

December 2022

Fogmaker news

Technical and market related information for our partners

*Your website is
the window of your
buisness. Keep it
fresh, keep it exciting.*

Jay Conrad Levinson

A brand new webpage

Page 4



New

Introducing a 9.5 liter
piston accumulator

FOGMAKER
INTERNATIONAL AB



Deliveries and opening hours

LAST DAY FOR DELIVERIES:
20th of December

CLOSED:
23rd of December to the
2nd of January

NATIONAL HOLIDAY:
6th of January



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

Closing 2022 on a good level

We will close 2022 on a good level. Yet, unfortunately inflation keeps up and gives us challenges in pricing. There are a lot of activities going on to reduce, re-design, or re-source the materials. As we are dealing with a safety system surrounded by certifications, changes take time. We have also increased our stock levels to secure a good supply chain and to be able to deliver with as short lead times as possible. This means that change takes a long time to implement.

We see a bright market for 2023

Looking forward we have set a sales budget for 2023 that means an increase of 27%. Some of it is price related but most of it will come from organic growth. We have big expectations for the Partners as we have seen in the second half of 2022 that things have become easier. There are no Covid-restrictions and the market is better. Some segments are hot such as Material Handling, Mining and Tunneling, and Airport. We will have those as specific focus areas for 2023. We can also see that there is a growing interest in Trucks due to Bleve regulations coming up for ADR transports and an increased interest from Agriculture due to changed insurance policies across Europe.

Of course, the Bus segment is good as well. The coach business is slowly coming back and we have had great success also in the city and intercity sectors. Still, we also find new possibilities outside of Europe where more and more manufacturers realize that Fire

Suppression is needed and the governments decide to apply R107 in greater occurrence.

Focus for next year

Internally we focus a lot on aftermarket and this project will continue for the whole of 2023. For Fogmaker International this means creating a good ground for the Partners to work from. We need stricter policies regarding training, better kits for aftermarket operations, and better connections with operators and fleet managers in all segments.

New website

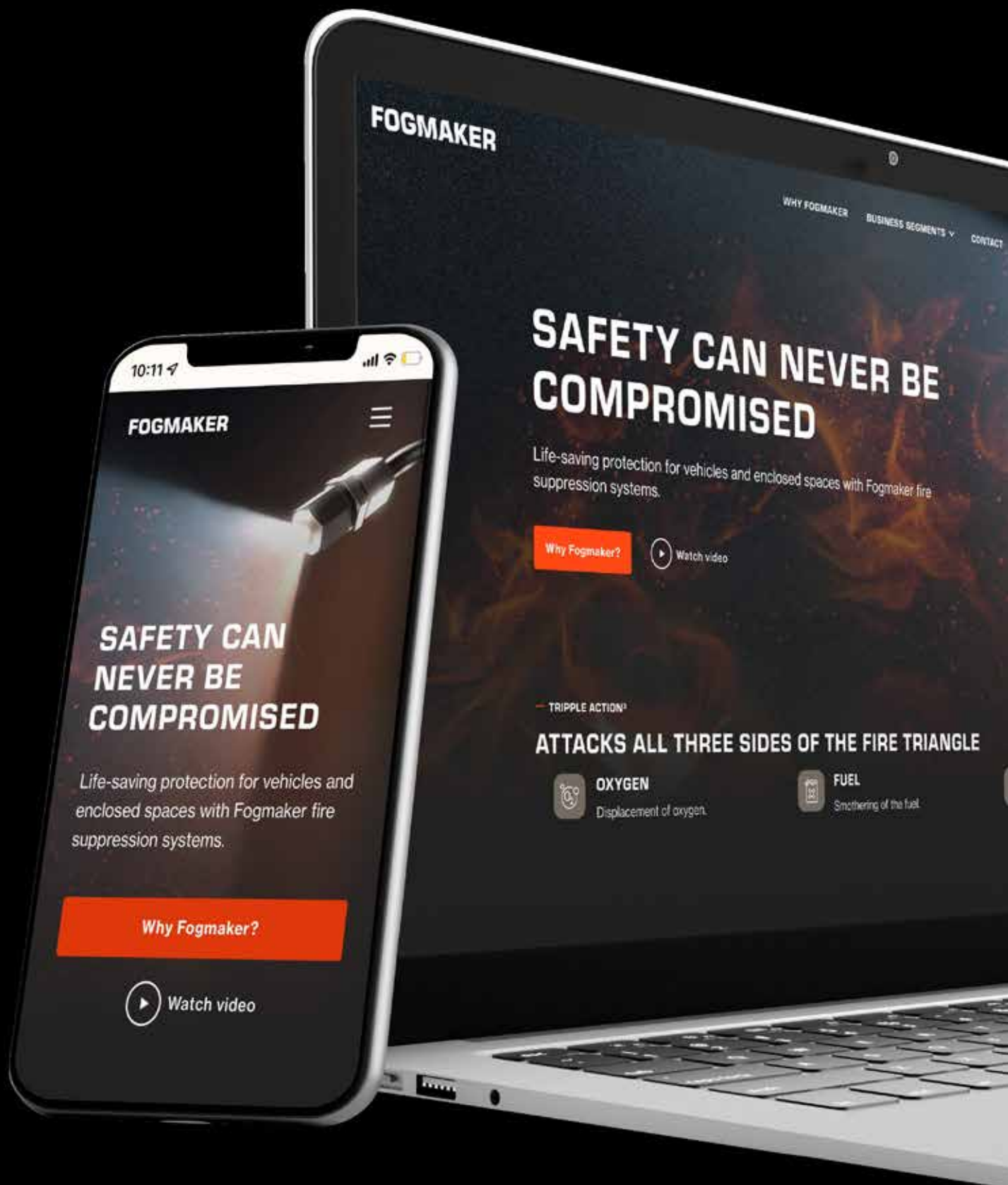
Furthermore, I hope you will enjoy our new website with improved design, new content and dealer-locator. We will continue to develop it next year but for me, it is a great step forward with this upgrade.

Fluorine-free agents

For the product, there has been a lot of focus on fluorine-free agents lately. We will soon launch it from a wide perspective. More information will come during Q1-2023.

Last but not least... The Fogmaker team wishes you all a peaceful Holiday and the best start for 2023. Merry Christmas and a Happy New Year!

Best regards
Lars Alrutz





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New and fresh website

We are really content and happy with Fogmaker's new website. It's not finished to 100 % since we will add a few customer references for visitors to comprehend our offer even further. However, a living webpage will never be finished - it is a platform that constantly should be modified and updated to show the visitors that Fogmaker is an alert and active company with the right skills and product. We hope you will, just as us, enjoy the new webpage.

What's new?

As you will see, the webpage's appearance is new including the structure and content.

The challenges

Capturing the visitor immediately through a striking start page with an appealing visual look and language has been the mission of this web project. Furthermore, the aim has been to immediately let the visitor gain an understanding of what Fogmaker does and for whom.

We wanted the website to better present the business segments. All unique selling points have been lifted more clearly on all segment pages, including the starting page. What makes Fogmaker unique and how the product functions is now more visual and pedagogically explained.

Enjoy the new web and we hope you find it even more useful than before.

We make a 5 % price update

Due to continuous unstability in the market and a high rate of inflation, that has not been seen the last 30 years, Fogmaker is forced to make a price update for the coming year.

In the last month some materials have started to decrease in price. Yet, we have some lingering increases from this summer, including newly introduced surcharges for energy, applied from suppliers. Consequently, there will generally be a 5% increase on our pricelist.

Valid from January

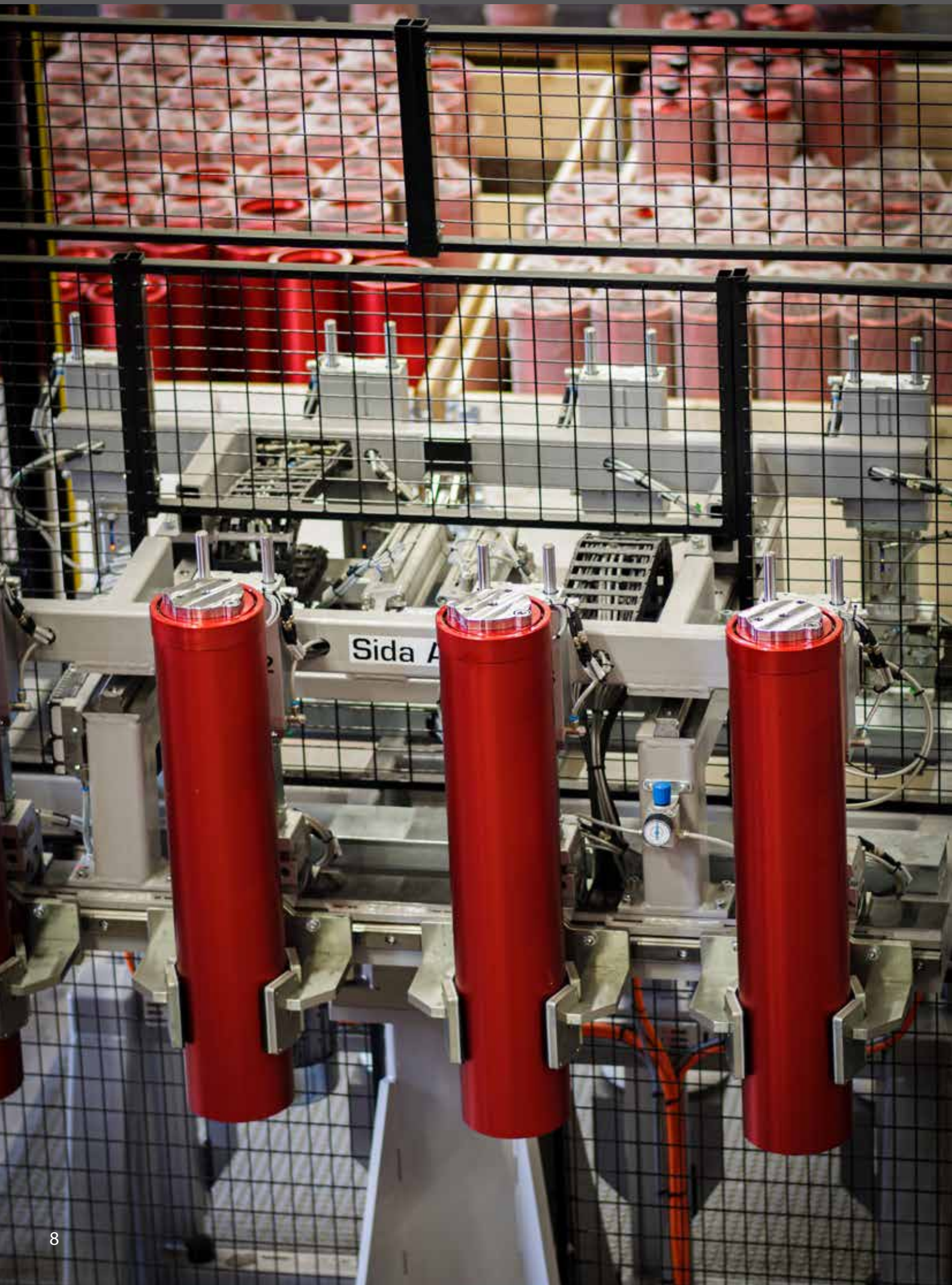
The new prices will be applied from the 1st of January 2023. We will continue to monitor the development and there will be quarterly updates next year.

For those of you buying complete kits your sales representative will send a new price list in November. The increase for the kits vary as it depends on when you last purchased them. *Note, **deliveries*** (and not order date) after the 1st of January 2023 will have the new price.



Facts:

Fogmaker's automatic production, of finished piston accumulators, has a capacity of approx. 110 pcs/day.





News!

Introducing a 9.5 l piston accumulator

We introduce a larger piston accumulator in the size 9.5 liter. We have had a gap between the 7.5 and 11.5 liter piston accumulator which forced us to oversize in some customer cases. Now we will be able to offer the customer a more optimized solution.

NEW

- part no. 2045
- cylinder 178 mm
- 9.5 l anodized

Premiere at IAA in Hannover

One of Fogmaker's focus segments in the next coming years will be Trucks especially due to the latest regulations for ADR trucks. Therefore, it was strategically chosen to participate at IAA Transportation for the first time. These are Carl Zandler's, KAM and responsible for the Truck segment, impressions from the trade fair.

"Heavy trucks were in focus at the IAA Transportation which attracts customers in the field of transport and logistics. It was interesting to see all the latest developments in the industry, and some transportation companies even closed new purchase contracts of FCEV and BEV Trucks, during their visits in the truck OEM halls" says Carl.

Will IAA Transportation be an important arena for Fogmaker?

- Yes, definitely as walk the show. It is the most important exhibition for all heavy truck manufacturers in Europe, as well as for all truck bodybuilders and other companies, such as fuel companies and builders of transportation trailers. The industry is realizing that there is an available technology in fire suppression systems, to further enhance safety and reduce the risk of lost business.

New regulations for ADR trucks

The exhibition also focused on safety and the latest regulations for the ADR were presented, which will mean that ADR trucks of type EX/III and FL will need to have a certified fire suppression system installed from the factory. The consequences in case of fire in a truck carrying combustible, or even explosive, material can be devastating and includes a severe risk for the driver and the public. We must not forget that these vehicles are in our proximity all the time, on the same roads and in our cities. Further, any truck could potentially have an engine fire, which in case it happens during the movement through a several kilometer long tunnel, causes a life-threatening situation for any individual in the tunnel at the time.



Fogmaker's first time at IAA in September. Here a delegation visiting from the Swedish Embassy in Berlin.

The world's largest trade fair

Another fantastic exhibition has been completed this fall. Of course, we are talking about BAUMA* and the 33rd edition is just over. Mario Flores, KAM and responsible for the Mining and Tunneling (M&T) segment, was there and very content with this year's show.

Hi Mario, I know you are happy with this year's BAUMA - tell us a bit more.

- First of all, you must think of the dimension of this exhibition, which is one of the most significant exhibitions in the world. People from every part of the world reunite at this event. Our customers and future clients were present at BAUMA. Our stand was situated near a mining machine with our system installed, so we had the opportunity to show our system ready and mounted.

Will BAUMA Expo continue to be interesting for Fogmaker?

- Well, as I mentioned before, it was and will be one of the most significant exhibitions in

the world. I must say that I encourage our partners can participate as well at BAUMA next time because they will find many potential customers from all over the world. We have plenty of interesting leads and contact to proceed with after this year's exhibitions.

Why is M&T an essential segment for Fogmaker?

- The M&T segment is an important market for many industries. It is well known that the harsh conditions and the environment is classified as high-risk, so safety is a priority that we don't compromise with.



Mario Flores, Maria Stillman and Carl Zandler at Bauma in November.



The competition to buy a space at Bauma is enormous in certain halls. This year we were given a smaller booth, but we made the best of this space and had a nice presentation of our stand.

The eye-catcher at GSE Expo

Another premiere for us was at the Ground Support Equipment (GSE) exhibition in Paris this fall. We left Interairport, the previous GSE fair trade in Munich, for this new exhibition and so did many of the large operators. These are Erik Rydström's, KAM and responsible for the GSE segments, thoughts on GSE Expo.

Erik, what was your impression of GSE Expo?

- I must say the most positive aspect of this exhibition was how well organized it was with a good sized hall and most important - our existing and potential customers were present.

Our stand was situated as an "island" and with the tall cylinder in the middle, we stood out as the show's eye-catcher, and this attracted many visitors who came and discussed safety with us.

Will GSE Expo be an interesting exhibition next time as well?

- Yes, for sure. It is large enough and here you meet all the important manufacturers.

Why is GSE an important segment for Fogmaker?

- The GSE segment has been very important when it comes to our understanding of how to protect both diesel and electrical high-risk GSE equipment. Safety is highly important in this segment yet, the smaller ground support machines often lack the fire safety equipment needed. There have been some severe accidents in recent years at airports where the planes have been badly damaged due to GSE fires, that could have been avoided.



KAM Erik Rydström and Fredrik Rönqvist preparing our demo at the outside arena.



We had a perfect location with a stand located in the middle as an "island".



On this image you see KAM Fredrik Rönqvist, Mr Cheewit, SEA Syndicate, and Fogmaker trainer Martin Lindblom outside of Laem Chabang Container Terminal and in the background some Ship To Shore (STS) Cranes are visible. STS cranes are used to unload containers from the vessels.

SEA Syndicate wants to expand on the SE Asian market

Our System Design and Technical Support team including responsible KAM travel frequently to visit Partners. Just looking at this past week our different teams have been to Israel, Egypt, Thailand and Turkey. This is how our weeks look like. We travel to train Partners, support or approve new installations, discuss market strategies or visit an OEM customer.



It is pleasing to see all ambitions and aspirations in the Partner network to grow and expand the market. Becoming a Fogmaker Partner takes time - we have to get to know each other, find good ways to collaborate and see that the business will be fruitful for both parties.

Lately, we had an intensive collaboration through training sessions and visits to and from Thailand to support our Partner SEA Syndicate. Around two years ago Mr. Cheewit contacted KAM Fredrik Rönqvist with an inquiry to become a Fogmaker Partner. He asked if we had anyone representing Fogmaker in Thailand. We did not and therefore the timing was right. We got a very good impression from the beginning and learned that Mr. Cheewit had excellent contacts within Material Handling. Mr Cheewit says;" - We got to know Fogmaker from a friend working at the Port Of Singapore Authority

and also by learning more from your webpage and this is how our interest started. SEA Syndicate co., Ltd was founded in 2010 by me. We are an engineering service and contractor mainly focusing on Container Port Businesses. We are situated in Thailand with two offices – our head office in Bangkok and a site office in Laem Chabang Industrial Zone.

What does your long-term plan look like?

- We started with the Material Handling segment first for the Thailand market and we would like to expand to other segments. We would also like to broaden the Material Handling segment to other Asian countries.

What is your strength as a company?

- We are a true engineering company with experience in many kinds of equipment and we like to study and develop new products for our customers. For Fogmaker we offer sales, installations, spare parts, maintenance, service, warranties, repairs, and the manpower. We do the full service. Another strength for us is undoubtedly our team - there is a strong devotion and joy for our job.

How does the FM collaboration work for you?

We find the collaboration with Fogmaker sincere and friendly. We see plenty of opportunities for Fogmaker in the South East Asian market. Through marketing, we educate the market via real customer cases. We are a "hands-on" team and that is also our strength. KAM, Fredrik Rönqvist, says that; - Mr. Cheewit will be an excellent partner - he has the drive and ambition needed and a good network of contacts. Furthermore, when we did inspections at Cheewits customers we saw how skilled he and his team are.

Updated material

Access the new price list for Q1 2023 and other updated manuals via the Partner Portal. You access the portal as before via www.fogmaker.com and there you find the link either at the right side drop-down menu or at the end of the webpage.



Visual adjustment

Today the dial on manometer, 6200-50, shows 145 bar which make no sense. Correct is to show 138 bar (138 bar triggers the overpressure valve) and this update has now been done.

