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## Customer Relations Cluster - BU P&S

### Customer Groups, Market Segments / Industries and Pump Application Data

#### 1.

##### Customer characteristics (Basic customer data)

The classification of NETZSCH customers in a customer group and a market segment / industry is essential for statistical evaluations as well as a target oriented sales promotion. Information from 1.1 and 1.2 has only to be advised for new clients and necessary amendments of the basic customer data of existing clients (data care).

#### 1.1

##### Customer group

Code	Customer group
A	Contractor / EPC (Engineering, Procurement and Contracting)
E	End user
F	Research, Institutes, Universities
H	Dealers / Resellers
I	Consultants
N	NETZSCH companies / Subsidiaries
O	OEM (Original Equipment Manufacturer)
U	OEM + Contractor (One single company active in both customer groups)
S	Service partner
V	NETZSCH Distributors / Agents
W	NETZSCH Competitors (Machines)
P	NETZSCH Pirates (Spares)

#### 1.2

##### Market segment / Industry

At this point the client is classified into **one** market segment / industry. For contractors, OEMs and consultants max. 5 market segments / industries can be determined. In principal subsidiaries, distributors, representatives and dealers are dealing in all market segments / industries mentioned below. If this is the case code 1\* (all market segments / industries) is applicable.

Code	Market segment / Industry
A	Agriculture, cattle food
D	Automotive, train, aircraft manufacturing
6	Bakery & Confectionary
11	Battery manufacturing
G	Beverage processing and breweries
I	Bio fuels processing
B	Building / Construction
C	Chemical (Agro- / Bio- / Construction-chemical)
3	Coal bed methane / coal seam gas production (Upstream)
E	Cosmetic / Pharmaceutical
M	Dairy processing
7	Distilleries
V	Dyes, inks, varnish, paints and pigments
15	Edible oil processing
H	Electricity / Electronics

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J	Electroplating / Galvanising
U	Environmental, (Industrial and municipal waste water treatment, landfill leachate)
F	Fish processing
L	Food (only to be used when no specific market segment / industry is listed)
O	Fruit pulp & Fruit juice, vegetable processing
8	Gelatine processing
18	Latex processing (natural / synthetic)
Y	Marine / Ship building
10	Meat / Poultry processing
K	Minerals, ceramics and glass processing
Q	Mining / Explosives
14	Nut processing
12	Oil- / lubricants manufacturing
2	Oil production On-/Offshore (Upstream)
N	Oil production On-/Offshore (Mid- / Downstream)
9	Pet food processing
R	Petrochemical / Refineries
13	Power plants (non-renewable energies)
P	Pulp & Paper
5	Renewable Energies (Biogas, solar, windmill, hydropower)
19	Soaps & Detergents
16	Starch processing
Z	Sugar processing
20	Tank Storage
T	Textile, carpets, leather, tanneries
4	Thermal water / Geothermal energy (Upstream)
S	Water treatment (Potable water, water demineralization, seawater desalination)
W	Wine processing
17	Wood processing
1*	All industries
X	Stock good / Unknown (Not allowed for NPS orders)

## 2.

### Enquiry / Order related data

For each enquiry / order position the following information **must** be made available:

- the market segment / industry of the application for the specific order
- the market segment / industry of the end user
- the type of application
- the machine type and order class
- the liquid / media type

### Attention:

Please note that the order cannot be processed without this data.

### 2.1

#### Market segment / Industry of the application

**This decides which Business Field will handle the enquiry / order**

*For a harmonised analysis within the BU-P&S only the following business field - market segment / industry combinations are allowed.*

Code	Market segment / Industry	Business field
A	Agriculture, cattle food	Environmental & Energy U

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D	Automotive, train, aircraft manufacturing	Chemical, Pulp & Paper	C
6	Bakery & Confectionary	Food & Pharmaceutical	N
11	Battery manufacturing	Chemical, Pulp & Paper	C
G	Beverage processing and breweries	Food & Pharmaceutical	N
I	Bio fuels processing	Chemical, Pulp & Paper	C
B	Building / Construction	Environmental & Energy	U
C	Chemical (Agro- / Bio- / Construction-chemical )	Chemical, Pulp & Paper	C
3	Coal bed methane / coal seam gas production (Upstream)	Oil & Gas Upstream	G
E	Cosmetic / Pharmaceutical	Food & Pharmaceutical	N
M	Dairy processing	Food & Pharmaceutical	N
7	Distilleries	Food & Pharmaceutical	N
V	Dyes, inks, varnish, paints and pigments	Chemical, Pulp & Paper	C
15	Edible oil processing	Food & Pharmaceutical	N
H	Electricity / Electronics	Chemical, Pulp & Paper	C
J	Electroplating / Galvanising	Environmental & Energy	U
U	Environmental (Industrial and municipal waste water treatment, landfill leachate)	Environmental & Energy	U
F	Fish processing	Food & Pharmaceutical	N
L	Food (only to be used when no specific market segment / industry is listed)	Food & Pharmaceutical	N
O	Fruit pulp & Fruit juice, vegetable processing	Food & Pharmaceutical	N
8	Gelatine processing	Food & Pharmaceutical	N
18	Latex processing (natural / synthetic)	Chemical, Pulp & Paper	C
Y	Marine / Ship building	Environmental & Energy	U
10	Meat / Poultry processing	Food & Pharmaceutical	N
K	Minerals, ceramics and glass processing	Chemical, Pulp & Paper	C
Q	Mining / Explosives	Chemical, Pulp & Paper	C
14	Nut processing	Food & Pharmaceutical	N
12	Oil- / lubricants manufacturing	Chemical, Pulp & Paper	C
2	Oil production On-/Offshore (Upstream)	Oil & Gas Upstream	G
N	Oil production On-/Offshore (Mid-/Downstream)	Oil & Gas Mid- / Downstream	O
9	Pet food processing	Food & Pharmaceutical	N
R	Petrochemical / Refineries	Oil & Gas Mid- / Downstream	O
13	Power plants (non-renewable energies)	Environmental & Energy	U
P	Pulp and paper	Chemical, Pulp & Paper	C
5	Renewable Energies (Biogas, solar, windmill, hydropower)	Environmental & Energy	U
19	Soaps & Detergents	Food & Pharmaceutical	N
16	Starch processing	Food & Pharmaceutical	N
Z	Sugar processing	Food & Pharmaceutical	N
20	Tank Storage	Oil & Gas Mid- / Downstream	O
T	Textile, carpets, leather, tanneries	Chemical, Pulp & Paper	C
4	Thermal water / Geothermal energy (Upstream)	Oil & Gas Upstream	G
S	Water treatment (Potable water, demineralization, desalination)	Environmental & Energy	U
W	Wine processing	Food & Pharmaceutical	N
17	Wood processing	Chemical, Pulp & Paper	C
1*	All industries	All business fields	
X	Stock good / Unknown (Not allowed for NPS orders)	All business fields	

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## Overview

BU-P&S Business field code	Business field	Industry code
C	Chemical, Pulp & Paper	C, D, V, K, P, I, T, Q, X, 11, 12, 17, 18
N	Food & Pharmaceutical	E, F, G, L, M, O, W, Z, X, 6, 7, 8, 9, 10, 14, 15, 16, 19
O	Oil & Gas – Mid-/Downstream	N, R, X, 20
G	Oil & Gas – Upstream	2, 3, 4, X
S	Systems (NdB)	All
U	Environmental & Energy	A, B, J, S, U, Y, X, 5, 13

## 2.2

### Market segment / Industry of the end user / Operator

At this point the market segment / industry of the end user / operator is classified for the specific order.

Code	Market segment / Industry
A	Agriculture, cattle food
D	Automotive, train, aircraft manufacturing
6	Bakery & Confectionary
11	Battery manufacturing
G	Beverage processing and breweries
I	Bio fuels processing
B	Building / Construction
C	Chemical (Agro- / Bio- / Construction-chemical )
3	Coal bed methane / coal seam gas production (Upstream)
E	Cosmetic / Pharmaceutical
M	Dairy Processing
7	Distilleries
V	Dyes, inks, varnish, paints and pigments
15	Edible oil processing
H	Electricity / Electronics
J	Electroplating / Galvanising
U	Environmental, (Industrial and municipal waste water treatment, landfill leachate)
F	Fish processing
L	Food (only to be used when no specific market segment / industry is listed)
O	Fruit pulp & Fruit juice, vegetable processing
8	Gelatine processing
18	Latex processing (natural / synthetic)
Y	Marine / ship building
10	Meat / Poultry processing
K	Minerals, ceramics and glass processing
Q	Mining / Explosives
14	Nut processing
12	Oil- / lubricants manufacturing
2	Oil production On-/Offshore (Upstream)
N	Oil production On-/Offshore (Mid- / Downstream)
9	Pet food processing

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R	Petrochemical / Refineries
13	Power plants (non-renewable energies)
P	Pulp & Paper
5	Renewable Energies (Biogas, solar, windmill, hydropower)
19	Soaps & Detergents
16	Starch processing
Z	Sugar processing
20	Tank Storage
T	Textile, carpets, leather, tanneries
4	Thermal water / Geothermal energy (Upstream)
S	Water treatment (Potable water, water demineralization, seawater desalination)
W	Wine processing
17	Wood processing
1*	All Industries
X	Stock good / Unknown (Not allowed for NPS orders)

## 2.3

### Type of application

For all order positions we need to know if the corresponding pump is used in a production process, in the company's own waste water treatment plant or in the research area or test facility.

Code	Type of application
U	Environmental
P	Production
V	Test, Research
M	Exhibition, Presentation-/ Cut away model

## 2.4

### Machine type and order class

For all positions of the order we need to know which type of machine and class of order (important for the kind of NETZSCH order handling) is selected.

#### 2.4.1

##### Machine type

Code	Machine type
N	NEMO® Pump
B	TORNADO® Pump (White label – WFT/APV/AL)
G	TORNADO® Pump
D	Barrel emptying unit and 1-K Systems
J	Dispenser
M	NETZSCH Macerator
O	NETZSCH Double shaft grinder
T	NOTOS® Multi screw pump
K	NETZSCH PCP Systems
H	NETZSCH PCP Set (Rotor/Stator/Stop Pin)
A	NETZSCH PCP Drive head unit
L	NETZSCH NSPCP Systems
F	NETZSCH NSPCP Set (Rotor/Stator/Stop Pin)
C	NETZSCH NSPCP Drive head unit
P	Other pump types
U	NETZSCH skid unit

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## 2.4.2 Order class

Code	Order class
Q	QuickShip (only for NPA)
V	Preferred machine
S	Standard machine
K	Customized machine
P	Project machine

### Differentiation features for NPA Order Class Clusters (Code 2.4.2)

	Quick Ship	Preferred machine	Standard	Cu
Submission process?	No (Luke)	No (Luke)	No (Luke)	Yes (Martin/Kevin)
Technical package (TPS, GAD, PC) with OC	No	Yes	Yes	No
Customer approval of submittal package or	No	No	Yes, 24 hour window to approve drawing	Yes - Drawing only

## 2.5 Liquid / Media type

The liquid / media handled by a machine is classified according to the following liquid / media types:

Code	Liquid / Media type
KL	Adhesives / Sealants
CA	Agro chemicals (Fertilizer / pesticides)
FU	Animal / cattle feed
OT	Animal oils, fats
GE	Beverages (Juices, tea, coffee...)
CB	Bio-chemicals
BK	Bio-fuels
BM	Biomass (Substrate / silage)
BI	Bitumen, (Asphalt, Tar)
GG	Brewery / Distillery products (malt, mash, spent grain, distiller mash...)
BS	Building products
CH	Chemicals (only to be used when media not specifically listed)
KN	China clay
SH	Chocolate products
KO	Coal slurries, Coal water mixture
SF	Coating colour
CC	Construction chemicals
KM	Cosmetics (personal care items, e.g. shampoos, gels, sun milk...)
RO	Crude oil
MP	Dairy products (yoghurt, cream, milk, whey, curd, fresh cheese, desserts, ice cream...)
WM	Detergents / Surfactants
GK	Diatomaceous earth
LD	Doughs, pastries, pasta, egg (whole, white, yolk)
BO	Drilling mud
FA	Dyes, inks, paints and pigments
FK	Excrement / Manure
EX	Explosives
FI	Fish products (fish oil, fish pastes, fish...)
FH	Flocculent aid / Polymers
FM	Flocculents and disinfectants (Fe Cl <sub>3</sub> , AL <sub>2</sub> SO <sub>4</sub> , NaClO...)
LB	Foodstuff / Ready to eat items (Mayonnaise, mustards, sauces, baby food...)

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FR	Fruit pieces, mash, pulps, concentrates, marmalade, jam
KR	Fuels (include light and heavy oil)
GI	Gypsum slurries
HW	Hot water / geothermal energy
LH	Legumes and nut products (Nut paste, peas, lentil, chickpea...)
KA	Lime slurries
FL	Minced- / Fine meat, sausage, meat paste, gelatine
OM	Mineral oils, lubricants, grease
MI	Mineral slurries
MU	Multi-phase products in oilfield
LA	Natural / Synthetic latex and latex compounds / foams
OW	Oil/water mixture
PA	Paper stock, pulp
PH	Pharmaceutical products
PU	Plaster
PW	Produced water (Oil & Gas)
SA	Slaughter house waste
SC	Sludge (Biological)
RS	Slurry from flue gas desulphurization
LP	Solder and brazing paste
LF	Spices / Flavours / Food colorants / Additives (Vinegar, aromas, vitamins....)
ST	Starch products (Gluten, wheat, potato...)
ZU	Sugar products (Magma, molasses, syrups, glucose, massecuite, thick juice, cosettes)
SW	Sweets, confectionery, liquorice , candies
KU	Synthetic dispersions
CG	Tanning agent
CV	Varnish, natural and synthetic resins
OP	Vegetable / edible oils, fats
GM	Vegetable products, (Soya-, coconut milk, tomatoes, beets, carrots, pickles, seaweed....)
AB	Waste water
WA	Water
WE	Wine
GH	Yeast
XX	Unknown

## 2.6

### New Pump vs. replacement pump

For all order positions we need to know if the corresponding pump is a new pump or just a replacement Pump

Code	Product
N	New Pump
R	Replacement Pump
S	Spare Part

## 2.7

### Specification of the handled liquid

For definition in the machine data sheet (basis of contract) and for detailed reference lists an exact specification of the handled liquid is necessary.

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### 3. Examples

#### 3.1.

BASF, a company in the chemical industry produces flocculants for the paper industry (among others). To improve the saleability of the product they also manufacture and supply flocculent metering systems to the customer. They order a preferred machine (NEMO® BY pump).

#### Basic customer data end user

Customer group	E
Market segment / Industry	C

#### Order related data

Market segment / Industry of the application (Paper production → Handling in Business Field Chemical, Pulp & Paper)	P
Market segment / Industry of the end user / operator	P
Type of application	P
Machine type	N
Order class	V
Liquid / media type	FH

**Order classification: P-P-P-N-V-FH-N**

#### 3.2.

A NETZSCH Distributor or agent orders a customized machine (TORNADO® pump – White label WFT) for an end user in the food industry for handling chocolate. The pumps are applied in their production plant.

#### Basic customer data NETZSCH Distributor / Agent

Customer group	V
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application (Food industry → Handling in Business Field Food & Pharmaceutical)	L
Market segment / Industry of the end user / operator	L
Type of application	P
Machine type	B
Order class	K
Liquid / media type	SH

**Order classification: L-L-P-B-K-SH-R**



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### 3.3.

Technip, a contractor active in different industries, orders a standard machine (TORNADO® pump) for BASF, a company in the chemical industry, which will be used in the BASF waste water treatment plant for handling waste water.

#### Basic customer data Contractor / EPC

Customer group	A
Market segment / Industry	U, C, R, L

#### Order related data

Market segment / Industry of the application (Environmental → Handling in Business Field Environmental & Energy)	U
Market segment / Industry of the end user / operator	C
Type of application	U
Machine type	G
Order class	S
Liquid / media type	AB

**Order classification: U-C-U-G-S-AB-N**

### 3.3.1

If the standard machine had been ordered for a municipal waste water treatment plant, the following data would have to be selected:

#### Basic customer data Contractor / EPC

Customer group	A
Market segment / Industry	U, C, R, L

#### Order related data

Market segment / Industry of the application (Environmental → Handling in Business Field Environmental & Energy)	U
Market segment / Industry of the end user / Operator	U
Type of application	U
Machine type	G
Order class	S
Liquid / media type	AB

**Order classification: U-U-U-G-S-AB-N**

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### 3.4.

A NETZSCH company / subsidiary orders customized machines (NEMO® pumps) for a contractor, who is dealing in several industries. This contractor supplies the machines to an end user in the paper industry for handling coating colour.

#### Basic data NETZSCH Company / subsidiary

Customer group	N
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application (Paper production → Handling in Business Field Chemical, Pulp & Paper)	P
Market segment / Industry of the end user / operator	P
Type of application	P
Machine type	N
Order class	K
Liquid / media type	SF
New Pump/ Replacement Pump	N

**Order classification:** P-P-P-N-K-SF-R-N

### 3.5.

A NETZSCH company / subsidiary orders standard machines (TORNADO® pumps) for an end user, who manufactures plaster board for the building industry.

#### Basic data NETZSCH Company / subsidiary

Customer group	N
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application (Chemical Industry → Handling in Business Field Chemical, Pulp & Paper)	C
Market segment / Industry of the end user / operator	C
Type of application	P
Machine type	G
Order class	S
Liquid / media type	BS
New Pump/ Replacement Pump	N

**Order classification:** C-C-P-G-S-BS-N

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### 3.6.

A NETZSCH company / subsidiary orders a standard machine (TORNADPO® pump) to pump mineral slurries in an underground mine.

#### Basic data NETZSCH Company / subsidiary

Customer group	N
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application Mining / Explosives → Handling in Business Field Chemical, Pulp & Paper)	Q
Market segment / Industry of the end user / operator	Q
Type of application	P
Machine type	G
Order class	S
Liquid / media type	MI

**Order classification:** Q-Q-P-G-S-MI-R

### 3.7.

A NETZSCH company / subsidiary orders project machines (NEMO® pumps) for a multiphase application in the oilfield.

#### Basic data NETZSCH Company / subsidiary

Customer group	N
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application (Oil production On-/ Offshore → Handling in Business Field Oil & Gas Down- / Midstream)	N
Market segment / Industry of the end user / operator	N
Type of application	P
Machine type	N
Order class	P
Liquid / media type	MU

**Order classification:** N-N-P-N-P-MU-N

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### 3.8.

A NETZSCH company / subsidiary orders project machines (NEMO® pumps) for a multiphase application in the oilfield.

#### Basic data NETZSCH company / subsidiary

Customer group	N
Market segment / Industry	1

#### Order related data

Market segment / Industry of the application (Oil production On-/ Offshore → Handling in Business Field Oil & Gas Down- / Midstream)	N
Market segment / Industry of the end user / operator	N
Type of application	P
Machine type	N
Order class	P
Liquid / media type	MU

Order classification : N-N-P-N-P-MU-N

### 3.9.

A NETZSCH Industrial Distributor orders a NEMO replacement Quick Ship pump for shipment to a Pharmaceutical plant for use in the on site Waste Water treatment facility to be used to process sludge.

#### Basic data (NETZSCH-Group) subsidiary

Customer group	V
Industry	1

#### Order related data

Industry of the application Pharmaceutical → Handling in business field Environmental)	E
Industry of the end user	E
Type of application	U
Machine type	N
Order class	Q
Liquid / media type	SC
New pump / replacement pump	R

Classification in pump order E-E-U-N-P-SC-R

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### 3.10.

A NETZSCH Municipal Distributor orders a NEMO pump for a contractor with shipment to a Wastewater Treatment plant to be used to process sludge.

#### Basic data (NETZSCH-Group) subsidiary

Customer group	V
Industry	U

#### Order related data

Industry of the application Pharmaceutical → Handling in business field Environmental)	B
Industry of the end user	U
Type of application	U
Machine type	N
Machine class	P
Liquid / media type	SC
New pump / replacement pump	N

Classification in pump order	B-U-U-N-P-SC-N
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