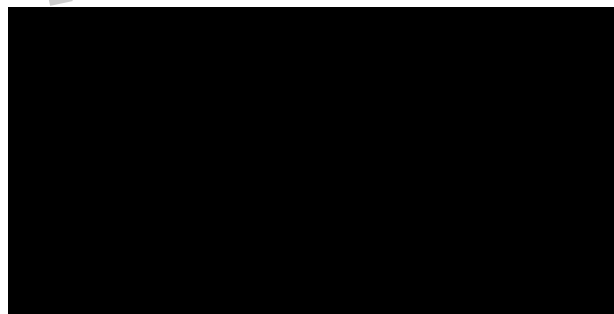
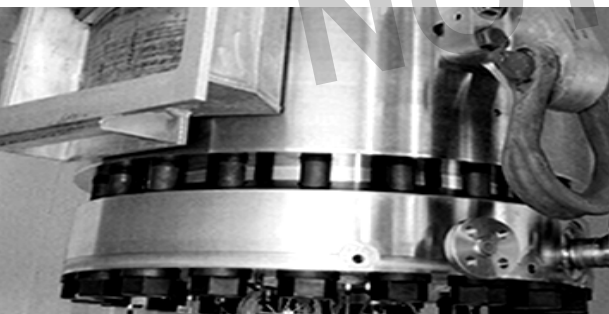
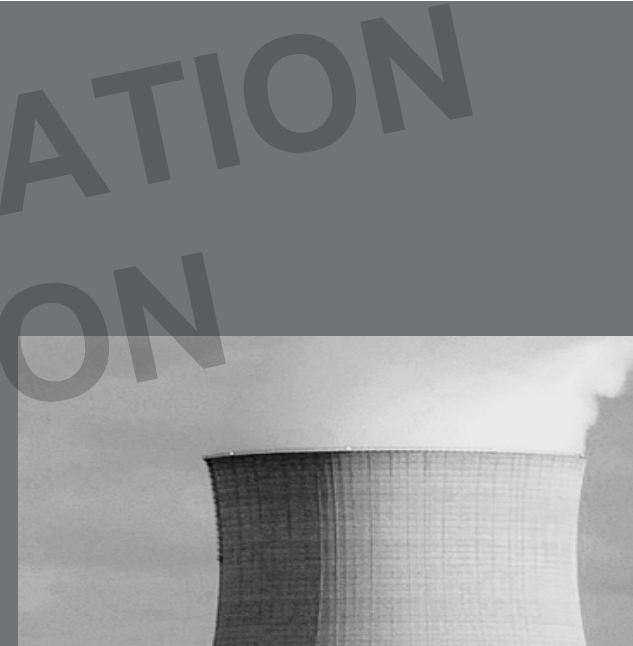


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EST Group

2025 Regional Sales Meeting – EMEA | Marketing





EST Group | Marketing Overview – Team At-a-Glance

Scott Houston

Sr. Marketing Specialist

- Trade Show & Event Management
- Dept. Sales Partner Liaison
- Document Management
- Displays – Internal/External
- Sales Support
- Content Creation

Mina Abdelmalak

Digital Marketing Specialist

- Video Marketing / YouTube
- Social Media Lead
- SalesHUB Admin
- PPC Program Management
- Graphic Support
- Content Creation



LEAD GENERATION & BRAND AWARENESS

CHANNEL WORK

EST Group | Channel Work – Overview

Multi-channel model focused on **Lead Generation & Brand Awareness** designed to drive traffic to EST Group's website with the intent of creating product inquiries, project opportunities, ultimately leading to RFQs & Orders.

- Website & Digital Content
- Advertising – Print, Digital / PPC
- Email Marketing
- Social Media (LinkedIn)
- Video Marketing – YouTube
- Trade Shows & Conferences



EST Group | Channel Work – Website & Digital Content

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EST GROUP

Heat Exchanger & Condenser Tube Plugs and Pressure Testing & Isolation Plug Equipment

Curtiss-Wright EST Group specializes in the design and manufacture of highly-engineered tube plugging products and repair services for shell and tube heat exchangers, condensers, coolers and chillers. Our flagship product, Pop-A-Plug® Heat Exchanger Tube Plugs, are the industry's leading technology for plugging leaking and degraded heat exchanger tubes. EST Group also engineers and manufactures GripTight® test and isolation plugs to greatly simplify and expedite pressure testing and/or isolation of piping, tubing, valves, pressure vessels and a multitude of special applications.

ACHE ADAPTER
for SMART RAM

Plugging ACHE Tubes
Just Got a Whole Lot Easier!

LEARN MORE

POP-A-PLUG®
TUBE PLUGGING SYSTEM

HYDROSTATIC TEST /
ISOLATION PLUGS

FIELD SERVICES

GLOBAL PRESENCE

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Nuclear

Over 97% of US Nuclear Plants TRUST Pop-A-Plug® Tube Plugs as Their Tube Plugging Solution

A reliable heat exchanger tube plugging method is critical for preventing cross contamination that can affect process efficiency and damage equipment. Unfortunately, most tube plugging methods do not provide the reliability needed to maintain a leak free barrier on a typical "breaker to breaker" run. Elastomer plugs can deteriorate quickly and friction fit tapered plugs are prone to ejection due to thermal cycling and process vibration.

Superior Solution

CONTACT US NOW

FULL NAME*:

E-MAIL*:

COMPANY:

COUNTRY*:

STATE:

COMMENT:

* Required

SUBMIT

Pop-A-Plug® CPI/Perma

WATCH INSTALLATION VIDEO

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Take Advantage of Your Next Shutdown, Turnaround or Outage

Maintenance is unavoidable...why not make the most of your downtime?

Flange replacement and tie-in work are lengthy processes that are often done during a shutdown, turnaround or outage. Protecting personnel from harmful chemicals and potentially explosive vapors during hot work is critical for overall plant safety.

GripTight® Isolation Plugs allow you to isolate and monitor potentially explosive vapors during hot work and safely hydrotest new weld connections with one tool!

Learn more today, check out a link below. Like what you see? Request a quote!

REQUEST A QUOTE

FULL NAME*:

E-MAIL*:

COMPANY:

COUNTRY*:

STATE:

COMMENT:

☐ Stay up to date with EST Group Product News & Events!

* Required SUBMIT

VIEW INSTALLATION VIDEO

VIEW ARTICLE

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EST Group | Channel Work – Advertising | Print

- Hydrocarbon Processing
- Hydrocarbon Engineering
- Chemical Engineering
- POWER Magazine
- BIC Magazine
- Nuclear News
- Radwaste Solutions
- Heat Exchanger World
- World Fertilizer
- Australian Pipeliner

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LINES UNDER
PRESSURE**

**D-Series
Hot Tapping Tools**
Safety Tap, Sample and Drain Piping & Pressure Vessels

Unmatched reliability for sampling and/or drainage of contaminants from lines while keeping operators safe. Ideal for decontamination and disposal work.

- Simple installation
- No welding or pyrotechnics required
- Compliant with several QA programs
- Sizes from 1/2" through 4"
- Pressures to 285 PsiG (19.7 BarG)
- Available in carbon or stainless steel

Call, click or scan today to learn more about our Hot Tapping Tools!

215.721.1100 | est-sales@curtisswright.com
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**CURTISS-
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EST Group

**SOLUTIONS FOR ALL
YOUR APPLICATIONS**

GripTight® Test & Isolation Plugs

Whether you're testing open end pipe, systems terminating in long radius elbows, flange welds or isolating lines you can count on GripTight Family of Test & Isolation Plugs from Curtiss-Wright to perform above expectations, test after test.

Called countless times in a wide range of applications, their patented designs combined with hardened components and single, uninterrupted seals make for field performance that's second to none. When safety and reliability matter, make it GripTight!

- ID and OD solutions available
- Patented gripper designs for **increased safety** in high-pressure applications
- **Eliminates welding** and caps when testing pipe spools and piping systems
- **Test flange-to-pipe welds without pressurizing entire systems**
- **Isolate & monitor upstream pressure and vapors** during hot work
- Standard pressure ratings up to 15,000 PsiG (1034 BarG)
- ASME PCC-2 Type I, III & IV Testing Devices available

Call, Click or Scan to Learn About Our Full Line of Test & Isolation Equipment

+1.800.355.7044 | est-sales@curtisswright.com | cw-estgroup.com/tap-25

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WRIGHT**
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**OFTEN
IMITATED,
NEVER
DUPLICATED**

Pop-A-Plug® Tube Plugs
ASME PCC-2 Compliant Heat Exchanger Tube Plugging System

Trusted by plants around the world as their preferred tube plugging solution, Pop-A-Plug Tube Plugs from Curtiss-Wright are engineered for optimal performance throughout the life cycle of heat exchanger equipment. Simple hydraulic installation eliminates welding and time-consuming heat treatments that can cause damage to tubes, tube sheet ligaments and joints.

- Simple Hydraulic Installation - No Welding Required
- 100% Lot Tested to Ensure Unmatched Quality
- Pressure Ratings Up to 7000 PsiG (483 BarG)
- Helium Leak Tight Seal to 1 x 10⁻¹⁰ cc/sec
- Wide Range of Sizes & ASME/ASTM Certified Materials Available

Ask About Our **Smart Ram 640T** Cordless Hydraulic Installation Tool

281.918.7830 | est-sales@curtisswright.com | cw-estgroup.com/bic-25

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- Hydrocarbon Processing
- Hydrocarbon Engineering
- Chemical Engineering
- POWER Magazine
- BIC Magazine
- Nuclear News
- Radwaste Solutions
- Heat Exchanger World
- World Fertilizer
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SOLUTIONS FOR EVERY APPLICATION

GripTight® Test & Isolation Plugs



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Pop-A-Plug® Tube Plugging System

ASME PCC-2 Compliant Repair Method



[learn more](#)

Heat Exchanger Tube Plugs | Request A Quote

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24/7 Manufacturing. Large Inventory Available.

Safe · Reliable

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Reliability for HX Maintenance

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Maximize HX system
performance with an
industry leading
mechanical tube plug



GripTight® MAX Test Plug

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Safely Pressure Test to
15,000 PsiG (1034
BarG)



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Pop-A-Plug® Tube Plugging Solution



ASME PCC-2 Compliant
Heat Exchanger Repair Method

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**SAFE.
RELIABLE.
TRUSTED.**

GripTight® Test & Isolation Plugs

Safe and Effective Solutions for Rapid Pipe Testing & Repairs

Confidently test open-end pipe, pipelines & pressure vessels without welding, and isolate & test flange-to-pipe weld connections with GripTight Test & Isolation plugs from Curtiss-Wright.

- Patented gripper design for increased safety in high-pressure applications
- Eliminates welded end cap procedures for testing pipe spools & piping systems
- Test flange-to-pipe welds without pressurizing entire systems
- Isolate & monitor upstream pressure and vapors during hot work
- Standard pressure ratings up to 15,000 PsiG (1034 BarG)
- ASME PCC-2 Type I, III & IV testing devices



Call, click or scan to learn more about our full line of Test & Isolation equipment

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CURTISS-WRIGHT
EST Group

REHAB AND REPAIR

Effective hydrotesting with test plugs

Curtiss-Wright EST Group's open-end test plugs have been proven to save time spent on welding on and cutting off end caps to perform pressure testing.

Curtiss-Wright EST Group (EST Group) manufactures open end test Plugs to facilitate pressure testing on piping systems.

EST Group's GripTight line of test plugs have proven themselves to save up to 85 per cent of the time spent welding on/cutting off end caps to perform pressure testing of pipe spools, piping systems and pressure vessels.

GripTight plugs are safe and effective and have a proven track record on major liquefied natural gas (LNG) projects in the Asia Pacific region, including Gorgon LNG modules, Queensland Curtis LNG (QCLNG) modules, Australia Pacific LNG (APLNG) modules, and Gladstone LNG (GLNG).

With sizes ranging from DN10 to DN1200 and pressure ratings to 1034BarG, GripTight plugs are an ideal solution for several applications.

The QCLNG project team reported that they experienced a five times increase in the number of test packages installed weekly when they shifted from using welded end caps to GripTight plugs.

GripTight plugs are reusable for several test cycles, making them a more cost-effective solution over traditional cap methods of testing, ultimately providing customers with the lowest cost per run.

One distinctive feature of GripTight plugs is their patented dual-arranged gripper design.

GripTight MAX and GripTight Elbow plugs are currently being used in the modular construction of a major LNG expansion project in Australia. This method of hydrostatic testing remains to be a timely and cost-effective way to keep your project on track and on budget.

While the concept of test plug is still relatively unknown by many construction contractors in the pipeline arena, EST Group's Sales Partner in Australia, Pipeserv, has worked closely with contractors and testing companies to adopt GripTight Test Plugs in these areas.

Pre-testing of pipe on HDD Crossings

Conducting hydrostatic testing provides peace of mind to both the contractors and the end-users that the pipeline is constructed to withstand the pressures and conditions it will encounter during operation.

Testing of emergency spare pipe in the yards

Testing emergency spare pipe helps ensure that operators are prepared to respond promptly and effectively in the event of a pipeline incident.

By conducting tests, operators can identify any issues with emergency response equipment or procedures and address them proactively, minimizing the impact of potential emergencies.

Testing of valve with pup pieces

Although valves are typically tested at the factory before being shipped, re-hydrotesting allows pipeline operators to verify the integrity and functionality of the valves upon receipt.

This is an additional quality assurance measure to ensure the valves meet the required specifications and standards of the project.

Often, "pup" pieces do not have caps given on them for welding on end caps to close the valves off.

Utilizing the open-end test plugs in this space certainly makes the local hydrotest quicker and more cost effective.

Future state of test plugs

As industry shifts its focus to carbon capture, decarbonization and hydrogen, there is an appreciable increase in open end test plug inquiries and sales.

Their cost effectiveness and time savings to expedite hydrotest packages is adding to the bottom line and speed of delivering crucial projects for contractors and end-user alike.

EST Group encourages those involved in managing project timelines, hydrotesting, pre-commissioning, quality and safety and would like a demonstration or more information, reach out. 📧



GripTight MAX High Pressure Test Plug.



Five inch line with GTHMAX 4040 test plug and safety cap installed.

For more information, contact Pipeserv at info@pipeserv.com, or Curtiss Wright EST Group at est-sales@cw-estgroup.com

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The Australian Pipeline | May 2024

EST Group | Advertising – Print to digital Amplification

THE AUSTRALIAN

Pipeliner

Official Publication of the Australian Pipeline and Gas Association

CURTISS-WRIGHT
EST Group

Specialty Services

GripTight® Test & Isolation Plugs

Safe. Reliable.



LATEST NEWS ALL SECTIONS PIPELINE PROJECTS RESOURCES MARKETPLACE

Effective hydrotesting with test plugs

 CLÉMENTINE CARAYOL
21 June 2024, 1:35 pm



Four-inch line with GTMAX 4040 test plug and safety gas installed. Image Courtesy: Wright EST Group

Curtiss-Wright EST Group's open-end test plugs have been proven to save time spent on welding on and cutting off end caps to perform pressure testing.

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GripTight plugs are safe and effective and have a proven track record on major liquefied

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OZPIPE 2024
 Sustainable Infrastructure – The Future is now
 11 - 13 November 2024
 International Sydney

Don't miss out on Ozpipe 2024

Don't miss out on early bird registration to the Plastics Industry Pipe Association's Ozpipe 2024, extended until 1 September 2024.

[READ MORE](#)

This 2-day global networking event showcases 30 technical papers on sustainability, design, innovation, recycling, and case studies, presented by local and global plastic pipe experts.



Effective hydrotesting

Curtis-Wright EST Group's open-end test plugs have been proven to save time spent on welding and cutting to perform pressure testing.

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Big hats and big deals

After a trip to the USA, Pipe Tek has secured a new deal with its exclusive international partner Enduro Pipeline Services.

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Providing excellence to the pipeline industry

With the addition of a new vacuum truck to its fleet, Abletech Underground is charting a path of steady growth.

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Realising the benefits of automation

As remote monitoring technologies advance, more and more operators are deploying remote monitoring units across

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Curtiss-Wright Corporation EST Group's open-end test plugs have been proven to save time spent on welding on and cutting off end caps to perform pressure testing.

#pipelines #technology #pressuretesting



Effective hydrotesting with test plugs - The Australian Pipeliner

pipeliner.com.au

EST Group | Channel Work – Email Marketing

- Targeted messaging to segmented audiences for maximum engagement
- Product, Services, Event and Training Campaigns



CURTISS - WRIGHT EST Group

POP-A-PLUG

Prepare for Your Next Tube Plugging Project with Pop-A-Plug® Tube Plugs from Curtiss-Wright!

Maintenance projects are expensive to perform, don't jeopardize budgets & schedules by not having everything you need on-site!

EST Group's Pop-A-Plug Tube Plugging System is a mechanical heat exchanger tube plugging solution engineered to seal leaking tubes quickly and easily.

- ASME PCC-2* compliant repair method
- Simple hydraulic installation - no welding required!
- Pressure ratings to 7,000 PsiG (483 BarG)
- Helium leak tight seal
- 100% lot tested for unmatched quality
- ASME/ASTM-certified materials available

Learn how the Pop-A-Plug® Tube Plugging System can prepare you for upcoming projects, call, click or scan today!

[Learn More](#)  [Request Quote](#)

Related Products


G-160 Tube Testing Tools


Smart Ram (SR640T)


Tube Stabilizers

North, Central & South America | 215.874.4514 | est-sales@curtisswright.com
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China | +86.400.636.5077 | est-china@curtisswright.cn
Singapore | +65.3158.5052 | est-asia@curtisswright.com
www.cw-estgroup.com

Curtiss-Wright EST Group, 2701 Township Ln Road, 19440, Hatfield, United States
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*ASME PCC-2 - Inspection and Repair of Shell and Tube Heat Exchangers, The American Society of Mechanical Engineers (ASME)

CURTISS - WRIGHT EST Group

GRIP TIGHT

Still Missing Deadlines with Your Current Pressure Testing Method?

If Your Answer Was Yes, We Should Talk!

Using conventional welded end caps for testing can extend your project schedules due to the labor-intensive process of welding on/cutting off end caps, re-beveling pipe, and associated pre-heat and PWHT.

Why risk delays when there's a safer, more reliable solution that's far less time-consuming?


GripTight MAX® & GripTight® Elbow Test Plugs not only eliminates welding, but also allows technicians to quickly self-perform pressure tests on open pipe, piping systems, and pressure vessels without compromising safety.


GripTight Test Plugs are designed to withstand the rigors of production testing under field conditions and can be reused 50-100 times, providing the lowest cost per test possible!


Discover the Benefits of GripTight and Start Saving Time & Money!

[Learn More](#)



Related Products


OD GripTight Plug



GTRP Test Plug


High Lift Flange Plug


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EST Group



INTRODUCING
SMART RAM 640T





Curtiss-Wright Valves Division


 by Curtiss-Wright Corporation


Playlist • Public • 61 videos • 999 views


Valves and Engineered Solutions for Severe-Service and Safety-Critical Applications

 Play all











Pop-A-Plug® Smart Ram 640T Hydraulic Installation Tool

Curtiss-Wright Corporation • 17M views • 2 years ago



Curtiss Wright - EST Group: Pop-A-Plug® Tube Plugging System

Curtiss-Wright Corporation • 5.2M views • 3 years ago



GripTight Elbow Test Plug

Curtiss-Wright Corporation • 14M views • 3 years ago

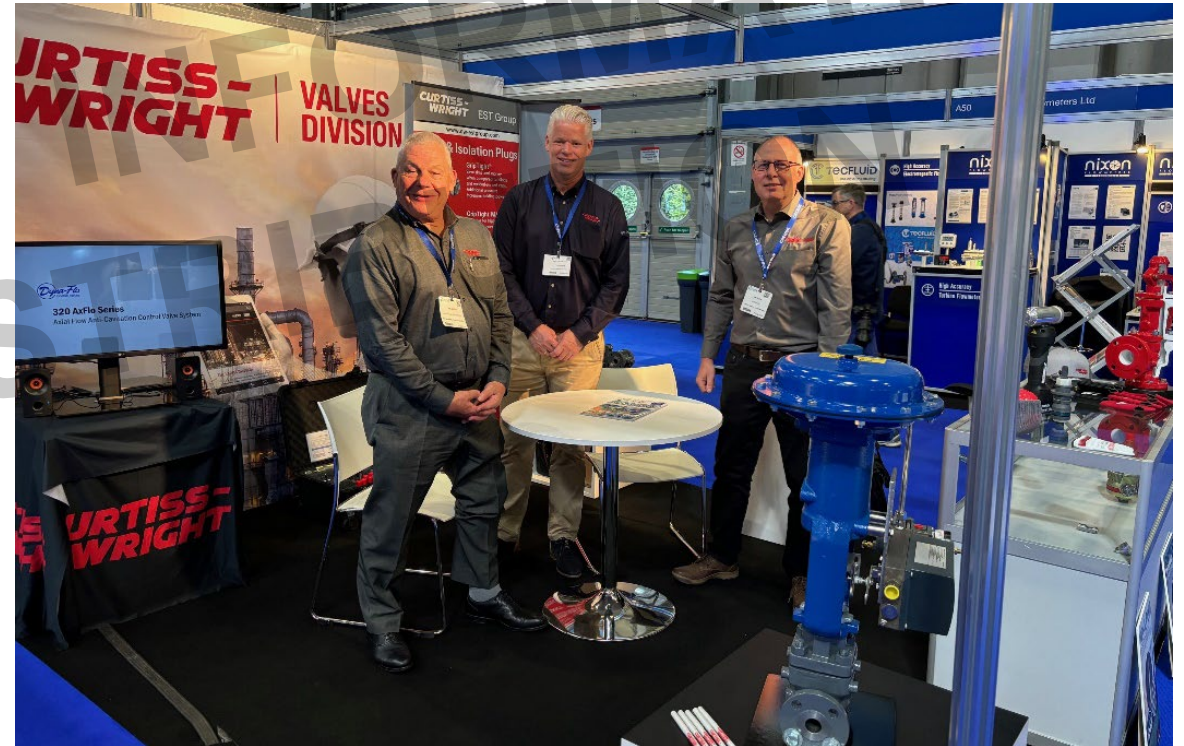


GripTight MAX High Pressure Test Plug

Curtiss-Wright Corporation • 8.2M views • 3 years ago

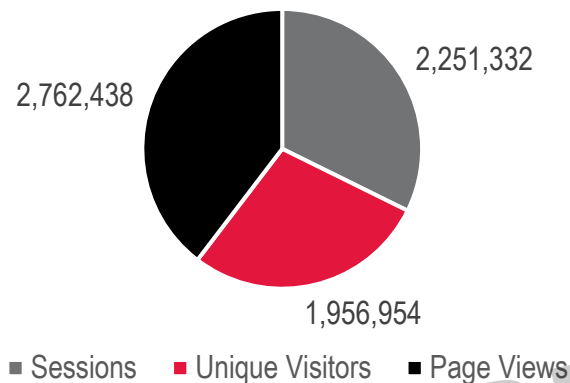
EST Group | Channel Work – Trade Shows & Events

Working with our Sales Teams, Marketing coordinates trade shows & events each year to support our Strategic Initiatives. Our 2025 Event Calendar is available on our website: www.cw-estgroup.com/Newsroom/Events

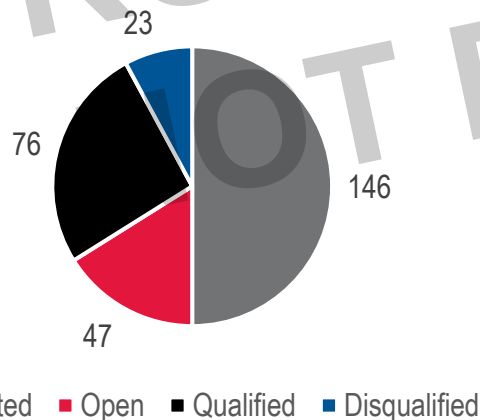


EST Group Marketing | 2025 Q1 Metrics

Site Traffic



Leads - CRM



LEAD GENERATION

Opportunities (CRM) Q1	
Created	1,580
Open	669
Est. Revenue (\$M)	\$14.1
Won	638
Lost	273

Google Ads (PPC) Q1	
Impressions	699,712
Clicks	58,551
CTR	8.37%
Conversions	1,019

Revenue (CRM) Q1	
Won	\$5,997,845
Lost	\$1,822,580
Avg. Deal \$	\$2,363

SOCIAL MEDIA

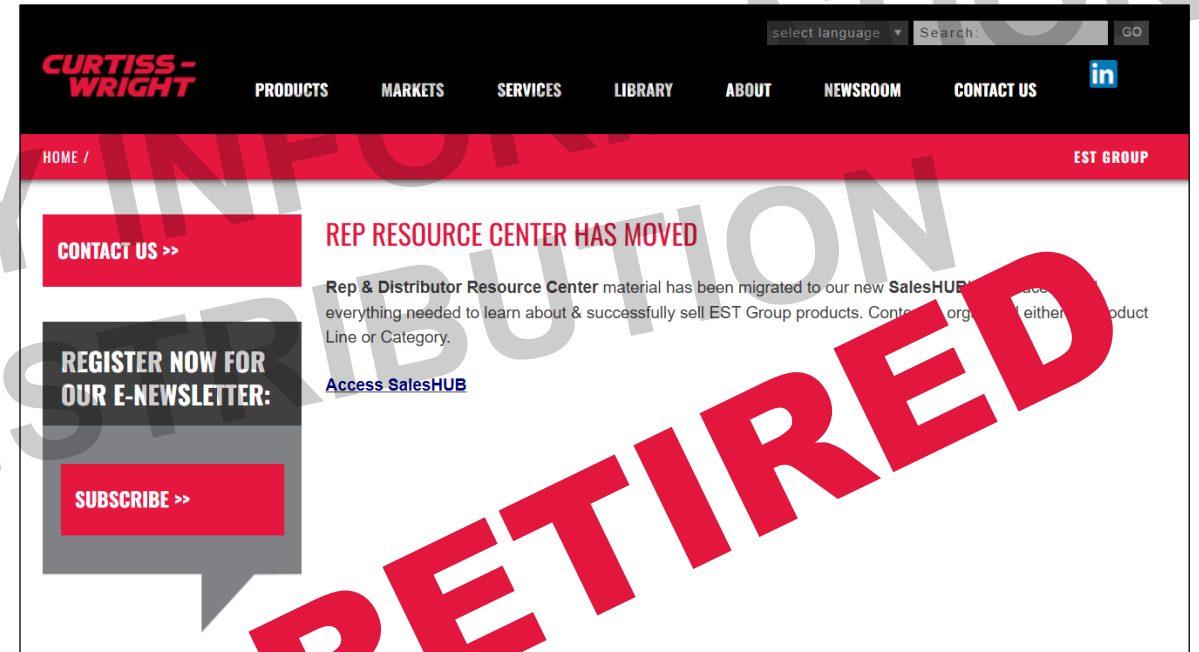
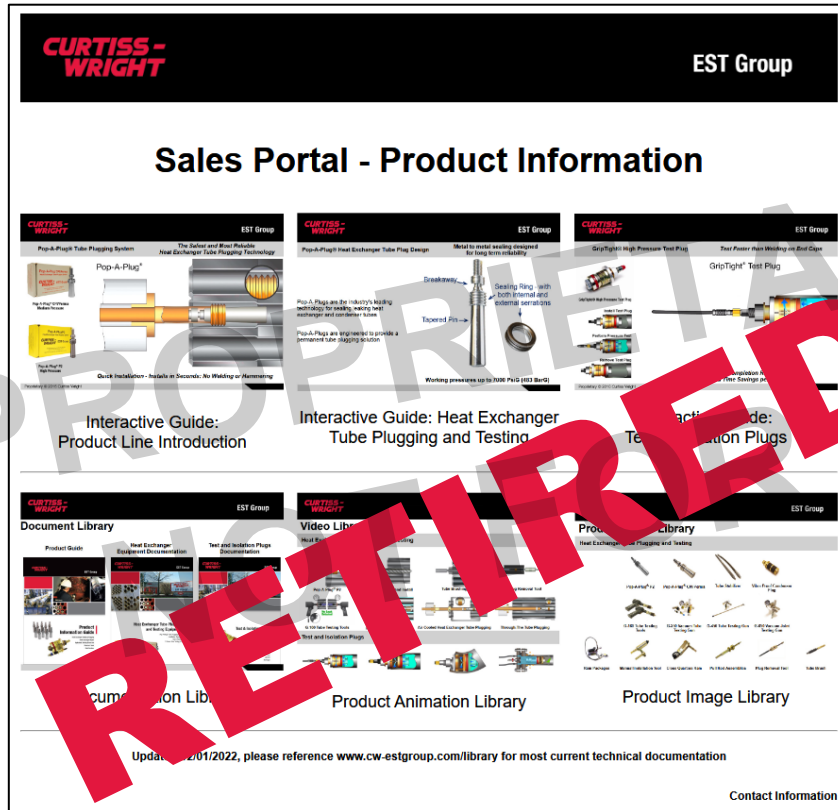
LinkedIn Q1	
Posts	26
Organic Imps	24,567
Clicks	2,267
Reactions	642
Comments	17
Shares/Reposts	6
CTR (Avg. %)	8.97%
Engagement Rate%	11.63%

YouTube Q1	
Views	7,096,238
Impressions	149,874
Imp. CTR%	5.70%
Watch Time (hrs.)	47,425



SALES SUPPORT

Our new **SalesHUB** has replaced our **Sales Portal** and **Rep Resource Center**. SalesHUB contains everything needed to learn about and sell EST Group's products in one easy to navigate environment.



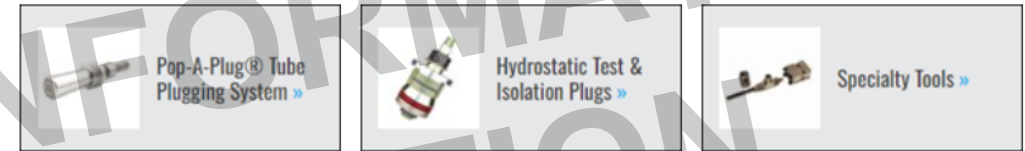
The **SalesHUB** interface is comprised of four components:

- Recent Updates
- Content by Product Line
- Categorical Content
- Industry News

RECENT UPDATES

- [Trade Show Email Signature Banners](#) (added 4.21)
- [Inventory Lookup Tool](#) (added 4.14)
- [DC2600 - Operating Procedures - Bolt Type Test Plug](#) (updated)
- [Pop-A-Plug Tube Stabilizer Product Animation](#) (new!)
- [OD GripTight Test Plug Product Animation](#) (new!)

CONTENT BY PRODUCT LINE



CONTENT BY CATEGORY

- [Sales Tools](#)
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EST Group | Sales Support – SalesHUB: Content by Product

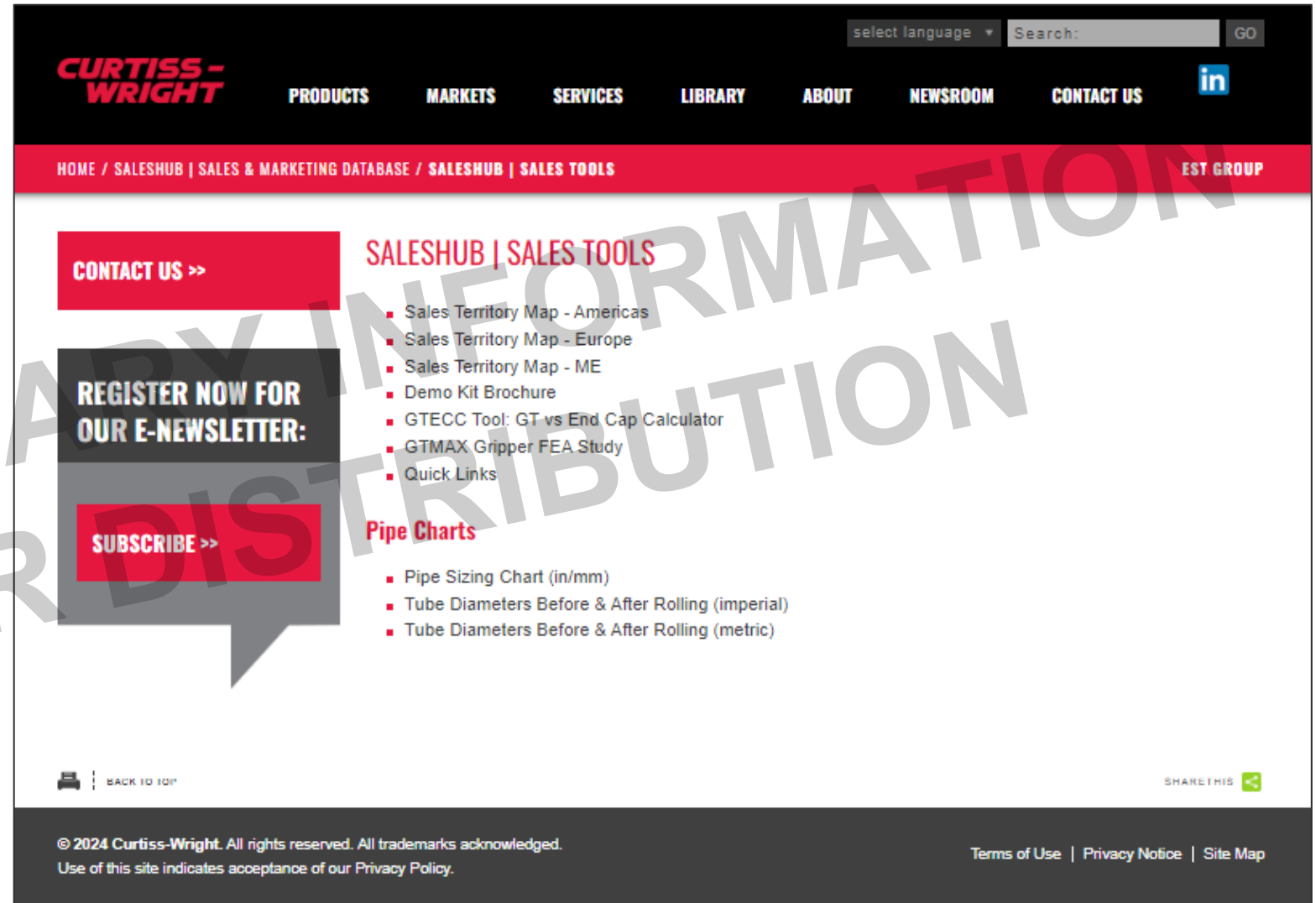
SalesHUB product pages contain the following content (*as applicable*)

- Training Content
- Core Literature
- Additional Literature
- Success Stories
- Published Articles
- Videos & Animations
- Technical Documentation

SalesHUB

Content by Category

- Sales Tools
- Training Material
- Brochures
- Videos & Animations
- Application Sheets
- Technical Papers
- Success Stories
- Best Practices
- Published Articles
- QA Documentation
- Certifications
- Industry Information
- Trade Shows & Events



SalesHUB

EST Group | Marketing Dept. Links & Contact

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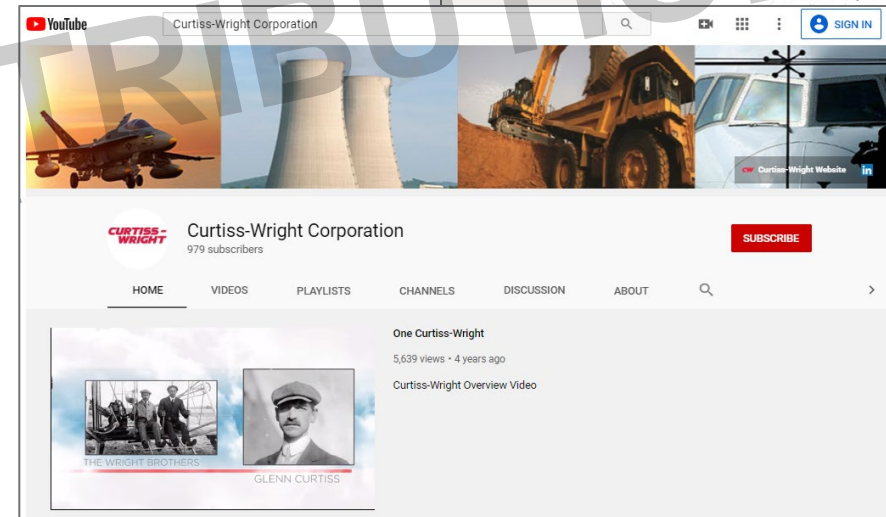
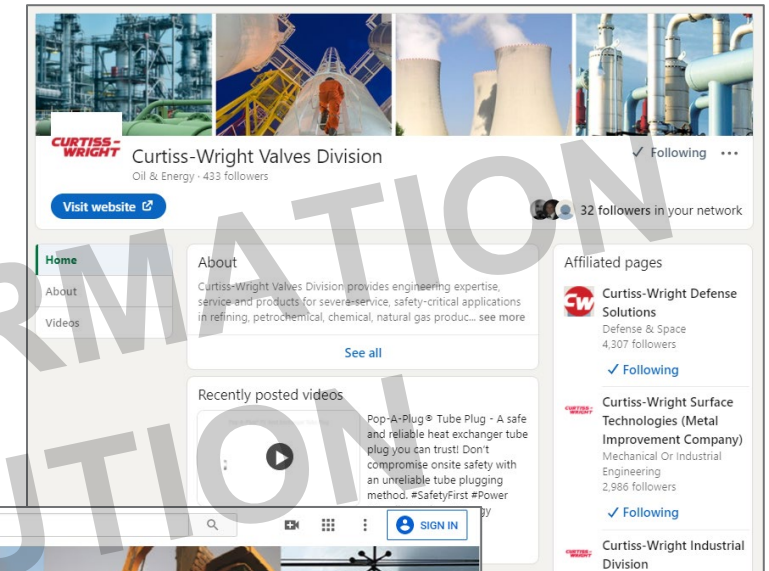


Sales Resources

- [EST Group Website](#)
- [SalesHUB](#)

Team Contact

- EST-Marketing@curtisswright.com



EST Group Marketing

EST-Marketing@curtisswright.com

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