



# Ezeflow: Made in Canada worldwide market

Always keen to learn more about the CRA industry in the New World, Stainless Steel World recently traveled to Canada. At the headquarters of Ezeflow Inc. in Granby, Quebec, we met with the Latendresse brothers, Jacques Latendresse (President and General Manager of Ezeflow Canada), and Pierre Latendresse (Vice President Marketing & Business Development Canada and President of Ezeflow USA) and with Marty Capoferri, (Vice President Ezeflow USA). They explained to us the success story behind this fittings manufacturer, one of the main players in the North American market.

By Karen Miller and Esther Martensen



From left to right: Mario Beaudoin (Chairman of the board), Pierre Latendresse (Vice President Marketing & Business Development Canada and President of Ezefflow USA), Marty Capoferri (Vice President Ezefflow USA) and Jacques Latendresse (President and General Manager of Ezefflow Canada).

Ezefflow was founded in 1972 in Montreal. In 1978, Jean Maurice Latendresse bought an interest in the company and eventually became its sole owner in 1982. He moved the company from Montreal to Granby in 1982, where it has been based ever since. In 2003 Ezefflow opened a second facility in the USA: Ezefflow New Jersey Tube Line Division. Sadly, Jean Maurice Latendresse passed away in 2005 and although the Latendresse family sold some of the company shares, control of Ezefflow remains within the family. Mr. Latendresse's son, Pierre Latendresse, explains: "We have been involved in this company for so long and we feel we are part of its growth and development. My father was a typical entrepreneur who led a frugal life. He reinvested all the profits that were made in the company, and made it into what it is today." His brother, Jacques Latendresse, adds: "Together with the new co-owners, we try to maintain this spirit, reinvesting constantly to keep the company healthy and continue its growth."

From a small business that once solely made stainless steel fittings, over the years Ezefflow has become a major producer of butt weld fittings in nickel alloys, duplex, super duplex, titanium and other high alloys as well as in value-added carbon steel. It would like to be recognized by its clients as a company that offers reliability and a high degree of service. Mr. Capoferri: "If I were to sum up who we are and what we do in one line, I would say that we are one of the leading and most diversified manufacturers of butt weld fittings in North America, a

project-oriented company with great technical expertise and quality products that employs short lead times and has a friendly staff, keen to develop long-term relationships with both clients and suppliers."

## DIVERSIFICATION, FLEXIBILITY, EXPERTISE AND SHORT LEAD TIMES

One of the company's keywords in how it conducts business is diversification, Jacques Latendresse stresses: "I believe we are the most diversified fittings manufacturer in North America, in the materials we use, varying from regular 300 series stainless steels to high alloys and value-added carbon steel but also in the products we make. We can supply fittings in diameters from 4" up to 72" and up to 3.5" in wall thickness."

If diversity is one keyword, then flexibility is another, Jacques Latendresse adds: "I want to make sure that the readers of Stainless Steel World know that if they have a complicated project and they are not sure if and how it can be accomplished, please let us know. We employ seven engineers whose main objective is to provide technical support to our customers. Ezefflow is a company that is project-oriented and the more complex a project specification is, the more we like it. We prefer to be involved in a project from the design stage onwards so we make recommendations and provide our customers with the best products and services available. And, as our customers realize time and again, we are willing to go far, even as far as developing custom-made alloys for niche applications."

Expertise is yet another essential element of Ezefflow's policy: "We need to know everything about the materials and products we supply so we can be sure that our customers receive a product that is technically solid and will fit their needs," Pierre Latendresse says. "We have our own extensive in-house testing facilities to perform both destructive and non-destructive testing, including tensile testing, pressure testing and ultrasonic examination." When Alloy 2205 first came out a decade ago, for exam-

## New developments

To stay on top of new market developments, Ezefflow's R&D department is constantly working on new products to offer clients. Some recent developments include:

- the introduction of a high-yield, low-temperature material named EZ- 80. This material reaches 550 MPA of yield at -60°C and was specifically designed for the gas transmission industry;
- the development of specialized plasma welding techniques for welding 2507 duplex and titanium alloys, servicing specific needs of offshore platforms;
- the development of a special grade of material reaching 550 MPA of yield at high temperature (350°C) for high-pressure steam generation and transmission of tar sand.

### Nuclear fittings

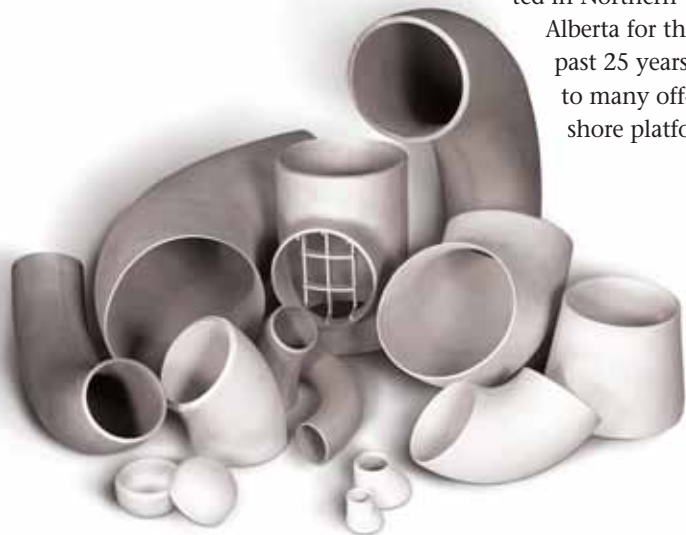
Other exciting news from Ezeflow is that after supplying nuclear fittings to the Canadian nuclear power industry for the past 30 years, they have decided to apply for the ASME section III NPT Stamp. In 2005, the company successfully passed their first audit and now they can claim they are the only fitting manufacturer in North America that has an NPT Stamp. Their customer base is very satisfied that they now have this option to utilize Ezeflow's capabilities.

ple, Ezeflow carried out an extensive testing program in order to learn all there was to know about this alloy so they could remain one step ahead of their customers." A fourth cornerstone of Ezeflow's company strategy is the short delivery times. Ezeflow carries a stock worth over USD 5 million of different grades of high temperature stainless steels, nickel alloys, duplex and other materials to be responsive worldwide at short notice. The company carries out emergency deliveries on a weekly basis all over the globe. Due to its strategic locations, with quick access to the major marine and air terminals of Montreal and New York, and the close alliances the company has formed with major steel mills around the globe, it can respond immediately to customers' emergency needs, wherever they are. Mr. Capoferri: "This is something companies outside North America are not always aware of but we can certainly accomplish this, wherever they are based. I invite them to challenge us and give us an opportunity to show them what we can do."

### FROM NORTH AMERICA TO THE WORLD

In North America, Ezeflow has been a well-known fittings manufacturer for decades. It is on the Approved Manufacturers Lists of all major North American oil and gas companies, including big names such as Exxon, ConocoPhillips, Marathon and Chevron. Ezeflow has also supplied parts for every upgrader (machines that convert tar sand into synthetic crude oil) that has been constructed in Northern

Alberta for the past 25 years and to many offshore platforms



The company can supply fittings in diameters from 4" up to 72".

and FPSO's. And, as the company has had its N285 qualification for CANDU nuclear reactors for over 30 years, every Canadian nuclear plant contains Ezeflow fittings as well."

Business is going well for Ezeflow it seems, or extremely well according to Mr. Capoferri, and the company has grown into a truly international player over the years. When asked for some examples of international projects, Mr. Capoferri mentions the Murin Murin operation in Australia for which Ezeflow supplied titanium fittings, the platforms of Sakhalin island, and the work it did for Chevron in Tahiti. "And," Jacques Latendresse proudly adds, "as Ezeflow is one of the few fittings manufacturers in North America that is NORSOK approved for duplex and super duplex, we can also supply directly to Norwegian oil platforms in the North Sea, such as the platforms from Statoil."

This global expansion is something Ezeflow wants to put extra emphasis on over the coming years. Markets the company is particularly interested in are the South American markets, Indonesia, China and the Middle East. Mr. Capoferri: "We want to get the word out and develop contacts in those areas so we can establish a presence and get our names on AML lists there as well. Europe remains an interesting market as well. Here in particular we want to promote our quick turnaround times, which we believe are of particular interest to customers in that part of the world."

### COMPANY GOALS FOR THE FUTURE

In addition to these plans, when asked where Ezeflow will be in five years time, Pierre Latendresse outlines a number of company goals for the near future: "We want to continue to grow, organically or by means of acquisitions, and diversify by expanding our product range to



Ezeflow is a company that invests heavily in research and development to stay on top of new market and materials developments.

ty or thirty years: "We appreciate this and we want to nurture and invest in these relationships in the future. These companies know that when they call us they can rely on us. We are responsible for our products. If there is a problem, we solve it, and we solve it quickly! We never leave a customer in the cold but we take our responsibility. We are in it for the long term."

Jacques Latendresse concludes: "There is no doubt that we will continue to do what has made us so successful, inspired by the spirit of one person who brought the company to the high level of where it stands today. People who visit our plant say it is as good as anything they have seen around the world and we are proud of this. We stand behind our people and our products. Ezeflow is a world-class operation in terms of what we can offer, our technical capabilities, how we put together our operation and how we bring it to the market. That is what we would like the world to know!" ■

include smaller and larger diameters. We also want to be able to offer new alloys that may enter the market and invest in R&D to expand our knowledge of these materials to better service our customers."

Jacques Latendresse adds: "This company has always been very strong due to the constant investments we make and we will continue to follow along this recipe in years to come, for example by expanding further into Europe and Asia, as well as into other regions. Maybe we will even open another plant somewhere to be closer to our new customers, if the market is right. We are also expecting a boom in the Middle East, and in markets such as nuclear power generation and LNG. In five years from now, I would like to be able to say that Ezeflow is a major contributor to this market as well."

Mr. Capoferri emphasizes that, in addition to these expansion plans, Ezeflow also values the long-time relationships the company has developed with its existing clients, some of whom have been with Ezeflow for twen-

### Ezeflow at a glance

<b>Name:</b>	Ezeflow Inc.
<b>Location:</b>	Granby, Quebec, Canada
<b>Products:</b>	Butt weld fittings (welded and seamless), elbows, return bends, tees and reducing tees, laterals, concentric and eccentric reducers, crosses, stub ends MSS and ASME, caps
<b>Size:</b>	4"-72" in diameter and up to 3.5" in thickness
<b>Capacity:</b>	5000 tons per year
<b>Employees:</b>	150
<b>Turnover 2005:</b>	CAN \$ 36 million
<b>Quality certifications:</b>	ISO 9001:2000, ASME Section III NPT stamp, PED certification, NORSOK M-650, CSA N285 Canadian nuclear program, CSA B51
<b>For more information:</b>	<a href="http://www.ezeflow.com">www.ezeflow.com</a>



Ezeflow Inc. is headquartered in Granby, Quebec, Canada.