



# 10 minutes with...



**DAVID SILVA**

VP Sales & Marketing, Catalina Cylinders

## Thanks for taking 10 minutes out with gasworld. What have we interrupted in your schedule today?

Tuesdays are always busy! I have three internal meetings with managers from our Production Dept, Engineering group and Composites group. I need to prepare information for our new Composites Division Sales and Marketing Manager who is coming on board next week. I have a conference call with our strategic partner in India regarding new product development. I have a call with our Master Distributor in Asia to finalise details on a government certification. I have a marketing meeting to prepare materials for the upcoming FIME show. I need to prepare sales and financial data for our ESOP valuation appraisal, and of course I need to respond to various customer inquiries and requests for quotation.

## Could you tell us a little about your role at Catalina?

I am responsible for the global sales and marketing of our aluminum and composite cylinder products. I am also a member of our ESOP Administrative Committee, which represents the interests of our employees in the management of our Employee Stock Ownership Plan.

## What travel plans do you have for this year? Any exciting trips, either personally or for business?

I have a very full travel schedule. Earlier this year I travelled for business throughout China, India, Brazil, and Mexico. I will be attending FIME (Orlando), SEMA/DEMA/ESOP Association events (all in Las Vegas), the gasworld Helium Summit (Houston), and visiting customers in Colombia, Brazil, Japan, S. Korea and throughout the US. As for personal travel, my wife and I have

a SCUBA diving trip in Maui scheduled for our five year wedding anniversary, and we have a dive trip in Cuba planned for the end of the year.

## It's our oxygen issue this month. Could you tell us a little about the company's expertise in this area?

Catalina Cylinders is a global leader in the manufacture of aluminum medical oxygen cylinders. We have been manufacturing medical oxygen cylinders for more than 30 years and have sold tens of millions of these cylinders worldwide. Our facilities that manufacture these cylinders are highly automated and perform at five to six sigma quality levels (1.7 to 2.0 Ppk) on critical product characteristics. We have never had a catastrophic failure from material or workmanship and have the best safety record in the industry. We are the industry experts when it comes to aluminum medical oxygen cylinders.

**“...Catalina Cylinders is a global leader in the manufacture of aluminum medical oxygen cylinders...”**

## What are the business opportunities for Catalina at the moment?

Our largest business opportunity stems from the recent opening of our Catalina Composites Division in Garden Grove, CA. This 107,000 sq. ft. automated facility has all new equipment and is producing flawless product with a streamlined production flow. We are selling these composite cylinders and spun products into applications for CNG, specialty gas, breathing air, aerospace, among others markets. With regards to our Cylinders Division, Catalina's Master Distributors in South America (Gaslive) and Asia (BNF)

are consistently finding new business opportunities in their respective regions, which has been instrumental in our global success. We also see opportunities for our UN ISO medical oxygen cylinders, which allow customers a 10 year retest cycle and dual qualification between North America and Europe.

## What's the main project Catalina is currently working on?

This is a tough question because our biggest projects are locked up in nondisclosure agreements with customers. However, I can say that in one way or another, automation has been (and continues to be) a main project across all facilities. The majority of our corporate profits are reinvested into automation. The expertise in our automation engineering team is unparalleled, and they have been a primary key to our success over the years. Automation is not only critical for keeping our costs low, but also for continuously improving the consistency and quality of our products. This has been most apparent in recent years with the development of our Mirror Finish™ Series Specialty Gas cylinders, which maintain a significantly smooth, clean and stable internal surface. This product has been very successful and wouldn't have been possible without automation.

## What's next for Catalina?

Bringing on our new Sales and Marketing Manager for our Composites Division will not only bring new skills and expertise to Catalina, but also enable our sales team to cover more ground and spend time face-to-face with customers. Going forward, our focus is on strengthening our customer relationships and innovating solutions for them in new market segments and regions. 