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# venture

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## Total solutions

Tundra Boiler & Instrumentation has built itself into a complete solutions provider. *Tundra Boiler & Instrumentation*

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Tundra Boiler & Instrumentation provides total process control solutions to the oil and gas market in Alberta.

# Total *solution*

**Chris Petersen Tundra Boiler & Instrumentation has built itself into a complete solutions provider.**

**J**ust as its customers join the company's products together to create a smoother-running operation, Tundra Boiler & Instrumentation has joined with other companies to provide total process control solutions to the oil and gas market in Alberta. President Dan Peet says the company's recent acquisitions have put it in a strong position to become a turnkey solutions

provider to more customers and build on the company's already existing strengths.

Based in Calgary, Tundra provides products and solutions in the areas of instrumentation, water treatment, boilers and pre-insulated pipe.

Peet founded the company as Tundra Controls Ltd. in 1999, with just a few product lines being sold out of his home. The company

grew by more than 50 percent each successive year, and in 2006, Chairman Mike Miller joined the company. A former executive for Royal Bank of Canada and Investors Group, Miller provided the additional acumen the company needed to take the next step in its development, Peet says.

"It was a perfect match in terms of complementary skill sets and similar growth goals," he says.

In 2006, the company also made its first acquisition, purchasing Canadian Boiler Industries, the supplier of Cleaver Brooks and Nebraska Industrial Water Tube Boiler products in Alberta.

"The benefits of this acquisition were two-fold," Peet says. "First was to gain access into the industrial boiler market, where we have already had success in selling seven of the largest-ever-produced modular steam generators to Shell, Suncor, Total and others in Fort McMurray ... and to be able to even out the inevitable ups and downs of the oil and gas market by having the light industrial and commercial boiler offerings for facilities such as shopping malls, schools and hospitals, all places where many of Tundra's existing products were provided already."

With the acquisition of Canadian Boiler Industries came Peter McAleer, Vice President of Strategic Initiatives.

McAleer is largely responsible for the strategic partnership established in 2007 with Veolia/HPD, the world's largest provider of water treatment packages. This allowed the company to offer Alberta's first "water in/steam out" process guarantee.



ALBERTA

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“This takes a huge load off of the customers’ minds knowing that as long as they give us the water, they will get steam for their processes without any finger-pointing between the two major equipment providers, should that not happen,” Peet says. “Since steam generation is truly the heart of the plant for these oil sands producers, this is a major point and one that has been met with applause from many producers.”

#### TOTAL PRODUCTS

In 2008, Tundra further increased its product offerings when it became the only source for Honeywell industrial field solutions products, Peet says.

“Now with the wide breadth of equipment offered under our

umbrella, Tundra is able to continue on well past the point of steam generation and provide all the pre-insulated pipe in any size, all valves, flow meters, instrumentation, safety equipment such as fire and gas detection, and even the plants’ control system – all with the ultimate goal to offer the oil producers a much more reliable facility – because we know these components all work great together,” he says.

“Tundra can also work with the project’s selected engineering team to bring the facility on line faster than ever thought possible, often in excess of six months in schedule compression, knowing from Step 1 that they are able to design around known pieces of equipment every step of the way,” Peet adds.

#### SATISFACTION GUARANTEED

The products offered by Tundra are an important facet of its success, Peet says, but the people behind those products are just as important in maintaining a satisfied customer base.

“We have the pride of having the best staff on both the product supply side – who ensure our customers are receiving the best-suited equipment for their applications – as well as our service technicians – who come from a wide array of relevant backgrounds and experiences – that all culminate in having happy customers,” he says.

“Occasionally, we find ourselves with a customer who is not 100 percent satisfied with something that has happened somewhere along the way in the sales process,” Peet continues. “This is always an opportunity to shine and differentiate ourselves from our competitors.

Too often, especially in the boom times, companies bury their heads in the sand and pretend an incident didn’t happen and they just think that there are lots of customers out there. This has never been part of our thinking at Tundra.”

Two people that embody this thinking are Blaine Barnes, vice president of technical service and Ashley Allers, vice president of northern sales. They are responsible for customer service and growth of the business in Northern Alberta.

They have been successful in growing the service and sales teams, and have more than doubled business in the territory over the past few years, Peet says.

On the service side, Tundra goes out of its way to make sure customers have their problems

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resolved quickly and to their satisfaction, Peet says. He says the company is very careful about which suppliers it works with to ensure that their philosophies are properly aligned. To do otherwise could open Tundra up to potentially disappointing its customers.

#### SERVING THE NEEDS

COO Iggy Domagalski says Tundra is always prepared to deal with a customer's problem, no matter when or where it is. "Having a service team nearly 20 strong allows us to send out technicians any time of the day or night," he says. "We know that occasionally there will be problems at site, and we believe it is how we deal with these problems that differentiates us from the competition," Domagalski adds.

He says this attention to customers' needs is not only good for the customers in the short-term, but also benefits Tundra in the long run by creating stronger relationships with the companies Tundra services. Other companies may choose to take care of customers only when it's convenient for them, but Tundra understands the value of being responsive.

"If we treat customers fairly and ensure their problems are solved in a timely manner, we believe we will be successful in the long-term.

This business is built on relationships, and those relationships aren't built overnight," Domagalski adds. "They take many years of exceptional customer service and delivering on your promises."

#### GOOD ADVICE

Peet says this attitude is a direct result of the advice he received from one of his mentors. That piece of advice has literally been with Peet throughout his entire career in the industry, and is the cornerstone of how he and Tundra do business today, he says.

"The advice that stuck with me the most was given to me on my very first day in the industry in 1993 by my boss, John Sikora at Templar Controls, who told me, 'This business is filled with great people,'" Peet recalls.

"Really all you need to do is get out there, meet these people, get to know them on a personal level, and you'll find that 90 percent of them are awesome people and you will become friends with them.

"So, at the end of the day, rather than thinking of having to go to work every day, if you do this right, you will be simply going around visiting your friends," he adds. "In turn, you will find that there will be no more satisfying career."

Based on this advice, working for Tundra has been extremely satisfying, Peet says. "That advice has served me very well, and I have attempted to instill this into all our salespeople at Tundra simply because it is true and has made my career so far very satisfying," he adds. ■