

August, 2019.

Fogmaker news

Technical and market related information for our partners.

Fogmaker strengthens the organisation. Page 8

Important
NOTE!

Partners need to order the new tools to handle the Fogmaker system.

Page 4



FOGMAKER
INTERNATIONAL AB



Former Technical news in a new suit

Earlier you have been able to read our technical news via Fogmaker Partner Portal. From now on you will have our Fogmaker News delivered directly to your mailbox (and also updated under the Partner Portal).

Fogmaker News will be published 3-4 times a year with technical news combined with other market related information. Our purpose is to keep you updated on what is going on. **Here's a shorter newsletter due to the ongoing project with the automated production and its consequence for you as a partner.**



Lars Alrut, Market and Sales Manager,
Fogmaker International AB.

“ We will also establish a new function for our partners with a data base for best practice installations...”

Adaptation is the future

For those who I haven't got the opportunity to meet already I want to present myself. I have worked within the component industry for 25 years in different roles, with differens materials and with different people.

The last assignment was as Managing Director for a machining company focusing on castings for the heavy vehicle industry. During the years I have worked a lot with both sales and purchasing internationally as well as development of subsidiaries abroad. It was an honour for me to get the opportunity to work together with Andreas and the Fogmaker team in this exciting phase of development that we are in at the moment.

Now I spent five months at Fogmaker International and during this short period we have faced a rapid growth meanwhile planning for the coming three years. There are a lot of changes initiated which will help to develop the cooperation with both customers and partners in the near future.

The biggest change is the introduction of Key Account Management and the employments in Market support that will help our sales representatives with daily back-office support. This change will mean that they will get more time

for strategical focus and to meet you as a customer/partner. It will take some time to implement but you will probably notice a change within some months. We will also establish a new function for our partners with a data base for best practice installations and a communication platform that will soon be distributed.

I hope we will have many good years ahead of us and please feel free to contact me if you have ideas on how we can make Fogmaker even better.

*Best regards
Lars*

We're getting closer

We have previously informed you, via our Product Change Notification in May 2019, about Fogmaker's upcoming automated production. As a consequence all partners need to order new tools to be able to work with the Fogmaker system.

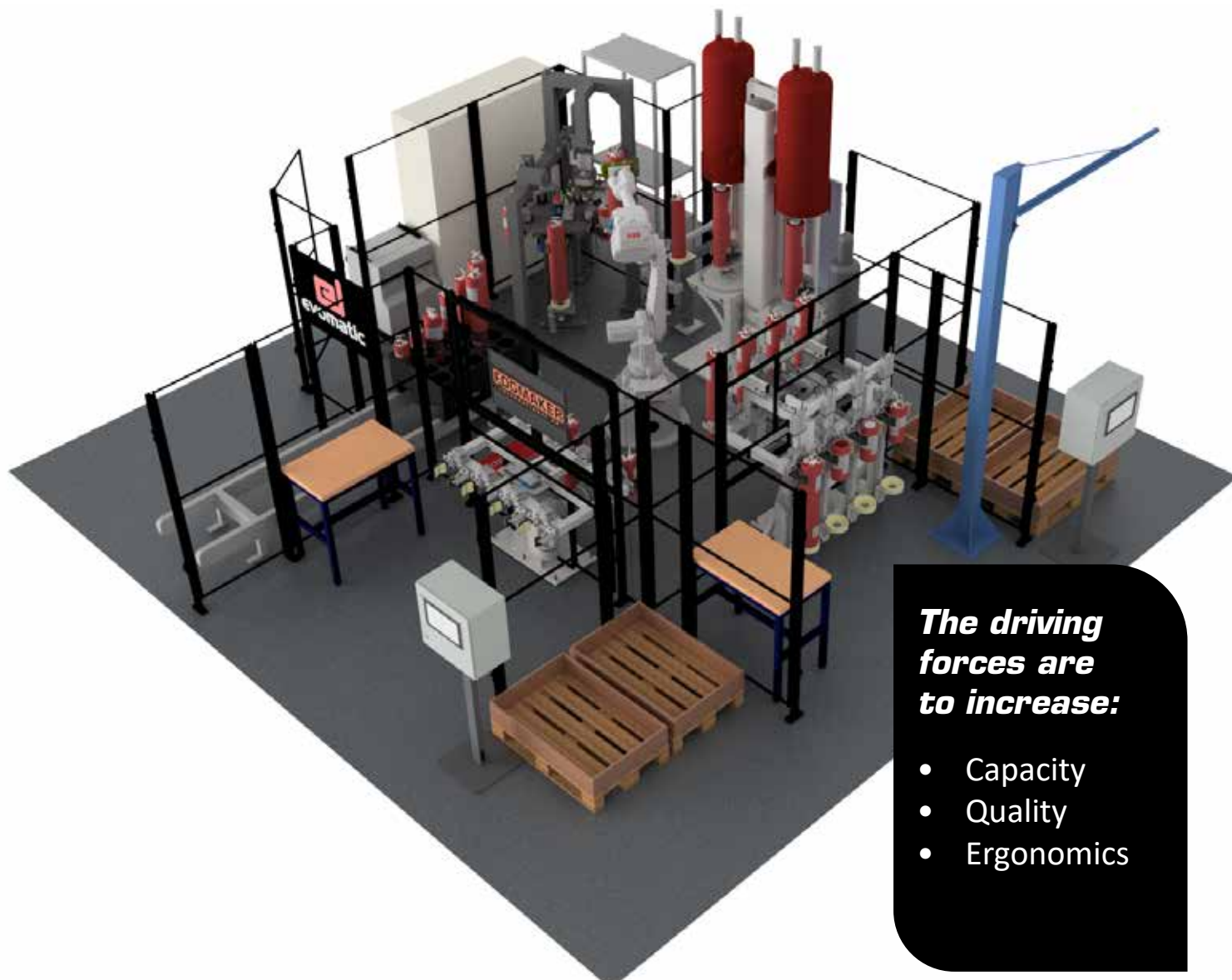
With the introduction of the new gas and liquid filling valves, the filling tool is replaced by a filling connector. To empty the piston accumulator from suppressant or gas this new tool must be used.

As you can see on the right hand side three components follow in the package including instructions.

If you have not received our Product Change Notification please contact order@fogmaker.com or call us at +46 470 77 22 00.

To order your tools:
1800-30 (98 Euro)

We will start delivering from 9th of September



The driving forces are to increase:

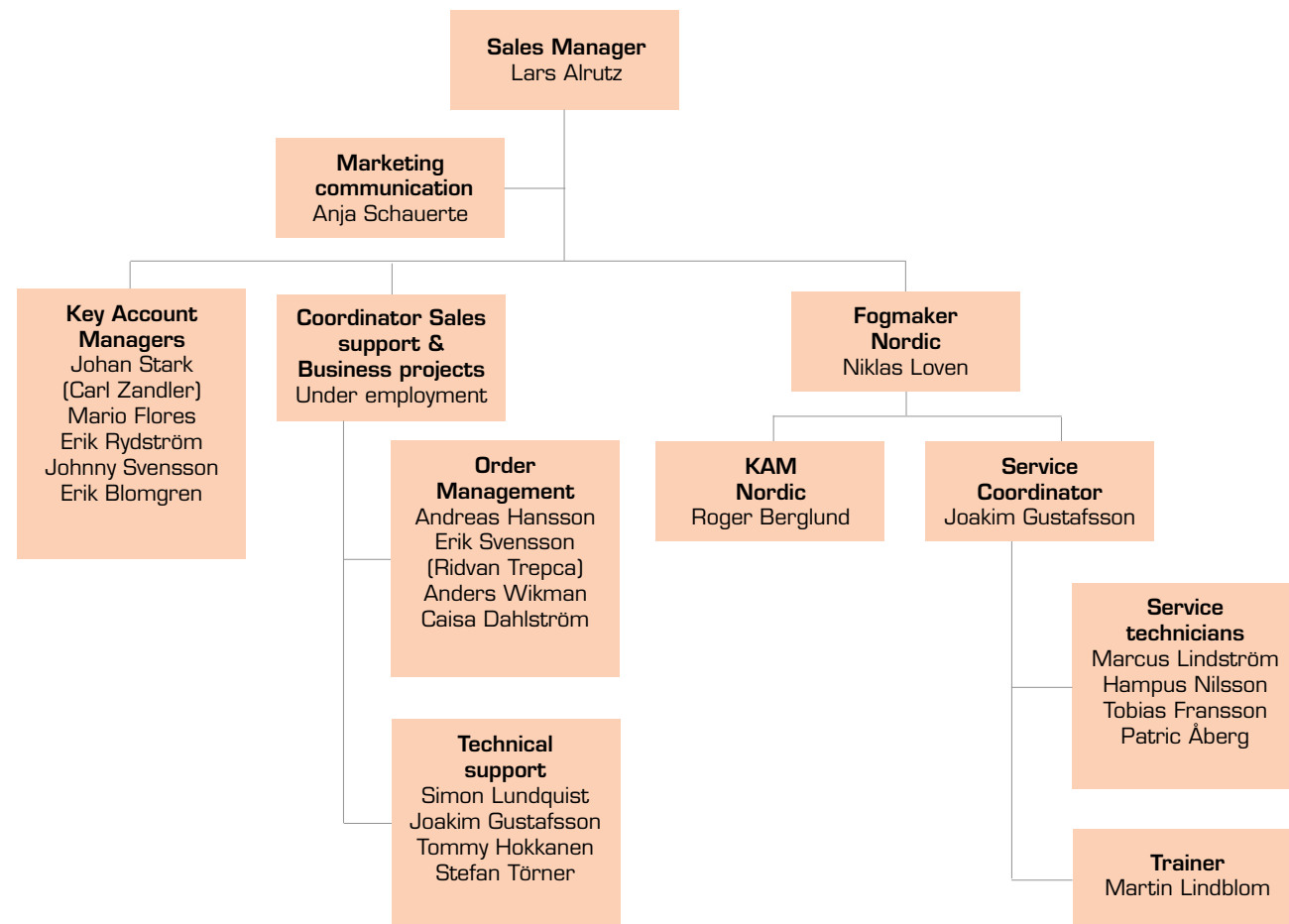
- Capacity
- Quality
- Ergonomics

All partners working with service or installations must order the new tool otherwise you will not be able to work with the Fogmaker system once the automated production is in place.



We strengthen our organisation to meet new market opportunities

In order to meet challenges and opportunities from a strong market we needed to restructure and strengthen our organisation. During the last months we carried out a strategic recruiting process. Here we present how our Market and Sales organisation will be structured starting this autumn.



We have strengthened our Order Management, who support world wide. In September a Manager for Fogmaker Nordic will start and he will be responsible for the team operating in Sweden, Norway, Denmark and Finland.

In September a new role as Coordinator for Sales support and Business projects will be established. This function enables more time for the Account Managers to focus on you as a customer/partner.

Partner development will be a high-priority area

During our Partner Days in 2018 a specific area was addressed regarding the need for better information sharing between all parties. As a result of this our Quality department is also growing with a new resource who will focus on the three areas below:

- Partner improvement
- Harmonized documentation of installations
- Information sharing

Stay tuned!

This autumn we will come back with more information.

Prioritised segment: Airport GSE

Success in Germany for Bleichner

German based Fogmaker Partner Bleichner Brandschutz had another great break-through on the market for Ground support machines (GSE). 170 installations will be done on various GSE machines in Hannover, Munich, Frankfurt and Zurich.





Fogmaker's new RND & Traning Academy in Växjö, Sweden.

Fogmaker Training Academy

Fogmaker's Training Academy is ready. Here we will carry out training and education for customers and partners worldwide. Initially we will start with yearly and five year's service for the Swedish market. Our ambition is to be able to offer a complete training program when it comes to service and installation during 2020.

Fogmaker on the road

During the remaining of 2019 we will be present at the following exhibitions:

- **Load Up North**, Sweden, 29-31 August.
Segment: Construction equipment.
- **Entreprenad Live**, Sweden, 12-14 September.
Segment: Construction equipment.
- **Interairport**, Munich, 8-11 October.
Segment: Airport (GSE).
- **Busworld**, Brussels, 18-23 October.
Segment: Bus.
- **Agritechnica**, Hannover, 10-16 November.
Segment: Agriculture.

