

June, 2020.

Fogmaker news

Technical and market related information for our partners.



*Installation
database*

Page 16.

**Warehouse
clearance**

Page 7.

First out - presenting Material handling
**Fogmaker's business
segment council** *Page 9.*



FOGMAKER
INTERNATIONAL AB

This summer Fogmaker will turn 25 years old. Congratulations to our CEO, Andreas Svensson, who also celebrate 20 years as Fogmaker's owner.

HIP HIP HORRAY!!!

And here is to another 25 years of success to come.

Your Fogmaker-team





Extracts from the content

Warehouse clearance.....	6
Business segment council - Material handling.....	9
New released Fogmaker movies	13
Service agreement for Swedish customers.....	15
Installation database.....	16



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

” As there will be disturbances in the possibility to cross borders our partner-network is more important than ever....

Challenges ahead

When writing the last editorial for Fogmaker News we saw the clouds coming from the Covid-19 situation rise, yet could not fully understand the dramatic effects this would have on our business. At the end of March, as many of OEM-manufacturers decided to close down, we saw a drop of around 60-70% of sales. Then we quickly implemented a furlough solution backed up by the Swedish government to overcome and dampen the effects of the crisis. We are now after two months still in furlough but we can see some positive signs although the future is still very hard to predict as no one knows where this is heading.

Setting new targets
Our 5-months rolling order stock is now growing again and we hope it will continue like that. We predict that for June we will only be 30 % down compared to last year so hopefully, we have passed the bottom. We will have an intense period of work setting new targets and revising our plans during the summer.

We all know that there is a lot of market-shares out there and as soon as we can travel we need to focus on those. The large OEM-manufacturers which we serve have their cycles and they will probably be underperforming for at least 12-18 months, therefore the recovery must come from new businesses, retro-fits, and after-market. As there will be disturbances in the possibility to cross borders our partner-network is more important than ever in obtaining these market-shares. Also as a

consequence of not being able to travel, we have started to make instruction videos and we lean towards starting up education through Microsoft Teams as well as Teams-meetings regularly.

Segment reports
We have established a report for the segments which have been sent out last week. We need you to answer us on your specific progress in each business segment as it is the base for making decisions in our segment councils. The purpose of the segment councils is to map the market and set targets as well as giving both product development and marketing clear directives on how to share the resources for the future. We are now preparing Partner material for each segment and we have distributed the first one for Material Handling.

Fogmaker 25 years
This year we celebrate 25 years in the business for Fogmaker as well as our owner Andreas Svensson celebrate 20 years in the company. Exactly how to perform a good celebration of this taking in terms of the special conditions due to Covid -19 is a challenge. We will come back to this later on.

In the newsletter, you will also see some information about the new installation database. We hope this will help out a lot in the future.

Stay safe and well!

Lars Alrutz

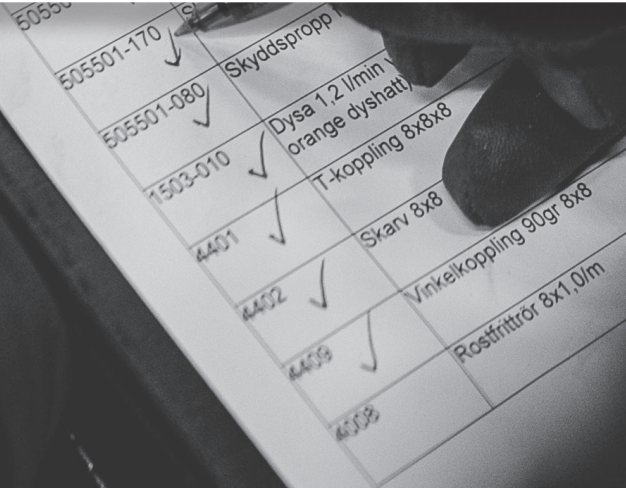


Phase 2: Implementing a new strategy for partner development

Decision: implementing a new strategy for partner development	✓
Strengthening the organization.	✓
Introduction letter	✓
Partner questionnaire	✓
Continuous updates via Newsletters etc.	✓
Presentation of Fogmaker Communication platform and related partner guidelines	✓
New instructions and routines for being a Fogmaker Partner	✓
New tool for installation documentation	ongoing released in the summer -20
Creating a Partner Key Account Management (KAM) team	ongoing more information in the next newsletter
Focus group: Development of Partner Portal	project start in summer-20
Release of "best practice" installation database	ongoing Will be released 2021

Warehouse clearance

Part number	Description	Remaining
1364	Protection box 7.5 l Stainless steel	20 pcs
4713	Protection conduit Fogmaker 8.4/11.7mm orange /m	86 m
47131	Protection conduit Fogmaker 8.4/11.7mm black /m	5395 m
4715	Protection conduit Fogmaker 10/13.4mm orange /m	1494 m
69568	Junction box black 180x130x77 IP65/67 complete	98 pcs



If any of the products are of interest to purchase please contact our Order department for more information:



order@fogmaker.com or
+46 470 77 22 00 (select 1)



He is a man with drive, ideas, energy and experienced from the Material Handling industry

Hi Fredrik and welcome to Fogmaker as a new member in our KAM-team. We are happy to have you here. Can you tell the readers a bit about yourself and previous experiences?

Hello. I am extremely happy to be here, I am a former employee of one of our current customers and have met the FM team on various exhibitions around the world. I have followed FM from distance and was very happy to be offered a position on this fantastic team. My experiences come from the Material Handling, Automotive Component and Industrial Engines industry, I worked for Konecranes Lifttrucks, Bosch Industrial Sales and Volvo Penta.

What will be your geographic area of responsibility?

I will cover RU/CIS, India, Middle East and Thailand. Furthermore, I will have a KAM responsibility for our segment Material Handling.

You have joined Fogmaker in a quite unusual time due to Covid-19 and how it has affected the whole world and not just us as a company. But what is your impression of Fogmaker and your role here?

The Covid-19 is a challenge for everyone and FM as everyone else is trying to adapt accordingly. Important for me is that we have not had even one day where we have closed down completely. Even though we have been operating with diminished capacity we have had someone replying to emails and answering the phones throughout all of this and that is a testament to our customer focus. My impression of FM in the short while I have been here is that this is a team at its best. We help each other to the benefit of the customer. I have also noticed the high level of ambitions and professionalism that permeates this company and last but not least I have gotten to know some of our fantastic partners who are out there on the field carrying not only their own flag but also FM's flag.

You are an experienced KAM and you were naturally due to your background dedicated to handle one of Fogmaker's important business segment. Let us know your thoughts for the future regarding Material Handling?

Material Handling is in my view one of the most interesting industries you can be in and we know that this industry is going through more or less a paradigm change now. Interesting trends to keep an eye on is: Electrification, Automation, Connectivity, AI, Big Data, etc.... Furthermore, competition is higher than ever in this industry and the last couple of years have seen an industry consolidation where the players are fewer but bigger. The current Covid-19 situation has also put the entire supply chain-thinking into question and we will most likely see a lot of changes due to this. All of these trends and technologies in combination will for us and our partners present many great challenges as well as many opportunities. We must make sure to tackle the challenges and reap the benefits from the opportunities.

Opening of Fogmaker's first (out of nine)

Business segment council for Material handling

The purpose of the segment councils is to map the market and set targets as well as giving both development and marketing clear directives on how to share the resources for the future.



Responsible KAM
Fredrik Rönqvist
fredrik.ronqvist@fogmaker.com



Market and Sales Manager
Lars Alrutz



KAM
Johan Stark



Marketing communication
Anja Schauerte



Technical Support
Simon Lundquist



Product development
Hans Honeth



Business sales project Manager
Ida Bellander



Quality
Andreas Hansson



Fogmaker in SouthAfrica
John Russell

Is there something in particular you want to convey to our partners?

As a kid I played ice-hockey and I am very much a proponent of a team structure and the idea that we work together toward a common goal. I also see a partnership as a family. As in any team or family there will be differences of opinion and we will have demands on each other but as long as we agree that we have a common goal we will ultimately get there together. At Fogmaker we have high expectations and demands on our partners and we at FM are equally prepared that this is reciprocal from our partners' side. We will face challenges and adversities together and at such times it is important we stand united and trust each other.

I know Fogmaker can benefit greatly from your wide knowledge. What would you like to see for the future here at Fogmaker?

I hope that my experiences can benefit my colleagues in some way but I am equally looking forward to learn many new things from the amassed knowledge and experiences of the great team that are my colleagues.

As for the future I have high hopes that we will conquer new markets, segments and countries and that we will add true value to our partners and end customers. In the end I would like to see FM as the global market leader of fire suppression systems and that we should be not only first in mind but also top of mind for anyone interested in fire suppression systems.

"Material Handling is in my view one of the most interesting industries you can be in and we know that this industry is going through more or less a paradigm change now." Fredrik Rönqvist (page 7)



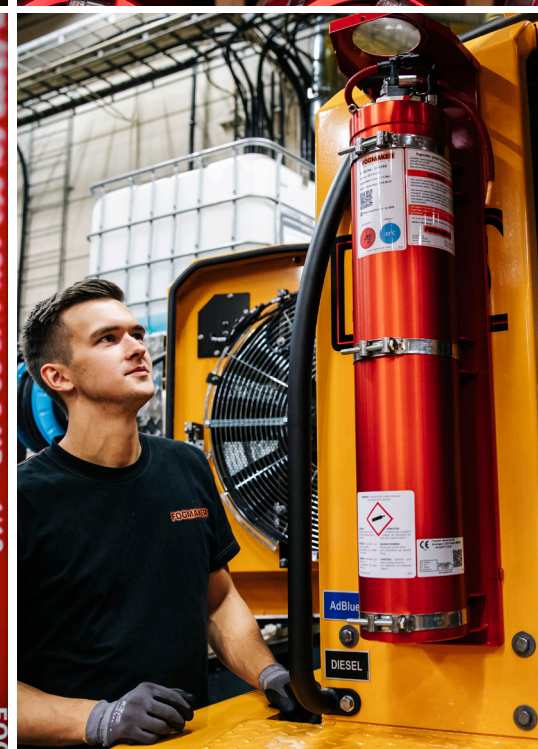
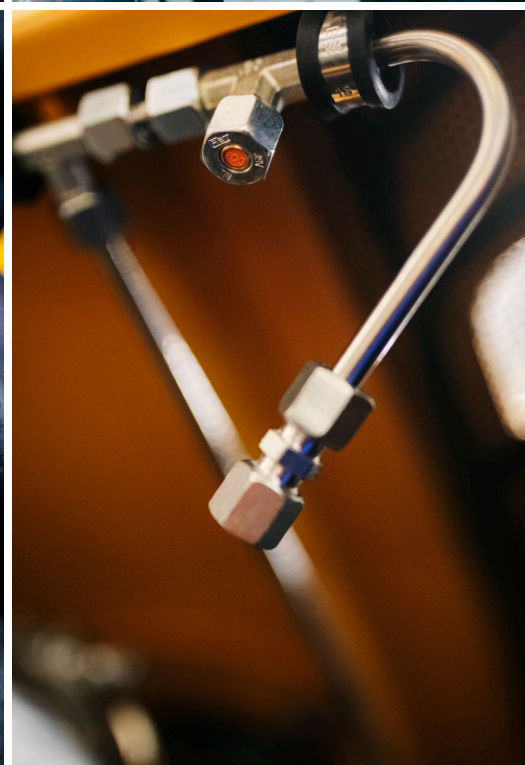
Partner material

This is an accessible introduction for Fogmaker Partners when starting with the Material Handling segment. We naturally believe the material is also of good use if you already have embarked on the market.

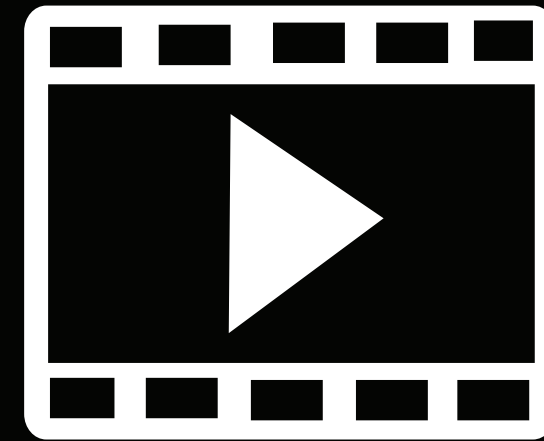
This leaflet gives you an introduction to general installation requirements, definitions of installation risk levels, system designs, examples of vehicles etc.

The material can be found for in the Partner Portal - marketing support. Or contact **fredrik.ronqvist@fogmaker.com** We will during 2020 continue to release material for the rest of the segments.



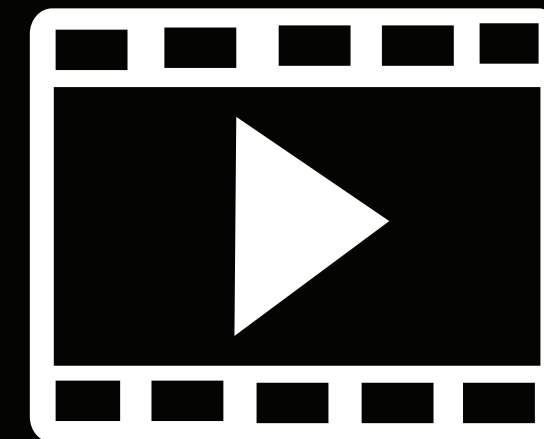


Demo showing how efficient the Fogmaker system is



Click above to see the video. Or copy the link below:
<https://youtu.be/90XXYRwe59A>

How to fill and empty the piston accumulator



Click above to see the video. Or copy the link below:
<https://youtu.be/YrFynm-h9VU>



Service agreement for Swedish customers

In our last Fogmaker News, we introduced our Fogmaker Nordic team and how we have strengthened this sales and service organization. Now we offer a service agreement for the Swedish market.

Fogmaker Nordic is our sales and service/installation organization focusing and developing the Nordic markets. Niklas Lovén, Sales Manager, Fogmaker Nordic says; Even though Covid-19 hit the whole world, our market is not affected to the same extreme extent. Our technicians are working full time and we are busy as always.



agree to as soon as a new system is purchased. We believe this will increase the quality and service greatly. And most important - you have a safe safety product.

Service agreement

- Prioritized customer
- Closer contact
- Service will get done in the right time
- Favorable pricing
- Always offered when purchasing a new product

Currently, we are contacting Swedish customers to offer our new Service agreement. When you sign our service agreement this means you will be a prioritized customer. We will keep you informed on when it is time for yearly service. This is utterly important. You buy a safety product which shall to be served yearly. We know from experience that customers can forget this. Let us help - relax as a customer and know that we take care of your service and you will get in done at the right time. The service agreement also gives you a more favorable price and you have a contact person. The service agreement is now an option to

Contact us for more information:

To sign a service agreement:
Henrik.grunden@fogmaker.com
+46 70 778 25 60

Other questions regarding a service agreement:
Niklas.loven@fogmaker.com
+46 73 719 66 33



The Fogmaker installation database

An ongoing project for a period has been our installation database which soon will be released. Please find the time plan below and here some general information will follow about the database.

Reasons why:

- We sell a safety product and the installation requires quality assured documentation.
- Risk assessment of the installation, vehicle, and the Fogmaker system.
- Customers/insurance companies demand more documentation for installations and not only type installations.
- During a thermal incident, we must be able to show documentations for a customer fire investigation.
- Be able to benefit and learn by sharing installations between each other and maintain a best practice register as well.

Two main databases:

- **Best practice register.** Examples of excellent installations which will be available for all partners. Fogmaker selects the best practice examples.
- **Installation register.** Partner's own database for documenting installations.

Two scenarios in the installation database:

- **Type installation** (a new installation)
- **Repeat installation** (where the basic data will be used from a type installation)

The database consists of four parts:

1. A general risk assessment for the installation/selection of standard
2. Information about the object/object risk assessment
3. System risk assessment and description
4. Installation protocol and customer signature

Time plan for releasing the database

- 2020 Q2 Fogmaker international and Fogmaker Nordic
- 2020 Q3 Selected Partners
- 2021 Q4 All Partners

1.

2.

3.

4.

The Mini fire suppression system

Soon more information will be sent out to you regarding our new product - the Mini fire suppression system.



Intended use: Fixed fire suppression system in areas smaller than 0,8 m³.

Welcome back to our globetrotter - Carl Zandler

After a year of traveling around in the world our KAM, Carl Zandler, has landed safe and sound back at Fogmaker International and we welcome him back. Many of you know Carl and after returning his role will now be KAM with the geographical responsibility for: USA, Australia, Italy and South East Asia. He is also responsible for the Business segment council – Trucks.

