



SUPPORTING UAE OIL & GAS SEPARATOR MANUFACTURERS WITH FASTER DELIVERY AND IMPROVED CUSTOMER SUPPORT

BACKGROUND

The United Arab Emirates is a major hub for oil and gas separator manufacturing, where pressure vessels are used to separate well streams into gas, oil and water for safe and efficient processing. Accurate, repeatable flow measurement is critical within these systems, and for more than 50 years Daniel™ flow measurement technology has been the industry standard.



During a week-long visit to Dubai, Mike Cardy and Jon Tayler, accompanied by Mark Dutton, Daniel Measurement & Control EMEA Vice President of Sales, met with long-standing separator manufacturers and end users to gain a better understanding of current market requirements. Observing separator production and testing processes, as well as the maintenance of installed Daniel Senior Orifice Fittings, reinforced the critical importance of product reliability, expert technical support, and responsive customer service. These interactions highlighted the vital role these elements play in supporting customers operating within a fast-paced and demanding industry.

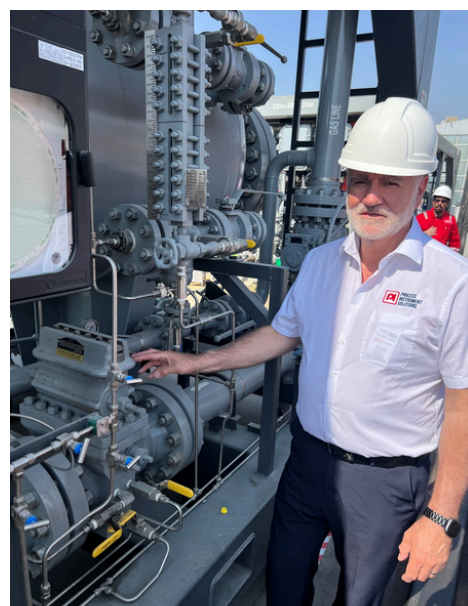
CHALLENGE

As demand for separator packages continues to grow across the UAE, customers face increasing pressure to deliver projects on tight schedules while meeting rigorous quality and documentation requirements.

The key challenges identified included:

- Supplying correctly specified flow measurement equipment for every application.
- Meeting increasingly demanding Just-in-Time delivery schedules.
- Providing comprehensive certified drawings and documentation required by Middle Eastern oil and gas operators.
- Supporting a large installed base of Daniel Senior and Junior Orifice Fittings with readily available genuine spare parts to minimise downtime.

Customer feedback reinforced that responsiveness and product availability had become just as important as product quality.





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SOLUTION

Following discussions with customers and first-hand observations of separator production and testing, the team reviewed its approach to serving the UAE separator market.

Several improvements were introduced:

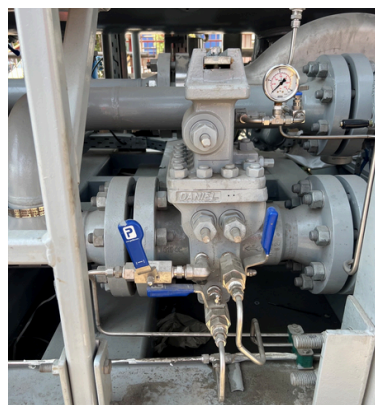
- Reduced quotation turnaround times, with most enquiries now being returned within 48 hours.
- Increased inventory of complete Daniel Senior Orifice Fittings, orifice plates and genuine spare parts.
- Enhanced inventory planning and logistics to support Just-in-Time project requirements.
- Continued investment in technical support through detailed installation manuals, online training videos and engineering expertise.

This combination of improved responsiveness, stock availability and technical support enables customers to source genuine Daniel products quickly while maintaining the high standards expected by the region's oil and gas industry.

RESULT

The changes have delivered measurable improvements for customers across the UAE separator market. Customers have reported faster response times to enquiries, improved product availability and more reliable door-to-door logistics. Ready access to genuine Daniel products and spare parts has helped support both new separator manufacturing and the ongoing maintenance of existing installations.

By aligning inventory levels with market demand and continuously refining its customer support model, the business has strengthened relationships with separator manufacturers and end users alike. As a result, market share within the UAE oil and gas separator sector continues to grow, positioning the company to support future expansion across one of the world's most demanding energy markets.



Jon Tayler
Group Chairman