

Notice anything different?

YOU KNOW THE SITUATION –

out of the blue someone slaps you with the question 'notice anything different?' Something *is* different, but you can't quite put your finger on it.

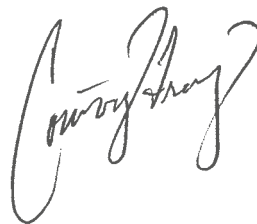
That's actually the key to evolving a brand – retaining your distinct character while adding elements that enhance your market position. Clients may notice a subtle difference, but it feels refined, targeted and not distracting. It's still your brand, just dressed in a new suit – a brand investment.

As you flip through this issue of Offshore Industry (OSI) you may notice our visual transformation. To better reflect our growing international readership and advertisers, we had to put on our international hardhat, so to speak. This is no better illustrated than in our coverage of the Ichthys project (pg. 32), which maintains healthy cross-border links. We reflect the breadth of the offshore industry and draw global connections, so it's relevant to you.

In light of our own growth, I'm curious – have you invested in your brand lately? Our wide reach within the industry allows us to offer you a range of marketing opportunities and design services in that department. Our team of experts can help you build a brand for the offshore world, perhaps starting with a listing in our Maritime Services Directory 2014.

In the meantime, I wish you happy browsing or focused reading – we're sure you'll enjoy both. Please drop us a line to let us know how your experience was, since the work of evolving a brand is never finished.

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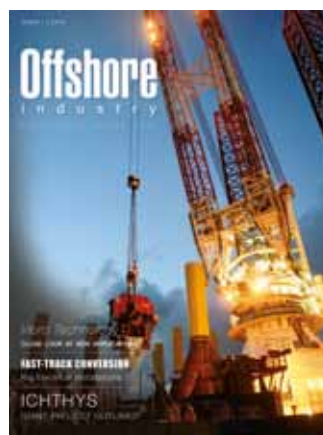
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On the Cover

The Dieseko Group's vibro hammer lifts and drives the 240 piles anchoring tripod foundations at Germany's Global Tech 1 wind farm. The timesaving vibratory concept (read more on page 10) is on board jack-up installer Innovation, owned by HGO InfraSea Solutions, a joint company of Hochtief Solutions and GeoSea (a company of the Belgian DEME Group). Liebherr-Werk Nenzing developed the vessel's heavy lift offshore crane, the world's first 1,500t Crane Around the Leg design. (Image courtesy of Dieseko)



Image courtesy of Mokveld Valves B.V.

At Yellow & Finch Publishers, owners of *Offshore Industry*, we circumnavigate the maritime world to bring you back the latest industry news. Find out what the 'Word on the Sea' is with Vincent Vinkoert.

Rockin' Around the Subsea Tree

Yellow & Finch's Vincent Vinkoert in Düsseldorf

If Santa really has a production facility in the North Pole, I hope he is manufacturing subsea valves now that the festive season is over. After a healthy turnout at **Valve World Expo** in Düsseldorf, many in the offshore industry have the latest innovations in high pressure and high temperature Christmas tree and manifold valves on their wishlist. Our friends at **Adesso** are working hard to keep up with valve demand from global E&P projects while maintaining the highest testing standards. Also exhibiting was **PetrolValves**, who delivered valves to the Nord Stream pipeline project weighing about 102 t and spanning about 10 m in height. Santa will also need to compete with customised solutions and inhouse engineering found in deliveries such as **Rotork** subsea actuator and gearbox designs and **Merwede's** exotic alloys. Stop the Glühwein – Germany's **SchuF Fetterolf** provides a wide range of pipeline isolation valves. Another German valve maker, **Zwick** produces high performance butterfly valves among others. And when it comes to short delivery times, **Duxvalves'** lean processes for their speciality choke valves and control valves will put Santa's reindeer to the test. Checking it twice – reading through the reference

list for **Cameron** subsea systems is a who's who in deepwater oil and gas. For Statoil's cutting-edge Åsgard subsea gas compression project, Aker Solutions awarded an important contract to **Mokveld Valves** – supplier of subsea axial valves and complete subsea HIPPS modules. Also interesting are the subsea valves with ROV panels, such as the tree controls from **The Subsea Company**. In March the **MCE Deepwater Development** conference will be held in the Hague, with subsea system integrity on the agenda. Exhibitor **Bel Valves** also organises regular two-day courses for engineers, highlighting the role in aftermarket and training for valve makers. Safety is still on everybody's mind, particularly as subsea valves/BOPs become more complex and more customised. As the oil & gas industry gets closer to Santa's Arctic base, it's up to valve and subsea control makers to ensure fail-safe technology.

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Safety is still on everybody's mind.

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