

Val Controls Partner Program

About us

Val Controls A/S specializes in the development and manufacturing of intelligent valve controllers and positioners. All our products are field-proven and trusted by major end-users around the world in industries such as Oil & Gas, Water Treatment, Power Plants and industrial applications. Our products often control highly critical valve systems, typically located in Ex areas, making them applicable across a wide range of industries.

Who we are

- Val Controls is a family owned and operated company.
- We are an ISO9001-2015 and ISO 80079-34:2018 certified company.
- We prioritize sustainable practices in every step of our business.
- Our ESG board governs our internal processes which can be downloaded from our website.
- We take great pride in our team and place a lot of focus on employee satisfaction.

Our expertise

- We have more than 30 years of experience in developing and manufacturing valve controllers and positioners.
- We have a development department continuously innovating and improving products to meet current market needs.
- Our products are industry-leading in the control and monitoring of hydraulically actuated valves.
- We offer products used in Ex areas with approvals for most regions. Additionally, our products are available in DIN-rail versions that can be used in non-Ex areas or in the customers' own Ex housing.



Building strong partnerships: What we offer and expect

Our goal is to create partnerships that are mutually beneficial to our partners, us, and the end-users.

To our distributors

- We manage the entire production and development process, ensuring you can rely on us for technical knowledge, support, and collaboration on our product line.
- We provide comprehensive training in our products through training seminars and ongoing sessions.
- We ensure that you receive your own territory and individual sector protection.
- We give our partners the freedom to market and sell the product in the way they believe is most effective for your customers and markets.
- Attractive pricing reflects your sales volume and the level of responsibility you assume, as indicated by your partner level.
- A dedicated product support team is available to assist both in the sales process and after-sales support.

To your customers

- Our field-proven products are used and approved by major end-users.
- Our products are easy to use and configure.
- We offer extensive online manuals and training materials for our products.

Our sales set-up

We have a dedicated team of sales engineers at our office in Denmark. Additionally, we collaborate with various agents, distributors, VACs, and OEMs around the world. We are looking to strengthen our global sales setup and team up with skilled partners who have expertise in their sectors and geographical areas.

Requirements for a successful partnership

In return for our commitment we expect that you have a proven track record of distributing products in the sectors in which our products are used in.

- You must have a strong presence in your sectors of expertise.
- We expect you to offer complementary products to ours.
- You must take a proactive approach to promote and market our products.

Partner levels

The contributions expected from each partner level and our contributions.

Partner levels	Agent	Distributor	Business Partner
Discount rate			
Our contribution			
Fixed contact person	✓	✓	✓
Sales material	✓	✓	✓
Pricelists	✓	✓	✓
Providing leads	✓	✓	✓
Product training at our HQ in Denmark	✓	✓	✓
Product training at your location		✓	✓
Attendance at conferences and exhibitions		✓	✓
Attendance at sales meetings with end-users			✓
Attendance at service jobs			✓
Your contribution			
Handle RFP/RFQ	✓	✓	✓
Sales engineering and technical clarification	✓	✓	✓
Conduct marketing activities		✓	✓
Service and support		✓	✓
Monthly sales reporting		✓	✓
Attend product training at our HQ in Denmark		✓	✓
Assign a dedicated salesperson		✓	✓
Carry stock of the products which you have exclusive distribution rights to.		✓	✓
Assemble AF-models using Ex enclosures and Local Control Panels.			✓

Product applications

Applications in which the products most often are used in. This overview will help you understand how our offerings can complement your expertise and fit into the industries you serve.

	Positioners			Line Breakers		Diagnostic Controllers		
Sector	IHP24-B	IHP24-BF	IHP24-A	ILB24-A	ILB24-AF	IDC24-A	IDC24-AF	IDC24-CF
O&G – Downstream		✓	✓			✓	✓	✓
O&G – Midstream		✓	✓	✓	✓	✓	✓	✓
O&G – Upstream		✓	✓			✓	✓	✓
Water & Wastewater	✓		✓					✓
Power Generation	✓	✓	✓			✓		✓
Mining	✓		✓			✓		
Marine / FPSO	✓	✓	✓			✓	✓	✓
Bulk material handling	✓	✓						
Industrial applications	✓		✓					✓

Become a Val Controls Partner

We invite you to join the Val Controls Partner Program and become part of a global network of trusted distributors and collaborators. As a Val Controls partner, you will have access to our industry-leading valve controllers and positioners, comprehensive training, dedicated support, and a host of other benefits designed to help you succeed in your markets.

If you have a strong presence in industries such as Oil & Gas, Water Treatment, Power Plants, or industrial applications, and are looking to expand your product offerings with reliable, field-proven products, we want to hear from you.

Contact Us

To learn more about the Val Controls Partner Program or to discuss how we can collaborate, please reach out to us. We are eager to explore potential partnerships and support your business growth.

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