

December 2023

Fogmaker News

Technical and market-related information for our partners

First International Subsidiary Fogmaker Finland Oy

Page 4

Introducing Fogmaker's new Sales Manager

Page 12

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Contents

Editorial page - Lars Alrutz 3

First Subsidiary: Fogmaker Finland Oy..... 4

The Power of Installation Documentation..... 6

Hello from G&T International in Korea..... 8

Updated Price List..... 10

Technical Notes 11

New Faces at Fogmaker International..... 12

Fall Trade Shows..... 14

Holiday Closings 16



Lars Alrutz, CEO
Fogmaker International AB.

A word from the CEO

Dear Partners,

Now the exhibitions for 2023 are finished. The last two shows, Stuva and Agritechnica, have been good for Fogmaker and will probably mean new business in 2024. Especially Agritechnica as we see a growing interest in Europe and South America for our products. The challenge is to find the right business model for each market, and we feel that the machine distributors are the key to the market as well as speaking to insurance companies.

The business is still good and we will finish the year according to the plan. 2024 will mean similar volumes in buses as 2023 and the focus is to find new accounts outside of Europe as well as growing in other segments such as Material Handling and Mining & Tunneling.

We are starting the planning for the Partner Days now in December and we will have a great program with a lot of different topics, so there will be something for all of you to bring home.

Finally, we announce Fogmaker International’s first acquisition. From 1st of December we have our own distribution company in Finland called Fogmaker Finland Oy, and we have employed 4 persons to run the business. What we have done is that we bought the assets from our former Partner Siveb Oy and employed the staff. This will give us a flying start on the Finnish market where we see a lot of potential for the coming years. There are many OEM:s on the market and they apply the same regulations as Sweden regarding Fire Suppression Systems for machines and vehicles.

Last but not least, the Fogmaker team wishes you a peaceful holiday and the best start of 2024. Merry Christmas and a Happy New Year!

Best regards
Lars Alrutz

Fogmaker's First Subsidiary: Fogmaker Finland Oy

Thus far, Fogmaker International has been completely based in Sweden and worked with independent partners around the world. December 1, 2023, is a milestone: for the first time, Fogmaker has a true international subsidiary. A huge welcome to the family to Fogmaker Finland Oy!

Fogmaker Finland Oy has acquired the assets from Siveb Oy, and the Siveb team will continue their work as Fogmaker employees. They bring knowledge and experience, and with combined forces we can serve a more comprehensive range of customers and drive further growth.

Organisation-wise, Fogmaker Finland Oy will fall under Fogmaker Nordic, managed by Marie Marvig.

Fogmaker's CEO Lars Alrutz says, "We are thrilled about the acquisition and its expanded opportunities to Fogmaker International. It will allow us to strengthen our presence further and better serve our valued customers in the region. The acquisition is a significant step towards achieving our vision of creating safer environments globally."

Siveb's owner, Kristian Lindström, says, "We are delighted to join the Fogmaker International family. We have known the company for a long time and know the excellent products as well as the company culture they represent. We will be able to provide our customers with even more innovative solutions and increased value. We are excited to embark on this new chapter and look forward to a successful partnership."



On the photo: Lars Alrutz and Kristian Lindström



Lars Alrutz, CEO Fogmaker International, Marie Marvig, CEO Fogmaker Finland Oy, and Kristian Lindström, Owner SIVEB Oy

The Power of Installation Documentation

Come along as we delve into the often-underestimated world of installation documentation, an unsung hero in the success of Fogmaker installation projects. In this exploration, we'll uncover the crucial role these documents play in installation work, and why recognizing their significance is key.

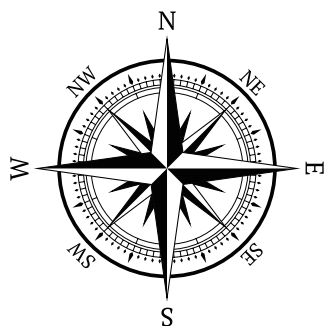
Have you ever felt lost in a maze of installation reports? Files named with dates, machines, or customers, or maybe risk assessments barely filled out, but containing an overwhelming number of pictures? There can be thousands of photos quite like each other. They take up a lot of space on your mobile device, but still don't say much about the machine or the work being done, or the risk point that should be protected.



If you feel lost trying to find the right customer, machine, and nozzle in the pile of photos, this article is for you.

Imagine installation documentation that isn't just easy to find, but also simple to follow with pictures connected to risk points, acting almost as the installation's user manual. This would transform complex details into easily digestible nuggets, making the process understandable for anyone.

Installation documentation isn't just for the suits or clients - it's the core of what we do. With a meticulously crafted risk assessment and installation documentation, everyone is on the same page, reducing confusion and ensuring a smooth workflow.



When navigating unfamiliar machinery, having an example risk assessment can be your reliable decision-making sidekick that offers insights and wisdom from around the world. It becomes your compass that guides you through tough choices and saves time through referring to previous examples and best practices.

The documentation should also act as a fieldwork guide. Mistakes are inevitable, and avoiding them invaluable. A good installation documentation serves as a checklist, identifying and eliminating risks before they become project nightmares.

Moreover, installation documentation isn't just about risks and support - it's your backstage pass to regulatory compliance, ensuring a smooth project journey without unexpected legal surprises.

Your installation genius might not be clear to clients and stakeholders, but a well-crafted report can act as a translation, proving you're doing a great job.

Installation documentation is more than just paperwork; it's your project's reliable companion that guides you through the installation maze. It's time to give these documents the attention they deserve and witness your installations transform into the rockstars they were meant to be.



Stay tuned for exciting news to come with our new project on an installation database, promising to revolutionize the way you approach and conquer installation challenges. The future holds even more possibilities for seamless and efficient installations, and we can't wait to share it with you!



/Dilek Tanyildiz
Partner Quality Manager

Hello from G&T International in Korea

We first encountered Fogmaker's automatic fire suppression system at the Bus Expo in 2017 as part of the Volvo Bus Korean dealership. We were impressed by the fire suppression capability of Fogmaker, and we immediately applied it to Volvo double-decker buses operating in Korea.

A couple of years later, we decided to establish G&T International Korea to expand the supply of the Fogmaker system in Korea with great support from Fogmaker International AB.

Since establishing the company, we have confronted various challenges, such as COVID-19 and the absence of mandatory regulations for installing FSS in industries, which led to potential customers' lack of awareness of how serious fire accidents can cause the loss of lives and their properties.

Worst of all, domestic customers were misled by the low-priced, low-quality fire prevention products that can be easily searched for on the internet, and the absence of KC (Korea Certification) made it almost impossible for us to participate in any large-scale bidding from the major conglomerates and government projects.

However, we had no doubt about how much the FM system would resonate in Korea and persistently continued marketing, not only limited to the bus installation but to every industry. Particularly, we put huge efforts into making reference cases from large companies and government institutes.

Finally, starting with the coffee roasting factory in 2022, we succeeded in supplying Hyundai Everdigm's drill rig as an OEM and installing 25T forklifts for Lotte Chemical in 2023.

Based on this case, we have achieved the result of being adopted as a safety specification for various equipment and facilities used by Hanwha Ocean (Korea's TOP 3 shipbuilding company), and installation is currently in progress.

In 2024, discussions are underway with Samsung Heavy Industries and Hyundai Heavy Industries (Korea's top 1 and 2 shipbuilding companies).

And our next targets are major ports' material handling equipment.

In Korea, fires in ESS (Energy Storage Systems) batteries manufactured by global companies such as Samsung and LG are currently becoming an issue.

Accordingly, we independently demonstrated initial fire suppression for the battery pack's (LG Lithium-ion ESS battery / 4.2V 64Ah) thermal runaway (1st and 2nd) at the Fire Insurer's Laboratories of Korea (FILK) and surprisingly, the FM 3.3L double cylinder with five(5) 1.2L/min nozzles succeeded in fire extinguishment.

Based on these results, supply discussions are on the surface with the companies mentioned above and we are trying our best to ensure that this project comes to fruition.

The market for AFSS is endless, especially in the markets in Asia and Korea, and we absolutely agree that Fogmaker's AFSS is the best. However, it takes a lot of time to convince customers and make them need the system. And it takes much longer to be installed in their equipment.

However, we will never give up and will continue in 2024, as we have done so far.

We promise that one day, the FM system will take the highest market share in the AFSS field in Korea.

This is how we end 2023.

From G&T International Korea



From left to right: CEO Adrian (Park Gyeon), General Manager Kay (Kim Tae Hwan), and Technical Team Manager Jun (Hwang Lee Jun).

Updated Price List

The updated price list for Q1, 2024, was distributed in November. It is important to always refer to the most recent version to ensure using the correct article numbers.



Lars Alrutz says, "In general the adjustments are small, and you will see both increases and decreases of prices. The market is still a bit uncertain and while some materials have started to go down, others remain high or still increase slightly. Also worth to mention is that some of our components have a long lead time, which means materials sold in January 2024 were ordered as early as April 2023."

If you haven't received the new price list or have questions, contact market support at order@fogmaker.com.

Technical Notes

Green lids for Eco 1

Going forward, the 25 liter jugs of Eco 1 suppression liquid will have green lids, to make distinguishing 1837 Eco 1 from the 1831 Original liquid easier. The latter will have black lids.

Remember not to mix Eco 1 and the original liquid. If you use the same pump for the different liquids, it must be cleaned when going from one to the other. To be on the safe side, it's best to use different pumps and have them clearly marked.



New Label for Services

Many installed piston accumulators lack information about when the last 5 or 10-year service was performed. This is a quality issue that makes it very difficult to know when the next service is due. To solve the problem, Fogmaker is introducing a new label to be used when performing services.

The change allows the person servicing a system to mark with a signature, or mark/print a specific number to indicate who did the service, when it was performed, and when the next 10-year service is due.

Starting February 12, 2024, every service provider authorized by Fogmaker is *required* to mark the piston accumulators with filled-in/signed/printed label 8101. The label can be ordered from Fogmaker, or printed on your own label printer with resin print ribbon or equivalent.

If you have questions, contact us at quality@fogmaker.com, sds@fogmaker.com, or order@fogmaker.com.

5-YEAR SERVICE PERFORMED BY:
ID#/Name/Company: Date: DD/MM/YYYY

Do 10-year service at the latest by: /

10-YEAR SERVICE PERFORMED BY:
ID#/Name/Company: Date: DD/MM/YYYY

**All maintenance of the Fogmaker system may only be carried out by authorized personnel.**
DO NOT REMOVE LABEL 8101 ed.6

New Faces at Fogmaker International

Market and Sales Manager: Johan Bjerstedt

Lars Alrutz has upheld two demanding positions for a full year: CEO and Sales Manager. The time has come to welcome a new Sales Manager, and we are proud to introduce Johan Bjerstedt who joins us in January 2024.

Johan comes from Konecranes, which is particularly exciting for the Material Handling segment. He also brings extensive sales experience.



"My name is Johan Bjerstedt, I'm 44 years old and I have been working with sales since 2003. I'm very passionate about sales, and I'm very happy to join Fogmaker in January 2024.

I have been working with Distributor Management during my past 9 years in the material handling industry (Konecranes), and it will be very interesting to widen my view to a wider variety of industries and businesses that you are working with.

I chose to join Fogmaker because I know it is a good product from a great company, with a very interesting future. A future which you as a Distributor is a key contributor to"

/Johan

Peter Vannemyr, Chief Financial Officer

Peter started at Fogmaker in September and got a running start as he arrived in the midst of budgeting.



Peter says, "I am very excited to be part of Fogmaker International AB since I can see a huge global expansion potential within the company. The two main reasons for this potential are because of the company's world class products and the unique technical solutions behind them, and the sheer professionalism everyone at Fogmaker presents. What also impresses me are Fogmaker's codes of conduct, it is very evident that Fogmaker has a major focus in doing business in highly ethical and sustainable manners.

My vision is that I continuously can help the company make the right decisions by providing in-depth analyses combined with logical reasoning. I am a numbers person and therefore people can expect me to do a lot of data crunching. It is all about understanding data and facts, and compiling them in an understandable way so that the most favourable decisions can be made."

Changes in Sales and Marketing: Inside Sales

A new role, Inside Sales, was launched last autumn and we now have three colleagues doing this important job. All of them have worked as International Market Support and are well equipped to take on the new challenge.

The purpose of the Inside Sales role is to support the Key Account Managers with Requests for Quotations and to take on responsibilities in the daily work with our customers.



Caisa Dahlström

Project Leader and Inside Sales from October 2023. Caisa leads internal projects, forecasting, and the pricing process.



Maria Stillman

Inside Sales from October 2023. Maria also works with the planning and execution of trade shows.



Anders Wikman

Business Project Leader and Inside Sales from December 2022. Anders works both as a project leader for Business Projects and with the operational planning of System Design and Support.

2023 Fall Trade Shows

Trade Shows are important for showing the Fogmaker brand and meeting both old and new customers. If you plan to participate in one and would like our support, contact your Key Account Manager.

During fall, we participated in STUVA in Munich (right). On the photo: Fredrik Rönqvist, KAM at Fogmaker International, Ingo Ubrich from German partner Fischer-Gruppe, and Niklas Björnvik, KAM at Fogmaker International.

We also went to Busworld in Brussels and our stand (below) was quite popular. We had some interesting discussions about fire suppression systems, electric buses, and our new 100% PFAS-Free suppressant Eco 1.

The systems with Eco 1 have been R107 approved and sales will start in 2024.



Agritechnica took place in Hannover in November and besides having a stand, Lars Alrutz held a presentation on fire prevention in agricultural equipment.



We are planning for 2024, and the schedule thus far (may be adjusted) is:

- TOC Europe in Rotterdam, June 11-13
- IAA Transportation in Hannover, September 17-22
- Minexpo Las Vegas, September 24-26 (together with partner USSC)
- TOC Americas, Panama, October 1-3 (together with partner Gestión Cuatro)
- Persontrafikmässan in Gothenburg, November 5-7

We were also delighted to show the first in our new series of segment videos at Agritechnica. On the photo, left to right: Johan Stark, KAM, Erik Rydström, KAM, Maria Stillman, Inside Sales, and Niklas Björnvik, KAM.





Holiday Hours

The holiday season is just around the corner and in Sweden we celebrate Jul on December 24th. We will have limited capacity over the holidays.

The last day for both production and logistics will be December 22, and we open again on January 2, 2024.

We look forward to meeting 2024 and the future together with you!

Happy Holidays!

FOGMAKER

I N T E R N A T I O N A L A B