



### Manufacturer of Specialty Engineered Valve Technology for the Refining, Mining, Pipeline, Production, and Flow Control Industries



**Mark Gamber**  
Chief Executive Officer

Chromatic Industries, LLC  
[www.chromaticindustries.com](http://www.chromaticindustries.com)

Contact:  
Mark Gamber  
936-521-0110  
[mark.gamber@chromaticindustries.com](mailto:mark.gamber@chromaticindustries.com)

Interview conducted by:  
Lynn Fosse, Senior Editor  
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**“The biggest challenge is that it is newer technology. It is something different in the marketplace that once people have it place, use it and see the benefits of it, they will see it as a winner.”- Mark Gamber**

**CEOCFO: Mr. Gamber, what is the focus for Chromatic Industries and your innovative valve technology today?**

**Mr. Gamber:** We have a innovative design that is fairly new to the industry that has not been widely publicized and marketed in the industry. The design incorporates the features of a ball, gate, plug and high performance valves. This design enables the valve to perform extremely well in severe service type of market applications with virtually no maintenance.

**CEOCFO: What types of applications would be appropriate?**

**Mr. Gamber:** Mid-stream and downstream markets; pipeline and production.

**CEOCFO: Why have people not paid attention to the new design?**

**Mr. Gamber:** The design is relatively new and patented. The commodity ball valve products go way back. In many of the midstream applications, you have a certain comfort level with distributors and fabricators that have used valves they are comfortable with. When you are a smaller company and you introduce new technology and a new design, you have some inherit challenges rolling it out to people that are very comfortable with what they have used in the past.

**CEOCFO: How are you reaching out?**

**Mr. Gamber:** We have reaching out by building relationships with our customers, one on one, understanding what the end user's applications are and trying to meet those needs.

**CEOCFO: Would this be something that would go into a new product when someone is putting it together or would it be something they replace if there was a problem or upgrade because it is better?**

**Mr. Gamber:** It is both. We target both new construction and new applications as well as trying to solve the issues and problems that people have with other types of valves.

**CEOCFO: Would you explain how and why the valves are different and better?**

**Mr. Gamber:** It is basically the design. The design allows it to function as a quarter turn ball valve with Gate valve characteristics. The closing member cuts through the media stream reducing turbulence similar to a gate valve. With this design, it cleans and flushes debris out when it is opened and closed which enables it to maintain sealing advantages over a standard ball valve. Additionally, with the valve top entry design, the valve cartridge is easy to access and repair.

**CEOCFO: *You are new to the company ten days ago?***

**Mr. Gamber:** Exactly, I am still learning the product.

**CEOCFO: *Why did the company want you and why did you want to be at the company?***

**Mr. Gamber:** I have worked with Cameron and Schlumberger in the past and this is an opportunity for me to step into a smaller company and develop it for the future. The owner and staff are committed to expanding into different markets. This is not necessarily a startup company, but it is an opportunity to take something and grow it into what I see as a very open marketplace today.

**CEOCFO: *Have you developed a strategy for doing that?***

**Mr. Gamber:** We are working on that right now.

**CEOCFO: *What have you seen so far that has surprised you?***

**Mr. Gamber:** Nothing overly surprising. Everyone is struggling for the limited number of projects that are out there. We have heard throughout the marketplace that we have hit bottom and it appears opportunities are going to start opening up. I think that is where the challenge is, for us to get in there and be a part of those opportunities at the ground floor level and start making a name for ourselves.

**CEOCFO: *Are there particular industries that you see as better prospects?***

**Mr. Gamber:** We will be targeting the midstream and downstream markets. That is where our product does extremely well. That is where our customer base is today. We want to look at expanding, into those markets and introducing additional equipment and products for those customers that collaborates with our existing chromatic design today.

**CEOCFO: *When you are able to present the product and talk with someone, do they understand the concept?***

**Mr. Gamber:** Yes, very much so. We are not a ton different than from our competitors, but it is very quick to understand that the maintenance of the valve, the replacement of the cartridges really get people's attention, because when people have problems with an existing valve or are looking to do a new construction, in the back of their mind, they are always thinking about how to service it down the road. This is a very simple design that is easy for people to understand that they do not have to take valves out of line and shut down for several days or weeks. We can replace cartridges and parts in a very simplified quick fashion.

**CEOCFO: *Do you have a standard inventory of parts or is everything engineered to order?***

**Mr. Gamber:** Primarily today, it is more of an engineer to order, but we have created a sizeable inventory position to be able to shorten the lead time to meet the market demands.

**CEOCFO: *What is the volume of your product that a company might use?***

**Mr. Gamber:** You will have orders for one, two, up to larger pipeline applications where you might get into the hundreds, but that would be a very large size for us.

**CEOCFO: *Why can one or two valves make a difference?***

**Mr. Gamber:** It depends on the application and where you plug it in. If it is a refurbishment or replacement and we are trying to replace another valve that has been in service for quite some time, that is step number one. You get your technology in there, you have success with the end users, with the maintenance team that works with these valves on a daily basis, and from their feedback, that leads to more opportunities down the road.

**CEOCFO: *Why pay attention to Chromatic Industries?***

**Mr. Gamber:** It is a company that will be growing. We are going to be expanding product lines and looking at future opportunities to expand either through acquisitions or through new product development. We just have a very aggressive owner and a very strong financial position that is going to allow us to do that.

**CEOCFO: *What might people miss when they first look at Chromatic Industries that should be understood?***

**Mr. Gamber:** The biggest challenge is that it is newer technology. It is something different in the marketplace that once people have it place, use it and see the benefits of it, they will see it as a winner. It is just getting people to take that first step.