a new scientific research layout with complete facilities and system, owning equipment for research, development, inspection and analysis and intermediate test conditions which are leading in the industry.

Through adopting new technology, new technique, new materials, new equipment and new components, it has been engaged in the promotion of products with high scientific and technological content, high added value and



high competitive advantage to make the enterprise grasp the opportunities in the new round international competition, win the initiative of market, so as to find out a new way to renovate and improve traditional industry by high-tech.

Science and technology impregnates powerful vitality for "BTL manufacturing"





不断实现自我突破

伯特利阀门集团设立了省级技术研发中心，现有员工70人，其中高级工程师15人，工程师23人。人才济济，设计先进的研究开发中心，采用CAD和三维立体模拟制造，试验设计系统进行设计，先进的信息网络系统使设计更加快速。集团每年投入的科研经费达700余万元，并与高等院校、科研院所进行“产、学、研”合作，每年开发新产品几十项，获国家专利10余项，多项产品被列入国家火炬计划项目、省市重点科研项目，多项产品被评为科技进步奖。集团是市级重点高新技术企业。技术研发中心为加速科技成果产业化和国外先进技术国产化，促进中国阀门工业发展做出了令人瞩目的贡献。

Personnel training 员工培训

Create famous brand of national industry



REALIZING SELF-TRANSCENDING CONTINUOUSLY

The provincial technology research and development center established by BTL Valve Group is equipped with 39 employees, among which, there are 5 senior engineers and 23 engineers. With so many talents gathered, it designs advanced research and development center, adopts CAD, three-dimensional analogue manufacturing and test and design system to carry out design and the advanced information network system speeds up the design. The annual scientific and technological research fee invested by the Group reaches 7 million Yuan. It carries out cooperation of "production, learning and researching" with colleges and universities as well as scientific research institutes and develops several tens of products every year, among which, over 10 items have obtained national patents. Many products have been listed into national torch plan project and provincial and municipal key scientific research project. Many products have been awarded advanced science and technology prize. The Group is municipal key high-tech enterprise. The technology research and development center has sped up the industrialization of scientific research fruits and domesticization of international advanced technology, and made remarkable contribution to the development of China valve industry.



Each item of
technical innovation
concentrates
intelligence and sweat
of engineers.

每项技术革新都凝结着工程师
的智慧和汗水



“把科学首先看成是历史的有力的杠杆，看成是最高意义上的革命力量”。的确，知识的不断创新和科技的突飞猛进，使整个世界发生着深刻的变化。在经济领域，科技创新已成一支主导力量。回顾BTL发展的历程，正是通过不断的科技进步与创新，才使得企业从小到大，由大变强，才使得BTL从乡村走向世界，成为世界工业阀门行业的一颗闪亮的新星。

科技创新是当今国际经济竞争的核心，在全球市场竞争日趋激烈的情况下，要增强企业抵御各种风险冲击的能力，必须依靠科技进步与创新来提高增长质量与效益。总之，离开科技进步与创新，我们就难以在新一轮竞争中取胜，就难以保持企业的持续健康发展。

在科技创新的道路上，BTL坚持以市场需求为导向，进一步以高新技术改造、提升阀门这个传统产业，增加品种，改进质量，提高效益；努力掌握核心技术，占领技术制高点，同时加快引进、消化、吸收世界阀门领域的最新技术成果，切实增强自主创新能力。BTL目前已具备了以科技促发展的基础和条件。在学习国外先进技术时，绝不能跟着别人亦步亦趋，或一味依赖国外的现成技术，而必须进行自主探索和创造，形成BTL自己的特色和竞争优势。



Production equipment 生产装备

Create famous brand of national industry

"Science is regarded as the powerful historic lever and the revolutionary force with significance at the highest level." It is certain that with the continuous innovation of knowledge and rapid progress of science and technology, great changes have taken place in the world. In the economic field, scientific and technological innovation has become the leading force. Looking back to the development course of BTL, through endless scientific and technological progress and innovation, the enterprise is growing from small to big, from big to strong, moving towards the world from countryside, and has become a shiny star in the world industrial valve industry.

Scientific and technological innovation has become the core of current competition of international economy. With the increasingly sharp competition in the global market, to enhance the capacity of the enterprise in resisting various impacts of risks, the scientific and technological progress and innovation is a must for improving quality and benefits. In a word, without scientific and technological progress and innovation, we cannot win in a new round of competition, and cannot maintain the continual and healthy development of the enterprise.

During the scientific and technological innovation, insisting on oriented by market demands, BTL is increasing varieties, improving quality and enhancing benefit to further reform and promote the traditional industry of valve through high technology, as well as making all efforts to master core technology and to stand on the top of technology. Furthermore, it is also accelerating the introduction, digestion and absorption of the latest technology results in world valve industry so as to intensify independent innovation ability. BTL has now the foundation and ability for promoting development through technology. When learning advanced technology from abroad, it will never blindly follow others, or be too dependent on the existing technology from abroad, but carry out independent exploration and innovation to form unique features and competitive advantages of BTL.



BTL

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品质决定生存

BTL在严格贯彻ISO9001质量管理体系的基础上，又于2002年通过了CE欧盟安全认证，2003年通过了美国石油协会API-6D认证，2003年通过了ISO14001环境体系认证及GB/T28001职业健康安全认证及国家质量监督检验检疫总局TSS认证，为进军国际市场领取了绿色通行证。BTL不仅充分利用国内的科研资源，更从国外聘请一流的技术人才，通过不断的完善和发展，形成了完整的质量控制体系，使‘BTL制造’成为一种可靠的品质保证。从零部件检测到在线检测、整机检测，BTL把质量控制落实到生产的每一个环节。拥有一流检测手段的BTL质量控制中心对每一件产品都严格把关，坚持不懈地贯彻“精品战略”。



Production equipment 生产装备

Create famous brand of national industry

QUALITY DETERMINES SURVIVAL

On the basis of strictly implementing ISO9001 Quality Management System, BTL also passed CE European Union Safety Certification in 2002. It passed American Petroleum Institute API-6D certification in 2003. It passed ISO14001 Environmental System Certification and GB/T28001 Occupational Health and Safety Certification as well as National Pressure Vessel Safety Registration (TS) Certification in 2003, all of which provide passport for the company to enter international market. BTL not only makes full use of domestic scientific research resources, but also employs first class technical talents from abroad. Through continuous improvement and development, it has formed complete quality control system, which provides reliable quality guarantee for "BTL manufacturing". From spare parts inspection, on-site inspection to complete machine inspection, BTL implements quality control in every chain in the production. The BTL quality control center, equipped with first class inspection instruments, strictly controls every product to consistently carry out the "fine product strategy".



现代化的质量检验和试验中心，拥有材料化学分析、光谱分析、金相分析、机械性能试验、冲击试验等材料检验设备；X射线探伤、超声波探伤、磁粉探伤、着色探伤等材料及特殊工序缺陷检测设备；拥有超声波测厚仪、硬度计、红外线测温仪、扭力扳手等先进的检测设备及多台套大中型阀门压力试验台、寿命试验机等产品性能测试设备，确保产品交付合格率100%。

The modern quality inspection and test center is provided with material chemical analysis, spectrum analysis, metallographic analysis, mechanical property test, impact test etc. material inspection equipment, as well as X ray flaw detection, ultrasonic flaw detection, magnetic powder flaw detection and coloring flaw detection etc. material and special procedure defect inspection equipment. It has ultrasonic thickness meter, sclerometer, infrared temperature measuring instrument and torque wrench etc. advanced inspection equipment and many pressure test benches and service life testers for middle and large-sized valves etc. finished product performance measuring equipment so as to ensure 100% qualified rate of delivered products.



Physical and chemical inspection equipment 理化检测设备
Create famous brand of national industry



580000

伯特利年产量
Annual output of STL

● 130000台

伯特利闸阀产量
Output of STL gate valves: 130,000

● 58000台套

伯特利球阀产量
Output of STL ball valves: 58,000

● 68000台套

伯特利止回阀产量
Output of STL check valves: 68,000

● 28000台套

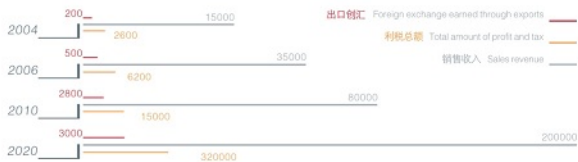
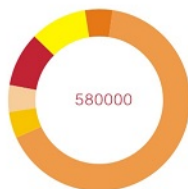
伯特利硬密封蝶阀产量
Output of STL hard seal butterfly valves: 28,000

● 238000台套

伯特利锻钢阀产量
Output of STL forged steel valves: 238,000

● 58000台套

伯特利其它阀门产量
Output of other STL valves: 58,000



单位: 万美元 Unit: USD ten thousand

MARKETING SOLUTIONS EXPLORATION TRAILS OF INTERNATIONALIZATION OF BTL

市场之路 BTL国际化的探索轨迹

卓越品牌战略意味着对品牌资产的深度发掘与利用

首先，卓越品牌战略在规划、提炼核心价值时，要求核心价值有较大的包容性，非常注重品牌的美誉度，使品牌做大后有较强的延伸能力与扩展能力。

这就意味着品牌能带动较多产品的畅销，从而减少了开发新品牌的成本。

其次，大部分企业的品牌战略要根据品牌延伸的规律与企业资源能力规划好品牌在未来几年、几十年要进入的新产业，如进入延伸未出现行业巨头或大品牌的产业、能共享通路资源的产业等。这种预埋品牌延伸管线的思维能最大限度提高品牌资源利用率，无形资产的特点是利用率提高不仅不用多花一分钱，还会进一步促进无形资产的提高。

Excellent brand strategy implies deep exploration and use of brand assets

First, during the planning and extracting of core value, excellent brand strategy requires the core value to be well compatible, paying much attention to the reputation of brand so as to enable stronger extending ability and expanding ability after the brand is improved. It indicates that the brand can drive the popularity of more products, so as to reduce the cost for developing new brand. Second, the brand strategy of most enterprises shall make plans for entering into new industry in the future years according to the extending principle of brand and enterprise resources. If the brand starts to extend toward the industry without industry magnate or without famous brand in the industry, it can share the industry resources. The thoughts of presetting brand extension route can improve the utilization rate of brand resources to the maximum extent. The intangible assets are characterized by that the improvement of utilization rate will cost little money, furthermore, it will promote the improvement of intangible assets.



Communication and investigation of customers 客户交流考察

Create famous brand of national industry



诚信构建永恒

品牌不仅仅要有独特的风格和优良的服务，更需要的是诚信。

“诚信无价”这是BTL人提出的响亮口号。诚信虽然是无形的，但BTL却把诚信当成资源来开发，并搭建了以诚信为核心要素之一的企业文件平台，确定了“以诚信打造精品、以诚信立足市场、以诚信取信社会、以诚信铸就名牌、以诚信赢得未来”的经营理念。

在BTL管理层中流传着这样一句话：竞争对手并不可怕，可怕的是对用户失去诚信。的确，市场经济条件下，失败可能是暂时的，但失信则会让你成为永远的失败者。黄胜丰说过，历史告诉我们，要做百年企业，必须讲求诚信。因为，市场经济是法制经济，是信用经济。只有遵循这一规则，企业才能永续经营。企业是员工、用户、供应商、经销商的利益共同体。只有都获益、都满意，这根链条才能运转，而维系链条运转的就是相互之间的诚信。

在市场开拓过程中，BTL还从各个环节抓好信用体系建设，建立健全内部信用管理制度，包括合同信用、产品信用、财务信用、完税信用等。

Sincerity constructs permanence

The brand requires not only unique style and excellent service, but also sincerity.

"Sincerity is priceless" which is the slogan brought forward by BTL personnel. Though sincerity is intangible, BTL regards sincerity as a resource to develop and builds a enterprise culture platform with sincerity as one of the core elements, specifying the management conception of "to create elaborate products by sincerity, to find a foothold in the market by sincerity, to get reliance from the society by sincerity, to cast famous brand by sincerity and to win the future by sincerity".

There is a sentence spread in the administrative level of BTL that the competitor is not fearful, but it is fearful to lose sincerity to customers. It is certain that under market economic condition, failure is temporary, but breaking faith will make you always be a loser. Huang Shengfeng said, history told us that we must keep our promises if we want to establish a permanent enterprise, as the market economy is legal economy and faith economy. Only through abiding by the principle, can the enterprise realize sustainable management. The enterprise is an interest community of employees, users, suppliers and distributors, only after all of them get profits and are satisfied, can this chain function. And the one that links the chain to function is faith between each other.

During the development of the market, BTL stresses the establishment of credit system from each chain, establishes complete internal credit management system, including contract credit, product credit, financial credit and taxpaying credit etc.

全国无区域性行业集团

中石化物资资源市场成员

美国石油学会API认证企业

欧盟CE安全认证

ISO9001国际质量管理体系认证企业

ISO14001环境管理体系认证企业

GB/T28001职业健康安全管理体系认证企业

中国通用机械阀门协会会员

中国石油天然气公司一级供应网络成员

工行省级资信AAA级企业

国家压力容器特种设备制造许可证

中国能源一号网络证书

国家电力公司电站配件供应网络成员

中华人民共和国进出口创汇先进企业

中国城市燃气协会团体会员

National Non-regional Industry Group

Member of SINOPEC Material Resource Market

American Petroleum Institute API Certification Enterprise

European Union CE Safety Certification

ISO9001 International Quality System Certification Enterprise

ISO14001 Environmental Management System Certification Enterprise

GB/T28001 Occupational Health and Safety Management System Certification Enterprise

Member of Valve Division of China General Machinery Industry Association

Member of First Class Supplying Network of CNPC

ICBC Provincial Creditable AAA Grade Enterprise

National Manufacturing License for Pressure Vessel Special Equipment

Member of China No. 1 Energy Network

Member of Power Station Accessories Supplying Network of State Power Corporation

Advanced Foreign Exchange Generation Enterprise of the People's Republic of China

Member of China Gas Association



ISO 9001



CE mark



API-1000



API-600



API-610



API-617



ISO 14001



ISO 9001



TS16949:2007



BTL



中国石化物资资源市场成员



美国石油学会API认证企业



欧盟CE安全认证



ISO 9001国际质量管理体系认证企业



ISO 14001环境管理体系认证企业



GB/T 28001职业健康安全管理体系认证企业



中国通用机械工业协会会员



中国石油天然气公司一级供应网络成员



工行省级资信AAA级企业



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Create famous brand of national industry



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东华科技股份有限公司
湖南百利工程科技股份有限公司
陕西未来能源化工有限公司



北京康博普能源技术有限公司
内蒙古南科技术有限公司
黑龙江建发化工有限公司
山东威海弘源管道物资股份有限公司
山西国化能源有限责任公司
新疆伊力特煤化工有限责任公司
洋山中港国际石油储运有限公司
辽宁华峰化工有限公司
新能发展（扬州）能源有限公司
中国成达工程有限公司
中国五环工程有限公司



新疆中能万源化工有限公司
中化兴中石油储运（舟山）有限公司
河南煤业化工集团
山东海江化工股份有限公司
华鲁中陶煤化工有限责任公司
上海富创德源特种化学有限公司
青海盐湖工业集团有限公司
北京兴源通发展股份有限公司
鄂尔多斯市君正能源化工有限公司
浙江理德福化工有限公司
山东大明精化化工有限公司
烟台港万华工业园码头有限公司



陈惠强长中煤榆林能源化工公司
内蒙古欣源环保科技有限公司
贵州金赤化工有限公司
上海富创德源特种化学有限公司
青海盐湖工业集团有限公司
北京兴源通发展股份有限公司
鄂尔多斯市君正能源化工有限公司
浙江理德福化工有限公司
山东大明精化化工有限公司
烟台港万华工业园码头有限公司



岳阳长德机电工程技术有限公司
天津大达化工股份有限公司
天津润兴石油设备有限公司
陕西神木锦泉煤业发展有限公司
宁波万华聚氨酯有限公司
石家庄以岭药业股份有限公司
新浦化学（嘉兴）有限公司
沧州正元化肥有限公司
山西晋安煤基合成油有限公司
巨化集团公司物资装备分公司
厦门鑫海金捷码头有限公司
内蒙古鄂尔多斯电力冶金股份有限公司
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宝钢湛江钢铁有限公司
山东华盛泉热有限公司
华能大庆热有限公司
大唐七台河发电有限责任公司
中国国电集团公司国电湖南宝庆发电有限公司
浙江国华浙东发电有限公司
浙江国华玉环发电有限公司
山东电力工程咨询有限公司
北京国能电气技术有限公司
邯郸市污水处理厂
河北西柏坡电厂二发电有限公司
黑龙江七台河市热力公司
华能吉林发电有限公司
大唐哈尔滨第一热有限公司
临沂市世恒热力有限公司
天津电力建设公司
江苏丰源热电有限公司
浙江省火电建设公司
安徽同德热力有限公司
中国能源建设集团江苏省电力建设第一工程公司
湖北电力武昌热电有限公司
山西煤业（天然气）输有限公司
山西天然气股份有限公司
源能燃气国际贸易（大连）有限公司
盘锦国华燃气有限公司
华能燃气有限公司
武汉市天然气有限公司
安徽省天然气开发股份有限公司
张家口庆丰天然气有限公司
河南源能燃气有限公司
上海飞能燃气设备有限公司
鄂尔多斯市圣天燃气有限公司
兰州中石油昆仑燃气有限公司
安徽省源能天然气有限公司
合肥燃气集团有限公司
北京市燃气集团有限责任公司





售前服务

公司根据不同行业的应用需求，共同为用户出谋划策：从产品选型到特殊产品的开发和试制，按用户要求提供各种产品标准、原材料、检验和试验方法、标准和技术咨询；提供来样制造、非标产品，如超短/长系列，加高压/超低真空型系列的定制等；提供公司资质和信用证明，列举公司大型用户和应用工程业绩等。

售中服务

公司根据用户订单需要，以保证质量和交货期为前提：采用先进的计算机辅助设计，进行精良的毛坯生产，精心的过程加工和精湛的最终测试；产品交货期内，用户可在任何时间到工厂现场抽检毛坯、在制品和进行产品测试复检；按用户要求制作产品外观涂漆和供货包装形式等。

售后服务

提供阀门的日常维护和保养及常见故障排除的培训服务；提供远距离或现场阀门复检、安装和使用技术指导；用户的质量投诉，在电话技术支持后，如有进一步需要，将由专业售后服务人员24小时内到达现场服务；用户的技术质量咨询，24小时内给予答复；提供24个月(18+6)的产品质量保证期(国家标准18个月)；提供24小时技术支持热线；质保期内无偿为用户提供各种形式的售后服务提供产品终身售后服务和三年有限免费供应易损件。

Product exhibition 产品展示

Create famous brand of national industry

BEFORE-SALES SERVICE:

According to different application demands of different industries, our company will make out plans for users: from product selection to development and trial manufacturing of special products, we will supply various product standards, raw materials, inspection and test methods, standard and technical consultation etc. according to customer requirements, provide incoming sample manufacturing, and customized manufacturing for non-standard products, such as super short/long series, super high pressure/super low vacuum type series, provide company qualification and credit certificates, and list large-sized users of our company and achievements of application projects.

DURING-SALES SERVICE:

According to customer requirements in the orders, on the condition that the quality and delivery is guaranteed, our company can adopt advanced CAD, carry out fine blank production, elaborate process machining and exquisite final test. In the delivery period of product, users can carry out sampling inspection to blanks and in-process products and carry out test and recheck to products on the site at any time. We can manufacture external painting and packaging form of products etc. according to requirements of users.

AFTER-SALES SERVICE:

We provide daily maintenance and serving for valves and training service for troubleshooting of common malfunctions. We provide valve recheck, installation and use technology guidance at remote distance or on the site. For quality complaint of users, after technical support provided by phone, if there is any further requirements, our professional after-sales personnel will be on the spot within 24 hours to provide on-site service. Technical and quality consultation of users will be relied within 24 hours. We provide quality guarantee period of 24 months (18+6) (national standard 18 months). We provide 24-hour technical support hotline. Within the period of quality guarantee, we provide free of charge various forms of after-sales service for users and provide lifelong after-sales service for products and limited three-year supplying of wearing parts for free.



BTL

伯特利科技
BOTELI TECHNOLOGY



Product exhibition 产品展示

Create famous brand of national industry



营销队伍国际化

这是参与国际竞争的必备条件。实施国际化战略，相应地需要一支高素质的国际贸易队伍。为避免对东道国的金融政策、外汇管制、税法、劳工法律、资金管理等方面了解不全面而带来的风险，BTL的海外分公司基本上全部聘用东道国的本土人才，以其熟悉当地风俗、习惯、法规等的优势，使营销活动富有成效。另外，BTL千方百计招贤纳士，不断充实、强化公司“语言”优势，现拥有一支能通晓英语、法语、德语、日语、葡萄牙语和西班牙语等十几种外语的国际贸易队伍。目前，仅服务于集团总部和海外公司的外籍员工就达300多人，从而实现了营销队伍的国际化，使公司能快速抢占市场，更好地掌握当地市场的最新信息，紧跟国际市场的发展动态。

INTERNATIONALIZATION OF MARKETING TEAM

It is a necessity for participating in international competition. A troop of well-trained international trading team is required for executing internationalization strategy. To avoid the risk arising from incomplete understanding to financial policy, foreign exchange control, tax law, labor law and capital management etc. in the host country, the overseas branch companies of BTL basically completely employ local talents in the host country, making full use of their advantages of being familiar with local customs, practices, laws and regulations to make the marketing activities being more effective. Furthermore, BTL spares no efforts in introducing talents to intensify "language" advantages of the company. Now it has a troop of international trading team being well versed in over ten languages such as English, French, German, Japanese, Portuguese and Spanish etc. Currently, the foreign personnel serving in the group headquarters and overseas companies amount to over 300, through which, the internationalization of marketing team has been realized, so as to facilitate the company to rapidly occupy the market, and better grasp the latest information of the local market and keep close pace with the development trend of international market.



水力控制阀系列 Hydraulic control valve series

					
200X型减压阀 200X model pressure reducing valve	500X型减压阀 500X model pressure release valve	F745X-1 遥控浮球阀 Remote controlled floating ball valve	YK741X-1 可调式减压稳压阀 Adjustable pressure reducing and stabilizing valve	100A 先导式减压阀 100A single type pre- determined float control valve	H444Z/H44A 缓闭止回阀 Sight resistance slowly closed check valve

无导流孔平板闸阀 Flat gate valve without diversion hole

					
手动无导流孔平板闸阀 Manual flat gate valve without diversion hole	锥齿传动无导流孔平板闸阀 Taper gear transmission flat gate valve without diversion hole	电动无导流孔平板闸阀 Electric flat gate valve without diversion hole	锥齿传动有导流孔平板闸阀 Taper gear transmission flat gate valve with diversion hole	GP263V油田专用高压平板闸阀 GP263V special high pressure flat gate valve for oilfield	气动无导流孔平板闸阀 Pneumatic flat gate valve without diversion hole

旋塞阀系列 Plug valve series

					
150-300L 动态平衡塞阀 Dynamic balance plug valve acc to ANSI	密封卡套软密封塞阀 Seals type soft seating plug valve acc to DIN	软密封塞阀(通用阀) GTR plug valve (general valve)	单/双冲头塞阀 Plug valves with single or double flush	提升式硬密封塞阀 Lifting short metal plug valve	国标塞阀 Plug valve acc to GB

美标系列 American standard series

					
低温阀 Low temperature valve	低温阀 Low temperature valve	底坎阀 Bottom valve	底坎阀 Bottom valve	截止阀 Globe valve	截止阀 Globe valve

Product exhibition 产品展示

Create famous brand of national industry



HH47L, HH47R
蝶式缓冲止回阀
Butterfly type buffering
check valve



HH46X 型微阻缓闭蝶式止回阀
Single resistance slowly closed
butterfly type check valve



100K 型减压阀
100K model pressure
reducing valve



多功能水泵控制阀
Multi-functional water
pump control valve



滑道高球式止回阀
Sliding gate rising ball
type check valve



600K 型水力电动控制阀
600K model hydraulic electric
control valve



手动有导流孔平板闸阀
Manual far gate valve
with diversion hole



电动有导流孔平板闸阀
Electric far gate valve
with diversion hole



气动有导流孔平板闸阀
Pneumatic far gate valve
with diversion hole



GP243Y
高压专用高压平板闸阀



ZBP244Y
自动平衡高压平板闸阀



F41, F411, G41
节流截止球阀



三通、四通球阀
3-way, 4-way plug valve



美标卡套软密封球阀
Shore type soft seating plug
valve acc to ANSI



美标卡套卡扣式球阀
American standard pocket
clamp type plug valve



三通内螺纹铜球阀
Three-way center thread
full copper plug valve



二通全铜球阀
Two-way full copper
plug valve



三通内螺纹铜球阀
Three-way center thread
copper core plug valve



闸阀
Gate valve



闸阀
Gate valve



止回阀
Check valve



止回阀
Check valve



过滤器
Filter



过滤器
Filter



浙江伯特利科技股份有限公司

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