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**GEMÜ strengthens its industrial business and acquires new sales markets**

When we think about GEMÜ, we often – justifiably so – have a picture in mind: Aseptic stainless steel diaphragm valves. The family-owned enterprise from Baden-Württemberg in Germany has enjoyed a prominent position as market leader in sterile applications for the pharmaceutical and biotechnology industries for many years. GEMÜ is very much at the cutting edge of these sectors worldwide. However, the manufacturer's expertise in valves, measurement and control systems goes far beyond this.

Plastic valves are inextricably linked with GEMÜ. One of the first valves was made from PVC and has proven to be extremely resistant for over 50 years. Even if the robust range of products, comprising butterfly valves, ball valves as well as globe and diaphragm valves, was rarely at the forefront, it was always there in the background: GEMÜ products have been working reliably in the broad industrial market too for decades – all around the globe.

With an advanced, international growth strategy and associated goal to acquire new sales markets in the area of industrial applications, GEMÜ has therefore undergone organisational restructuring. "Our orientation in the market – starting with sales, but also covering product advice right through to product management – has in the past not been sufficiently focused on the industrial market. However, this has now changed," explains Joachim Brien, Head of the Industry Business Unit. "Since 2017, we have been pooling our strengths into one business area in order to be able to better meet our customers' various requirements. By interlinking our sales activities with the specialists from the application and engineering areas, we are creating a competence centre for customer-orientated valves and controls solutions."

But what does this mean specifically? If we want to offer genuine advantages, we need to put ourselves in the customer's situation. Only in this way can we offer application-specific, integrated solutions. This is why an international team of 100 engineers and developers, design engineers, product managers and sales employees are working closely together in the Industry Business Unit and specializing in new markets. Industrial water treatment, the chemical industry, surface finishing, mechanical engineering as well as power generation and environmental engineering are the key sectors in which GEMÜ will increase its attention in the medium and long term. All activities here revolve around professional project monitoring by specialists in technical advice and sales. The Industry Business Unit team knows both the markets and the requirements of the customers and uses this knowledge to lay the foundations for innovative, intelligent valve solutions.