

March, 2021.

Fogmaker news

Technical and market related information for our partners.

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FOGMAKER
INTERNATIONAL AB

NOTE! Coming webinar
Electrical vehicles
15th and 20th of April
An invite via Teams will come.

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

” I look forward to
what the future
will bring.

A stumbling market followed
by growing volumes

We just received the news that Busworld 2021 is cancelled and will take place in 2023. Last year’s challenge has been to keep up an optimistic view and to find out what are hopes and what is reality.

Now we have seen a steady increase, from a low level in December, to a more reasonable level for March. It is obvious that we have to wait a little longer for the bus industry to recover but we see a growing number of retrofits for buses, and we have also gained three new OEM:s in the last month. Great is that we increase our market share in all segments.

Market outlook

The outlook is that we will see a stumbling market in the first half of 2021 and growing volumes for the summer.

Changes has improved the pace

The organizational change, mentioned in our last Fogmaker News, has started to settle and the speed in the development-department has increased. Also, thanks to our new re-defined process of development.

New ways of working

Teams, Skype, Zoom, Google Meet - we have now tried them all and these tools are great in these times. We can never take away the need for personal meetings. Yet, we will probably travel less after this crisis and some might work more from home. However, there will still be a need for face-to-face meetings that can never be replaced.

The question used to be, when can we meet? In the future we will first ask ourselves, is it necessary to meet? We will most likely have fewer meetings and these with a clear purpose. There will of course continuously be meetings to socialize and to get to know each other. I look forward to what the future will bring.

Best regards
Lars Alrutz

We're ready to get started

Fogmaker's implementation of a common installation database is proceeding, and the system is ready to be used. All partners will be introduced and trained for the database but we do it with a few partners at the time.

We follow a process, as illustrated below, for the implementation. Most importantly is that you should receive good knowledge and control of the system before it is time to use it. Since you as partners have different pre-conditions, such as company size, the experience of Fogmaker and the various customers/segments you work with, etc., this means that there will be specific training for each partner. An invitation for the system will be sent out in due time.

Questions regarding access to the system, contact Dilek Tanyildiz. For technical questions, contact Marie Ingemansson

Update - implementing the installation database

Selection of partners

Training with partner's main user

User setup with partner

Training with partner users

If applicable

Separate follow-up with partner

General follow-up with other partners



A breakthrough for the Truck segment

On the right hand side you see material from a recent co-operation with Volvo Trucks. Volvo is promoting the Fogmaker system for their market as they now have the capability of installing Fogmaker in their factory.

This means that if you are in contact with operators, who buy trucks from Volvo with a need of fire suppression, they can specify our system from the factory when ordering. As this is a new market for the Fogmaker network there will be plenty of opportunities for service and aftermarket activities.

Volvos starts with trucks for timber

The intention from Volvo is to start with trucks for timber and woodchips, yet

there will also be great opportunities to fit mining trucks and trucks for transportation of dangerous goods (ADR) with fire suppression systems.

This is a breakthrough for us in the segment Trucks. Our hope for the next coming years, is to put plenty of systems on the market for this segment.



CASOLUTION

Tuve factory

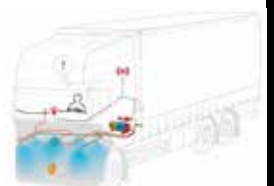


These three elements of a fire are often symbolized by the fire triangle. Removing one side of the triangle may be sufficient to extinguish a fire, but because of the complicated nature of a fire in the engine compartment there are no guarantees, reignition may still occur.

That is why a fire suppression system with a so-called triple effect that attacks all three sides of the fire triangle at the same time is the safest and most logical method that can be used to minimize downtime, improve service continuity and protect human life.



need to



Partner support for exhibitions and advertising

Right now we still have to patiently wait for exhibitions to be a safe place to interact again. A few weeks ago we held a webinar focusing on branding and marketing support. We take this opportunity to inform again, since we have recieved questions on how Fogmaker can support you as a partner for exhibitons and advertising.

Exhibitions

Fogmaker supports partners at certain exhibitions yet, this must first be agreed with your KAM or Fogmaker's Market and Sales Manager. Certified Partner by Fogmaker who gives 50 % of the surface to promote Fogmaker will contribute half the cost. But to a limit of approx. 2.000

EUR. We support with financial and graphic support for exhibitions. Our requirement is that you participate when Fogmaker Int. participates at fairs in your home market.

If you need help with graphic production the following questions should be answered before it is time to participate at the fair:

- What do you need help with/ what is the purpose?
- when do you need the material? Please note that your request must be submitted at least two months before the event.
- How should the material be used? Clearly describe the exact dimensions for, e.g., stand walls, roll-ups etc.

Advertising

Fogmaker International can help you with the graphical production of advertisement. Certified Fogmaker Partners cover their own advertising expenses.

All advertising, where Certified by Fogmaker partner is the sender, should always follow Fogmaker's graphical profile.

Exception

Fogmaker may support up to 50 % of advertising expenses but these are for strategic supported matters - for instance when a new partner needs to break ground in a new country or where extra help is needed to enter a new segment. With this said there is no 100 % clear rules instead it will be decided from each case/inquiry. In these specific cases you initiate a contact with your KAM contact.

Ground rule is:

The main support goes via agreed exhibitions participations and not for advertising.



” We want to thank you for your great contribution and cooperation during the online assessment.

We are better together!

2020 has been a year in which we have tried to overcome the stillness and turn it into an opportunity to better ourselves. Therefore, we have decided to take the step to make our assessments online and continue with our steps towards better cooperation. Though it may sound like a smooth melody to the ears, it has not been equally smooth in reality. There have been connection issues, sound issues, yet we have endured the difficulties and succeeded with the assessments. As a result, we take steps to become better.

What the assessment include

It always is more productive to meet our partners face to face. It is easier to share information in this manner. We have managed to make these online assessments productive, if not more fun. We look into our partner's daily business flow. We have gone through all topics, including; inventory management, document management, customer management, segment management, various applications. We started from training to a list of trained people up to service objects to customer management.

We discussed and shared. And we want to thank you for your great contribution and cooperation. There are more of these assessments to come. We are far from being done; we will never be done since this is a continuous process. We aim to be better together.



A kind reminder

Sales report

Do not forget to send in your sales report for Q1. Contact your KAM if you are missing the Excel file or have question.





Products leaving the assortment

The 31 bar bottles will no longer be in our assortment due to that the pre-filling of the tube needs to be done without affecting the pressure of the bottle.

The UL bottle will still be available.

Other variants can be offered upon request as the old versions will be available for the aftermarket during 5-10 years.

Price increase and products leaving the assortment

Almost two years ago we launched the new and improved detector bottle (1677-00-24) and the intention was that it will replace the old version (1657-00-24). We can now see a shift of volumes and we are forced to increase the price for the old version. The new one will continue to have the same price for now as when it was launched.

The need for a detection system that sends an alarm if the pressure drops in the detector tube independent of the bottle pressure. The 2nd generation detector bottle has a turning ring valve instead of a ball valve. Moreover, a modified nipple which allows the pressure switch to primarily read the pressure inside the detector tube, and not only pressure inside the detector bottle.

New detector bottle.

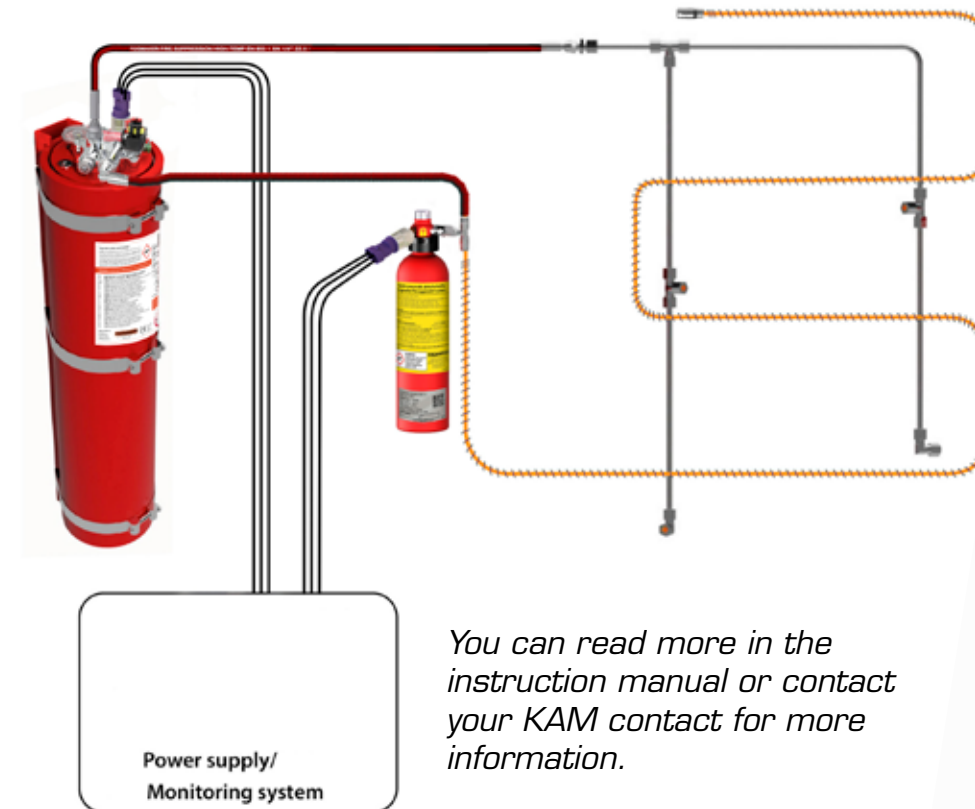
Old detector bottle.



Detector bottles we will continue to sell

	SEK old price in SAP	EUR old price in SAP	SEK new price	EUR new price(9,50)		SEK new model	EUR new model
1656	1249	141,80	1916	201,68			
1656-00-24	1249	141,80	1855	195,26	1676-00-24	2208	232,42
1656-00-24-S	1249	141,80	1775	186,84	1676-00-24-S	2160	227,37
1656-AIR	1249	141,80	1930	203,16	1676-AIR	2208	232,42
1657	1249	137,90	1811	190,63			
1657-00-24	1214	137,90	1810	190,53	1677-00-24	1990	209,47
1657-08-24	2000	225,00	2421	254,84			
1657-AIR	1214	137,90	1824	192,00	1677-AIR	2170	228,42

The price increase is valid from the 1st of May 2021.



You can read more in the instruction manual or contact your KAM contact for more information.



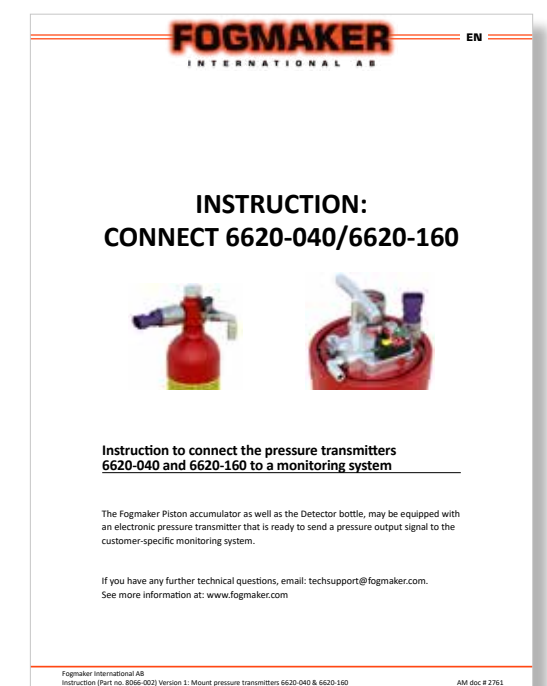
We can now offer pressure transmitters

For the piston accumulators and detector bottles we can now offer a pressure transmitter.

The customer can connect this sensor to the piston accumulator as well as the detector bottle, and see the exact pressure. The pressure transmitters have gone through field testing and internal testing with approved results.

Customer software

At present we cannot offer a software for the alarm panel with the pressure transmitter. This means that the customer needs to develop the software.



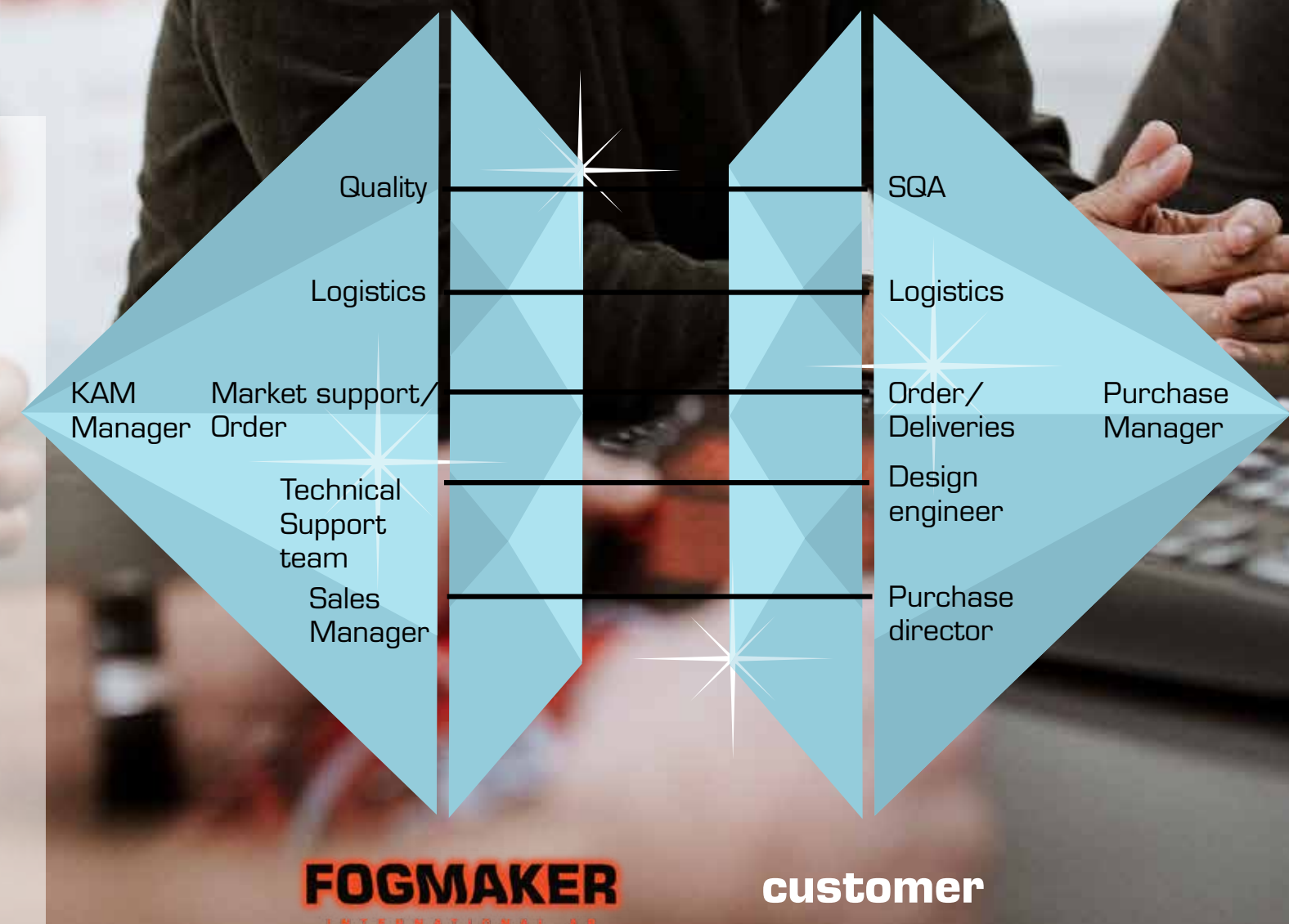
We have reached the final stage in our KAM-process

In our introduction of Key Account Management, we have now reached the final stage. Key account teams for all the large customers have been introduced. In practice, it means that every customer account has its own Technical Support Manager and a designated person for order-management in our Sales support team. There are also clear pathways regarding logistic and quality issues.

Very important for us that you as a customer have a direct connection with these functions to receive quick answers. Of course, you can always contact your designated Key Account Manager.

The final step of the KAM-introduction is to ensure quick answers to RFQ:s through

the Sales support function and project management. When your sales contact is unavailable we can always manage your RFQ:s through our business project management.





Fogmaker's training goes digital during 2021

Fogmaker has had a traditional way of training where you meet face to face with a Fogmaker trainer. We sell a safety product where mistakes cannot be made due to poor knowledge of service or installation. It is mandatory to perform theoretical and practical training under the guidance of a Fogmaker trainer to be a Certified Partner. Yet, in these uncertain times with Corona's steady grip we must find new ways to give our training yet, in the same safe and controlled way.

Corona has changed the way we interact. We have rapidly moved our way of communicating to digital platforms. This means we need to adapt and it is one reason for our decision to create a digital platform for training. Furthermore, you as partners have also asked for this.

Online training will naturally make us more flexible and increase our availability.

Signed contract for a new platform

A signed contract for a platform has just finalized and we are in the process of looking over our process for training. This is the opportunity to look at areas of improvements and risk evaluations will be done, since we mastering the system practically is critical to avoid injuries. We will come back with more information as the project proceeds.