

March 2024

Fogmaker News

Technical and market-related information for our partners

Fogmaker Brazil LTDA

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Port Spotlight:
Technical Paper and Q&A

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FOGMAKER
INTERNATIONAL AB

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Lars Alrutz, CEO
Fogmaker International AB.

A word from the CEO

Dear Partners,

When forecasting 2024 it was a bit hard for us to estimate how the business will develop as Sweden together with the rest of Europe has seen a decline in the economy. In the first two months it has been proven that many of you Partners out there do a tremendous work getting new market shares. For January and February ,we are 25% up compared to last year. We can't be sure this will last the whole year, but it is a great start. We have also made some employments to strengthen the sales department to ensure future growth.

We have as many of you know acquired our first subsidiary in Finland in December. This is a first step for us to establish in markets where we see great potential and where we have had less growth than one can expect. We have the best product with sustainable solutions for the future and it would be a shame not to take the opportunity when we have the chance.

The next step in expanding Fogmaker is Fogmaker Brazil LTDA. This brand-new subsidiary will be developed further during the next few months, and we look forward to getting to know the Brazilian market better. This is a very exciting step that will

strengthen the organization and global presence.

The market is good and the last two months we have seen a growing interest in our solutions for EV as well as our 100% PFAS-Free ECO-1 agent which will soon be launched for the bus market. You will get more information around this during the year. Besides the R107 certificate, we have gotten the SBF 127:17 certificate as well as the AS5062 (2022) with ECO-1. Right now, the development team are working hard on getting FM5970. I hope we can share information around this soon.

We have set a preliminary program for the Partner days and it looks really inspiring and you will get a lot of ideas to work on when returning home from the event. You will soon receive a formal schedule and I really look forward to meeting you all in May.

Best regards
Lars Alrutz

FOGMAKER

BRAZIL LTDA

Brazil is the fifth largest country in the world, with a huge potential market for Fogmaker products. Establishing our second subsidiary - Fogmaker Brazil LTDA - is a move that will allow Fogmaker to grow in South America.

Fogmaker Brazil marks a significant milestone in strengthening our presence in South America. Getting the new business up and running will be a long process, and the goal is to have it fully operational in about three month's time.

The company's focus will be to meet the evolving need of customers in the region, delivering advanced, environmentally friendly and comprehensive fire suppression solutions.

Initial focus segments will be Buses, Mining, Material Handling, Agriculture, and Forestry.



Marco Augusto, Johan Fager, Lars Alrutz, Mario Florez, and Roberto Bassi. Johan and Roberto come from KAZAMAX, a local company that will help us with administration.

Welcome to Fogmaker!

2024 PARTNER DAYS

Växjö, Sweden, May 27-30

We look forward to seeing you!

The event starts May 27 at 5 PM (17:00), and ends at noon, May 30.

Highlights from the program:

- Product News
- Competitor Analysis
- Meet Lars Fredin, Chairman of the Board
- Business Segment Updates
- Award Ceremony

We have also planned fun evening activities where you will experience the very best of Swedish summer.

Final registration form with choice of meal preferences will be available early April.



Welcome to Sweden!

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New Nozzles for R107 with Eco 1

In order to meet the fire test requirements for R107 with the new and PFAS-Free Eco 1 liquid, the new systems will no longer be using the regular 90° hollow-cone nozzle. It will be replaced by two new nozzles: a 45° hollow-cone and a flat nozzle.

Flat Nozzle, 1507-010:

- 40°/8° spray pattern
- 0,8 l/min
- Turquoise protection cap



Hollow Cone, 1508-010:

- 45° spray pattern
- 1,2 l/min
- Grey protection cap



Original Hollow Cone, 1503-010:

- 90° spray pattern
- 1,2 l/min
- Orange protection cap



The concentrated spray pattern of the flat nozzle makes it particularly useful on the warm side of the engine, and the spray can be directed into tight places. There is a new tool for adjusting the direction of the Flat Nozzle, see more information on page 18.

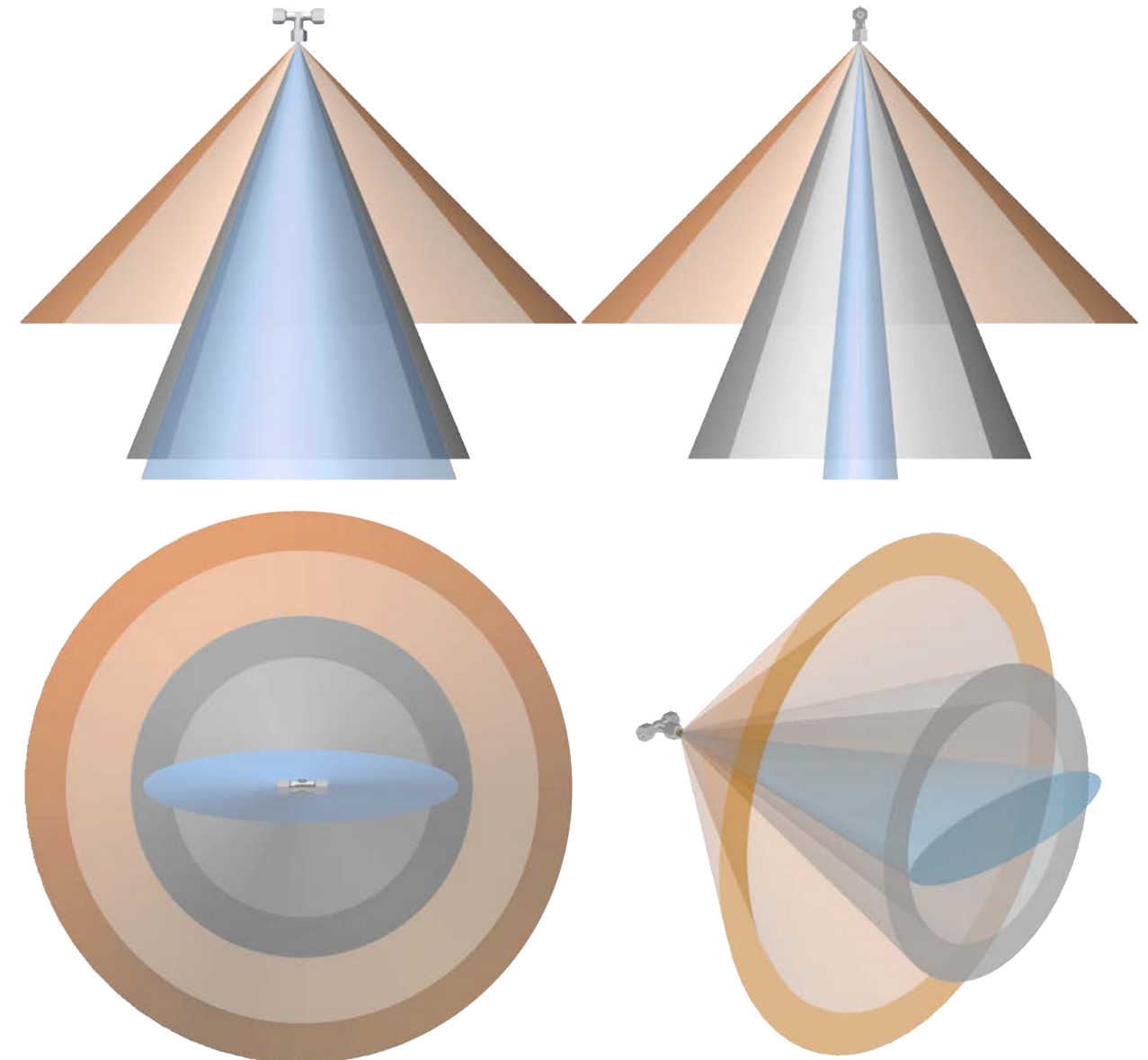
The new hollow cone has a more narrow spray pattern than the old one, 45° instead of 90°, and that gives a more concentrated mist of small droplets that together have a large surface area.

Training will be provided, and it is very important that everyone involved in installation and service of the systems attend. Contact your KAM for more information.

Spray Pattern Comparison

- Flat Nozzle 40°/8°
- Hollow Cone 45°
- Hollow Cone 90°

The top image shows the spray pattern from the front and side, and the lower image from above and slightly from the side.



The importance of including sustainability in Dacke Industri's strategy

The following is from a message from Fogmaker's owner, Dacke Industri.

Dacke Industri Group strives towards long-term growth and profitability based on our commitment to operating sustainable businesses and our guidelines for ESG work. We are convinced that consistent sustainability work provides both environmental and social benefits, value creation, and healthy companies in the long run. Dacke Industri's ESG framework supports the companies in developing their business with actual positive sustainability effects to be relevant suppliers to our customers in a long-term perspective.

By integrating ESG (Environmental, Social responsibility, and good Corporate governance) in our operations, our companies can contribute to a more sustainable world and achieve a range of positive effects for both their business and society at large. From increasing efficiency in our products and production, minimizing the use of raw material, attracting employees, suppliers, and customers, and strengthening relationships with other stakeholders, we follow a profitable strategy for long-term success and sustainable growth.

ESRS and CSRD

CSRD is the EU directive and covers all relevant aspects of ESG, aiming to increase access, quality, and comparability of information to enable investment in sustainable activities.

According to CSRD, reporting should be done according to mandatory European standards, ESRS (European Sustainability Reporting Standards), developed by EFRAG.

In the future, large companies operating in the EU will need to disclose how their operations impact people and the environment and the sustainability risks they face.

Dacke Industri is expected to be included in this requirement starting from the 2025 reporting year. However, we aim to be prepared by the 2024 reporting year, as we want to continue to be relevant to our customers.

As a supplier of components and systems to major market players, the increased requirements for suppliers will be driven by the legal requirements that apply to these customers before they become effective for us. By taking ESG issues seriously now, we remain relevant and updated for the future.

What does it mean to our customers?

Dacke Industri operates according to a decentralized governance model where the companies in the group have a high degree of autonomy, which is also reflected in the sustainability work. For our customers, this will mean they can feel confident that we, as a supplier, take responsibility for our impact on people and the environment and handle sustainability risks thoughtfully and strategically. By disclosing and being transparent about our ESG initiatives and performance, our customers will see that we take their demands and expectations seriously. This can also give us a

competitive advantage. Overall, it can strengthen our relationship with our customers and increase our trust as a responsible and sustainable partner while we also contributing to saving our planet.

The ESG project within Dacke Industri

We have a Common IT system for ESG for Dacke Industri—Position Green. In the future, it will be mandatory reporting, and also company-specific. For the moment, the project group is working on the Double Materiality Analysis (DMA) from a whole-view perspective for Dacke Industri. We have in this group Per Porenus and Camilla Quist from Dacke Industri, Urban Fagrell and Roger Ekberg from PMC Hydraulics, Marie Ingemansson from Fogmaker International, and Vesa Jokela from Polarteknik.

We are also starting an ESG network for Dacke Industri; each company will be represented there to support, inspire, and share knowledge between all companies. All companies within Dacke Industri will be active in Position Green and start reporting in the system by the end of 2024.

We believe that what's measured gets done. It will create awareness about what we actually can do with our business, products and services. ESG will also be included in the Board's annual wheel to ensure that we remain relevant suppliers to our customers in the long term.

Dacke Industri's focus areas

Dacke Industri has four focus areas. These are:

Responsible ownership: Dacke Industri's long-term ownership structure promotes and safeguards the ESG agenda as part of the company's strategy work. We have ethical principles and high professional standards that guide all business decisions, fostering trust and integrity in all operations.

Development of our business: The Dacke Industri Group focuses on continuously developing and improving products to make them more resource-efficient and reduce the carbon footprint by optimizing the entire supply chain and integrating sustainability into strategic decision-making, R&D projects, and investment criteria.



Dacke Industri's ESG group: Vesa Jokela (Polarteknik), Per Porenus (Dacke Industri), Urban Fagrell (PMC Hydraulics), Marie Ingemansson (Fogmaker International), Roger Ekberg (PMC Hydraulics), Camilla Quist (Dacke Industri).

Employees and Society: Dacke Industri Group prioritizes creating an attractive workplace by focusing on employee welfare, diversity and inclusivity, human rights, and community engagement to ensure long-term success and sustainability.

Environmental and climate impact: Dacke Industri Group focuses on reducing environmental impact through implementing measures to decrease GHG emissions, improving product performance, adopting energy-efficient technologies, sourcing renewable energy, enhancing material efficiency, reducing waste, promoting recycling and safe disposal, and tracking and managing GHG emissions from various sources.

Next step

All companies will be involved and start reporting in Position Green during the year.

For Dacke Industri, sustainability issues have become a central part of our business strategy. As part of our ESG work, we will most likely include included sustainability reporting in our annual report. By doing so, we can clearly communicate the actions we are taking to reduce our environmental impact, promote social responsibility, and ensure good corporate governance.

“At Dacke Industri, we are firmly convinced that sustainability is important for our companies’ success and for creating a better and more sustainable world for future generations. Integrating ESG, environmental, social, and governance considerations into our strategies and processes will support companies in continuing to develop their businesses with long-term sustainability. We will continue to be relevant suppliers to our customers in the long term”, says Lars Fredin, Group CEO at Dacke Industri.

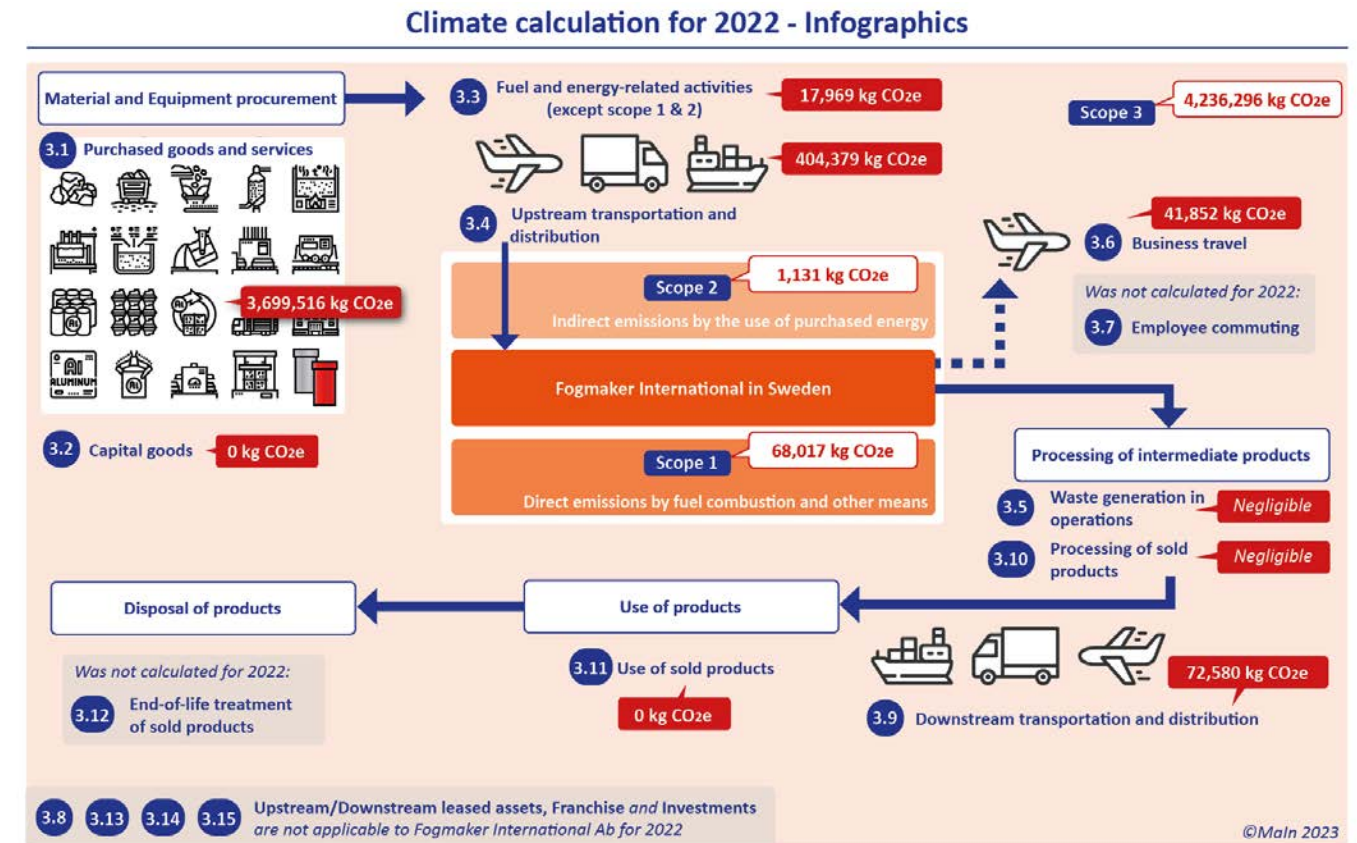
Fogmaker Switches to HVO 100

HVO100 is a direct substitute for diesel fuel, made from renewable raw materials such as vegetable oils and other waste products from the food industry. By switching from traditional diesel fuel to HVO100, a vehicle’s carbon emissions can be reduced by up to 90% immediately, without impacting the function.

Fogmaker International has made the decision that all diesel vehicles should be fueled with HVO100 and hope others will follow our example.

Climate Calculation

Fogmaker International has an ongoing project that calculates climate impact. Below is the result of the summary for 2022, and we are working on the figures for 2023 now.



Bicycle Season is Here

Fun fact: In Sweden, many people ride bikes both in their leisure time and to and from work. Fogmaker International encourages this and offers employees a bicycle benefit where employees can lease the bike of their dreams at a low cost.

Sweden also has a tax deduction that makes the lease beneficial. The leases run for three years and at the end of the period, the employee can purchase the bike or lease a new one.

Fogmaker also offers bicycle service to employees, and a technician comes out twice a year to go through the bikes. Some of us have been riding all winter, and now the time has come to shift from studded tires to regular bike tires.



Fire Suppression Systems for Electric Port Equipment



FOGMAKER
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Gustav Stigsohn, Product Manager,
Fogmaker International

*Originally Published in Port Technology,
March 2024*

BACKGROUND

The world is in the middle of the electric revolution. The change from fossil fuel-driven machines to electric-driven has affected almost all industries in one way or another. As always with new technology, it brings new and exciting possibilities, but it also comes with the risk of misunderstandings, insecurity, and even fear, as new technology like electrified vehicles and machines replace old well-known diesel-driven alternatives.

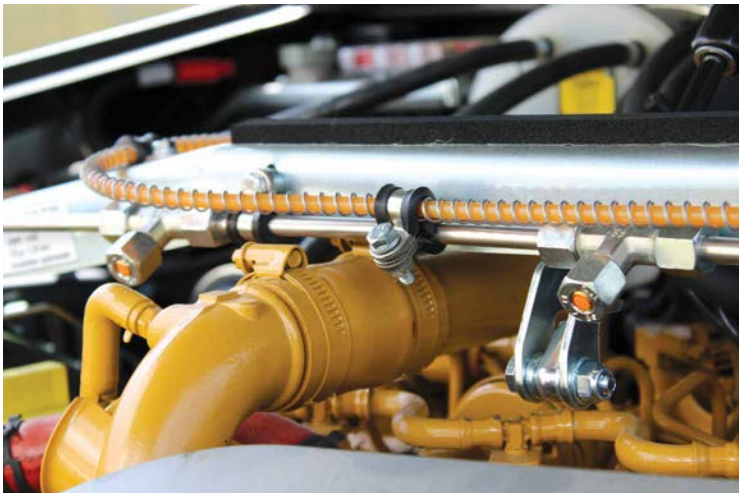
For electric machines, the risk of fire is one example of this.

Unfortunately, this lack of experience is sometimes exploited to create a market by making the customer insecure and to promote a product that might not be needed or might not do what is expected from it.

THE PROBLEM

New technology means there will be a lack of experience. It also means that there will be both a steep learning curve and a fast development of the product. What we do today might be outdated tomorrow.

Fires or thermal incidents in vehicles and machines are more common than you would expect. Heat, fuel and oxygen are all you need. Although electric vehicles



are involved in fires less often than fossil fuel-driven machines and vehicles it sometimes seems like the fear of a fire is greater with electric machines.

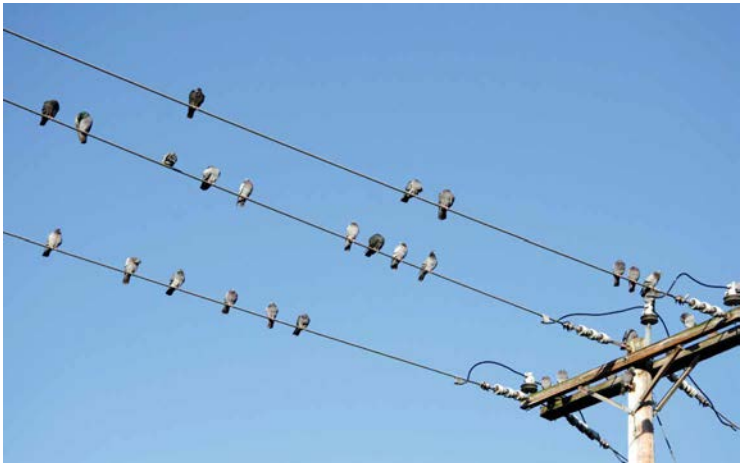
So, what is the problem? When you mention fires and electric vehicles in the same sentence, most people think about the lithium-ion battery and the devastation a fire in such a battery can result in.

The important thing to remember is that the battery is only one object of many in an electric machine that a fire can originate from. Many other components contain fuels, components that are or can be hot etc. While there

aren't enough statistics available on fires in electric vehicles, the limited data suggests that it is more likely for a fire to start outside the battery and not involve the battery at all, rather than a fire where the battery is involved.

SOLUTION

So, what can you do? All machine models are unique, and they are used differently and in different environments. All this matters when it comes to risk. A well-performed fire risk analysis is the first step to a safer machine and a safer workplace. If the conclusion



from the risk assessment is that a fire suppression system is needed to mitigate risks, then it is important to choose a suitable fire suppression and detection system with a, for the area, suitable suppression agent.

All fires are gas fires. It is not the liquid or the solids that burn, it is the gases they release. This is of course a simple way of seeing it, but when considering this, do you really need a special fire suppression for an electric vehicle? In most cases no. Many fire suppression systems that are used for conventional vehicles today can be used with good results on electric vehicles as well. Today there are several different suppression agents in use. Each agent has its benefits and drawbacks. It is important to choose an agent that fulfils your demands and to be aware of and handle the downsides.

Research and recommendations for fire suppression of electric vehicles have changed drastically over the last 10 years. From recommending non-water-based agents to recommendation of water-based agents. The reason for this is the good cooling properties of water-based liquids. Cooling is a very effective way of suppressing a fire and water is a phenomenal chemical when it comes to absorbing heat. If you remove the heat, you will also remove or at least minimise the risk of re-ignition once the fire suppression system has been activated and emptied.

Electric machines and vehicles are subjected to water all the time; rain, road splash, washing and cleaning, high humidity, condensation etc., and they are designed for this.

It is a long-lived myth that water cannot be used to suppress fires in electric components. We all heard of the dryer or toaster in the bathtub and the myth still lives, although we know it does not work like that. In vehicles and machines, fire suppression systems are typically installed where there are no humans. To be electrocuted you need to be in contact with both the positive and negative terminal. Otherwise, you don't create a circuit and there will be no flow of current. Add to that that the high voltage parts in electric machines carry multiple safety features to avoid any dangerous situations.

There is also the possible mix-up with lithium-ion batteries and lithium batteries that could have contributed to the myth that water newer can be used near electric vehicles. Lithium batteries should not be extinguished with water since they contain lithium in their metal form, and they can react with water and create hydrogen, which reacts violently to fire. Lithium-ion batteries do not contain any metal Lithium and do not possess that risk.

It is still very difficult to extinguish a lithium-ion traction battery pack for a vehicle or machine if the battery pack is in thermal runaway. The reasons for this are:

“RESEARCH AND RECOMMENDATIONS FOR FIRE SUPPRESSION OF ELECTRIC VEHICLES HAVE CHANGED DRASTICALLY OVER THE LAST 10 YEARS.”



“THE IMPORTANT THING TO REMEMBER IS THAT THE BATTERY IS ONLY ONE OBJECT OF MANY IN AN ELECTRIC MACHINE THAT A FIRE CAN ORIGINATE FROM.”

"IT IS A LONG-LIVED MYTH THAT WATER CANNOT BE USED TO SUPPRESS FIRES IN ELECTRIC COMPONENTS."

1. You cannot reach the source of the fire if it starts inside the battery pack and the fire suppression system is installed outside the battery pack. The agent will simply not reach the source of the fire.
2. The quantity of suppression agent needed to cool down and keep a lithium-ion battery pack under control would need to be more than it is reasonable to carry on the machine. It might be possible to buy some time for evacuation with a fire suppression system but stopping a fully evolved lithium-ion battery is very difficult.

The question you should ask is, are battery fires a high risk? Risk = Severity x Probability. The severity is high for a battery fire but the probability is in most cases low, so the risk will be low or medium. There are perhaps higher risks that you should focus on.

The two major reasons for a battery fire are collision and external fire.

A fire suppression system will not protect against collision, but it can protect a battery pack from an external fire. Given what we

know so far it is more important to ensure that a fire cannot start anywhere else in the machine and spread to the battery than to try and protect the battery.

To conclude:

- Look at the whole picture, what risks do we have within the machine? How do we use the machine? What environment is the machine used in? And so on.
- Do a risk assessment.
- Mitigate the high risks. If a fire suppression system is needed make sure that you choose one suitable for the task.
- Ensure that the machines and fire suppression system are serviced according to the manufacturer's instructions.
- Learn from your incidents. A risk assessment is only more or less qualified guessing. Time will tell if you made the correct assumptions. Be sure to revise your risk assessment if you get new facts and improve how you deal with the risks.

SUMMARY

Fires in electric vehicles and machines are less common than in conventional machines. However,

electric vehicles and machines can still need a fire suppression system. A well-performed risk assessment is the foundation for a higher level of safety. Ensure that all aspects are included in the risk assessment. Mitigate the risks but remember to also follow up when new information is available to ensure the safety of your colleagues, employees and business.

ABOUT THE AUTHOR

Gustav Stigsohn has a Master of Science in Mechanical Engineering from Linköping University and works at Fogmaker International as a Product Owner. Gustav started working at Fogmaker in 2010 and has worked mainly with product testing, product development and product certification of the Fogmaker Fire Suppression and Detection System.

ABOUT THE COMPANY

Fogmaker International is a Swedish company that manufactures fire suppression systems with high-pressure water-based mist for engine rooms and other enclosed spaces. The company was founded in 1995 and has partners in more than 60 countries. There are more than 300,000 Fogmaker systems installed around the world.

"A WELL-PERFORMED RISK ASSESSMENT IS THE FOUNDATION FOR A HIGHER LEVEL OF SAFETY."

EXPLORING FOGMAKER'S ADVANCED FIRE SUPPRESSION SYSTEM



FOGMAKER
INTERNATIONAL AB

Margherita Bruno, Editor, Port Technology International, interviewing **Fredrik Rönnqvist**, Key Account Manager, Fogmaker International

*Originally Published in Port Technology,
March 2024*

How does the introduction of Eco 1 contribute to the overall safety and sustainability of port operations?

In terms of safety, the effect is the same. This is a very good solution for suppressing fires in vehicles and machinery, the properties are the same so there is no reduction in efficiency. In terms of sustainability, this is a great leap forward in safeguarding the well-being of our nature, its oceans and ground waters.

Can you elaborate on the specific benefits of Eco 1 in terms of environmental impact and its role in supporting port safety standards?

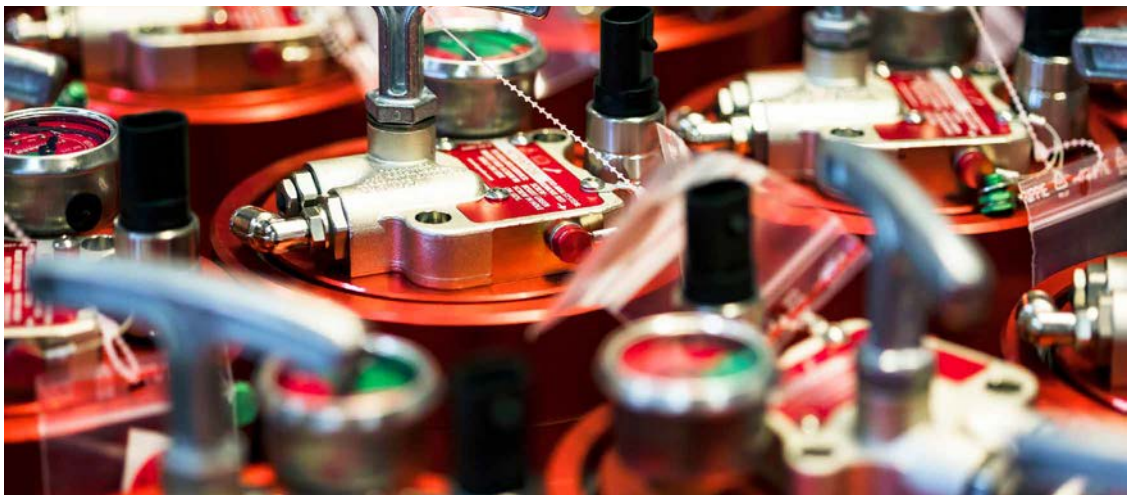
The Eco 1 solution is not just meeting the thresholds for being considered fluorine-free but Eco 1 has no fluorine in it at all, meaning that PFAS is completely

removed. Fogmaker has taken the step from a low-content PFAS to a zero-content PFAS solution. Eco 1 has been validated by third party Green Screen and received its silver level certificate. By achieving this Fogmaker is making it easier for ports to uphold their safety standards while simultaneously adapting to the ever higher demands on sustainability around the world. Fogmaker Eco 1 is a product developed from the idea of not compromising between efficiency and sustainability. Still, all through the development the idea was always to achieve safety as well as sustainability.

Considering the increasing focus on sustainability in the industry, how does Fogmaker address concerns regarding traditional fire suppression systems and their environmental footprint?

Aside from the fact that Eco 1 was developed with this very notion in mind, Fogmaker is also taking all kinds of precautions to reduce the environmental footprint from start to finish in the development and production cycle. Every aspect is being questioned, how much do we travel, what kind of fuel do our company cars and service vans use and who are the most sustainable suppliers and partners. The Fogmaker Fire Suppression system is designed to last for decades and to be refurbished, refilled and re-activated upon activation, rather than having to be replaced every so often. All materials and suppliers are being scrutinised not just in terms of quality and cost but also in terms of their environmental footprint.

In what ways does the adoption of Eco 1 align with industry trends towards electrification



and reducing carbon emissions in port operations?

Eco 1 is developed to be suitable for all markets and all types of vehicles including EVs. As the industry moves towards electrification, Eco 1 is designed to meet the changing needs without requiring new suppliers or products. Furthermore, old systems can be updated and used with Eco 1, so even the installed base can backtrack and get a more eco-friendly fire suppression system. The system as such is very light and it prompts less fuel consumption than many other systems installed.

Could you share insights into the reception and adoption

of battery-electric machines in the port industry, and how your fire suppression systems, particularly Eco 1, complement these advancements?

It is clear that the industry is progressing toward an electrified machine fleet and in that development Eco 1 perfectly complements the harder demands on environmental responsibility. Eco 1 was recently launched so it remains to be seen how it is accepted in the industry but early signs tell us that this is what the customers are asking for.

How does Fogmaker position itself as a leader in promoting both safety and sustainability in port environments, especially amidst growing concerns

surrounding traditional fire suppressants and their environmental impact?

The Fogmaker product is backed by independent laboratory tests which show that it is one of the leading products on fire suppression. When combined with the eco-friendly Eco 1, it positions us as the natural choice for ports that are conscious of both safety and sustainability. Taking PFAS out of the equation removes some of the concerns regarding the environmental impact of traditional fire suppressants.

ABOUT THE AUTHOR:

Fredrik Rönqvist works as Key Account Manager at Fogmaker International and is responsible for the Material Handling segment.

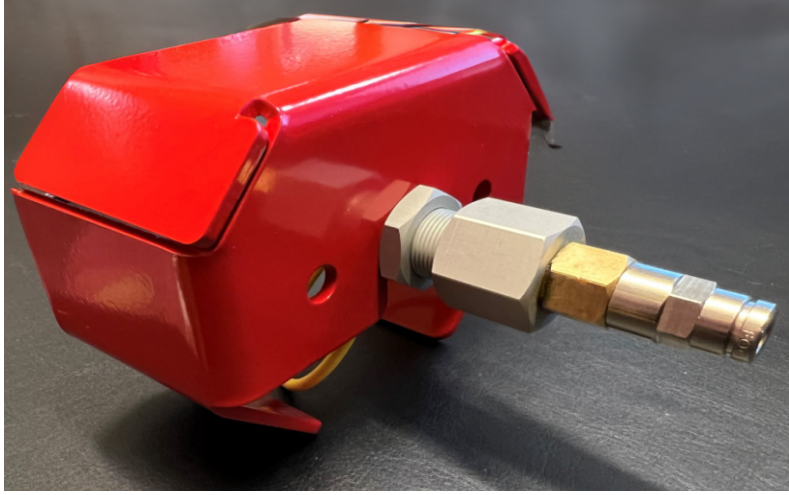
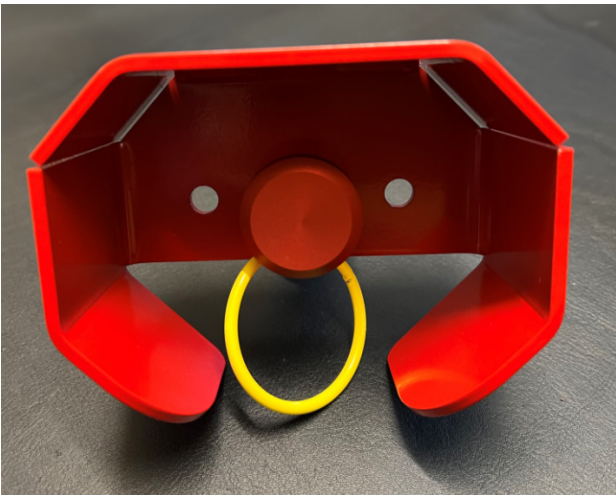


Technical Notes

Bracket for Manual Actuator, 1316

There are cases where the Fogmaker system has deployed by mistake due to external factors at the manual actuator. There is now a new bracket that will help prevent accidental deployment of the system.

The bracket is made from stainless steel with a polyester powder coating and weighs 0.5 kilos.



Novec will be Discontinued

Company 3M™ has announced that their product Novec™ 1230 will be discontinued by 2025-12-31. Novec™ 1230 is used in the Fogmaker product family starting with PN 1007... and 1008... These products are affected by this decision.



Also, the European Chemical Agency, ECHA, has proposed a ban on PFAS-chemicals. As the proposal is written, this includes the Novec™ 1230 chemical. The ban is planned to be decided in 2025 and in effect in 2026-2027.

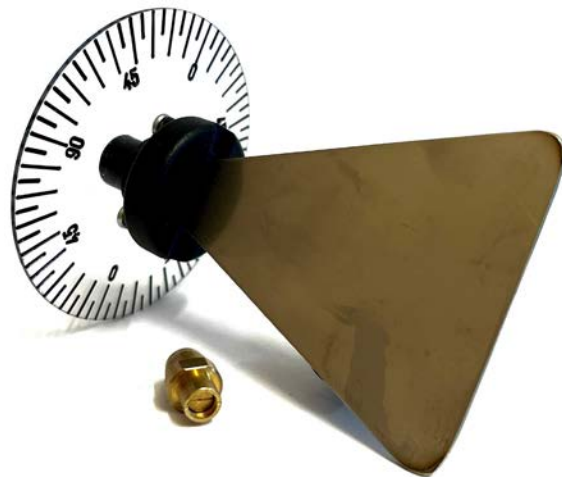
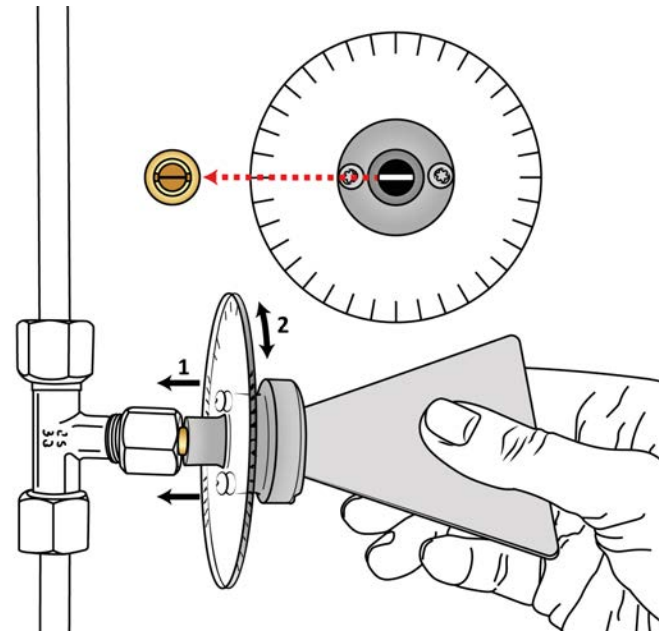
Fogmaker will continue to supply Novec™ 1230 products for existing customers until the end of 2025, but because the discontinuation of production and the possible new legislation the products 1007 and 1008 and all variants will be discontinued by 2025-12-31.

For replacement solutions please contact your account manager or info@fogmaker.com

New Tool for the Flat Nozzle

The new Fogmaker systems with Eco 1 use a new kind of nozzle; the Flat Nozzle. It has great properties when it comes to targeting a specific area, but must be adjusted correctly. There is a new tool, 1828, that makes the process easier.

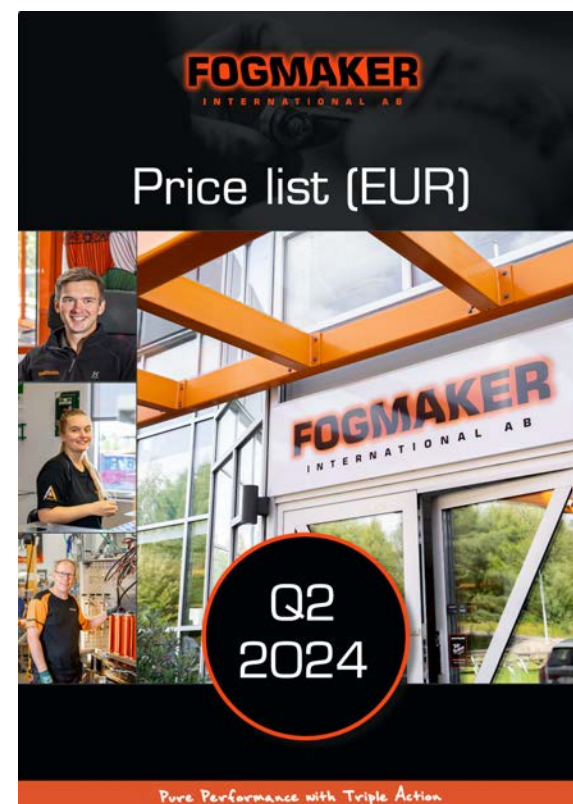
Just insert the tool into the slot and adjust the nozzle to the correct degree before tightening the nut. There will be a QR code that links to instructions on the box for the new tool.



Updated Price List

The updated price list for Q2, 2024, was distributed earlier in March. It is important to always refer to the most recent version to ensure using the correct part numbers.

The latest version doesn't have any price updates, but there are a few new items. If you haven't received it or have questions, contact us at order@fogmaker.com



Eco 1 has passed tests for AS 5062-2022

A team from Fogmaker International recently visited RISE to perform fire tests with Eco 1 for the AS 5065 standard. This is used for mobile and transportable equipment in Australia and New Zealand.

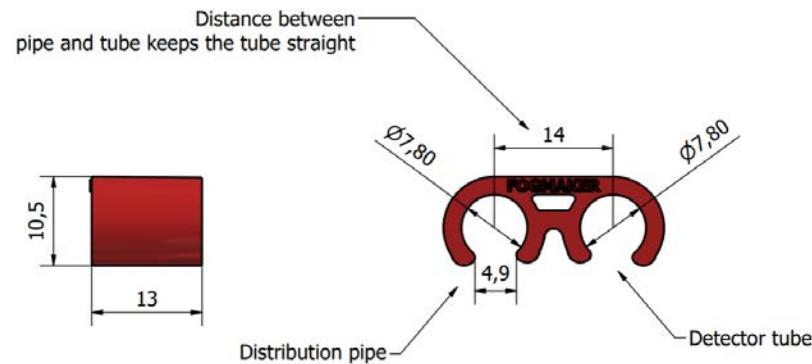
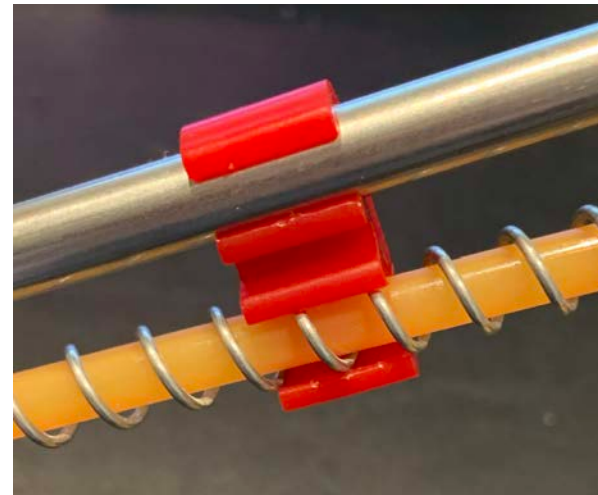
Other ongoing projects include working on the FM approval, and the goal is to have everything ready in time for Minexpo in Las Vegas in September.



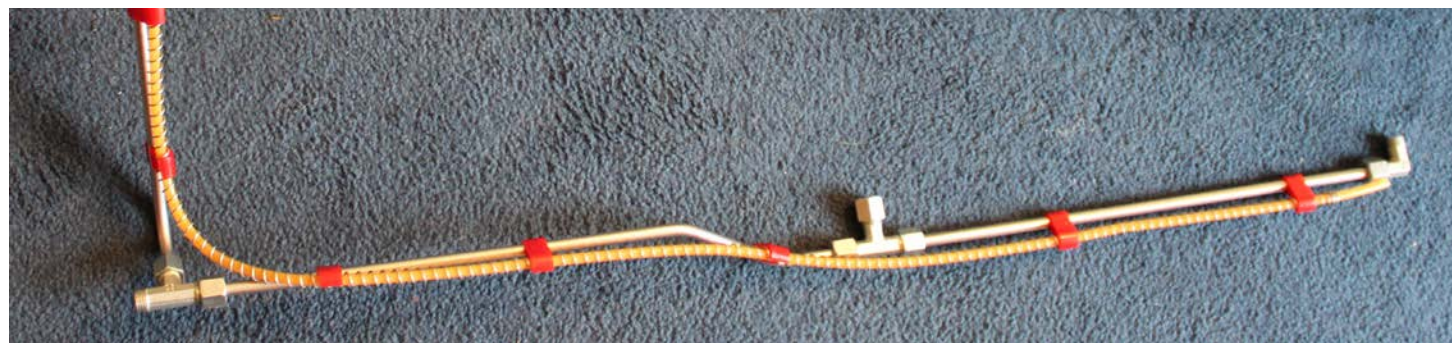
New Clamp for Pipe and Detector Tube

There is a new clamp available that will help make professional installations of the pipe and detector tube. Part number 5808.

The new clamp is easy to install, price efficient, saves time, and is certified for the P-mark. It is also an original Fogmaker part, branded with the Fogmaker name.



Below: the clamp makes it easy to create professional-looking installations where the tube follows the pipe system.



2024 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.

We can also share your upcoming trade show participation on social media, to help tell a wider audience about the event. Send information at least a week ahead of time to Maria Sadowski at maria.sadowski@fogmaker.com.

While you're at the show, tag us or use #Fogmaker in your social media posts, so we can share.

Photo below: Fogmaker International at Agritechnica, November 2023. From left to right: Erik Rydström, Johan Stark, Niklas Björnvik.

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

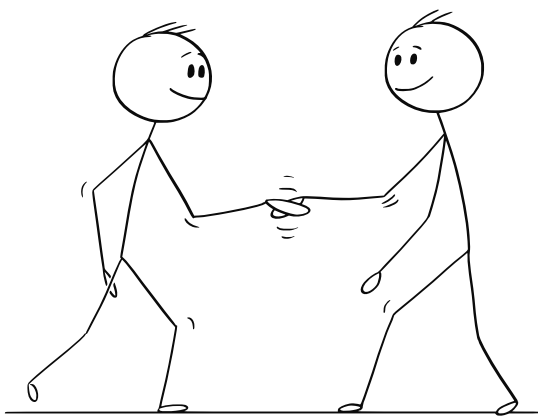
- Svenska Maskinmässan, Solvalla, May 30 - June 1. (Fogmaker Nordic)
- TOC Europe in Rotterdam, June 11-13
- IAA Transportation in Hannover, September 17-22
- Minexpo Las Vegas, September 24-26 (together with partner USSC)
- TOC Americas, Panama, October 1-3 (together with partner Gestión Cuatro)
- Persontrafikmässan in Gothenburg, November 5-7



What's in a Brand?

Marketers tend to talk a lot about brands and brand building, but what is a brand, really? And why is it important?

When you get to know another person, you learn to recognize them not just through their name, but through the way they look, how they talk, and how they move. Someone might have characteristic glasses, or fancy a particular type of clothes.



Once you know the other person better, the look and name will also be associated to a set of expectations. That is, you know things about them and can predict how they will react. It can be whether they like spicy food, if they like opera or rock, if they have a favorite TV show, or what they will say if you ask for help moving some heavy boxes.

The same thing is true for organizations, and this is the brand.

Apple is a good example. 2024, Apple is ranked the strongest brand in the world and almost everyone recognizes the logo.



The apple with a bite taken out of it is so well known that people create parody versions -

for instance a pear instead of an apple - and everyone still understands the reference.

Most people also fairly strong feelings about Apple computers or Apple phones. We “know” what using them is like, what they do well and not so well, and whether we like them or not. Many also have perceptions of what working for Apple would be like, or how easy or difficult it would be to get assistance from Apple with a problem.

All these pieces are parts of the brand. It's more than just a look - it's an organization's identity.

Once you know a person well enough, you may be able to recognize them from their footsteps. A brand may not have footsteps, but you might recognize a TV-ad of a strong brand long before you see the product or logo, even if it's the first time you see the ad. For instance, a big red truck with Santa enjoying a soft drink is probably an ad for Coca Cola.

Brand building is rooted in the same physical and psychological systems that allow us to recognize other people, animals, and objects.

Consistency is key to the process. It would be confusing if someone had painted your house in a new color every time you came home. You would probably know that it was still your house, but if living in a yellow house is a part of your identity, coming home to a green house would be surprising, to say the least.

Thus, the brand needs to look, sound, and feel the same every time a person encounters it. A customer must be able to predict how the brand will respond to purchase orders, inquiries, quality problems, or questions.

At Fogmaker International AB

When it comes to Fogmaker International AB, we've spent significant time and energy on figuring out who we want to be and how this should be reflected through our brand. We have our core values, and they guide every decision we make.



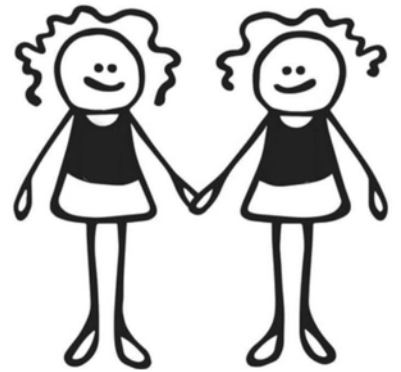
We must consistently act with expertise, integrity, and commitment towards each other, our customers, suppliers, and partners. It helps people know we're a company with whom they want to do business, or when it comes to employer branding, a place where they want to work.

Fogmaker International AB has pre-specified colors and fonts to help ensure we always look the same. We have a pre-specified written voice that defines expressions we use or do not use. It is important that we have the same message no matter who the current speaker is.

Going back to the allegory of getting to know people, what if you were to encounter identical twins? They are individuals who may

be similar in more ways than appearance, but still with different likes and dislikes.

Telling them apart can be near impossible, but while the twins are probably used to people mistaking them for the other, it's still awkward when realizing you've talked to the wrong person.



This problem exists for brands too. If two things are too similar, people won't be able to tell them apart.

We've had some issues with this here at Fogmaker. It for instance happens that people contact us and are convinced they've been in touch with us - the manufacturer - but it was really with one of our partners.

When you plan your marketing, remember to discern between your company and Fogmaker International AB. Your company needs to have its own identity. What you can and can't do with the Fogmaker brand is regulated through the partner contract.

There will be a session on marketing and branding at this summer's Partner Days. And, Fogmaker brand guidelines, brochures, videos, images, car wraps, and more are available on the marketing portal that you can reach through the partner portal.

If you're uncertain of what to do or have questions related to this, contact either Maria Sadowski at maria.sadowski@fogmaker.com or Johan Bjerstedt at johan.bjerstedt@fogmaker.com.

FOGMAKER
INTERNATIONAL AB

Website Translations

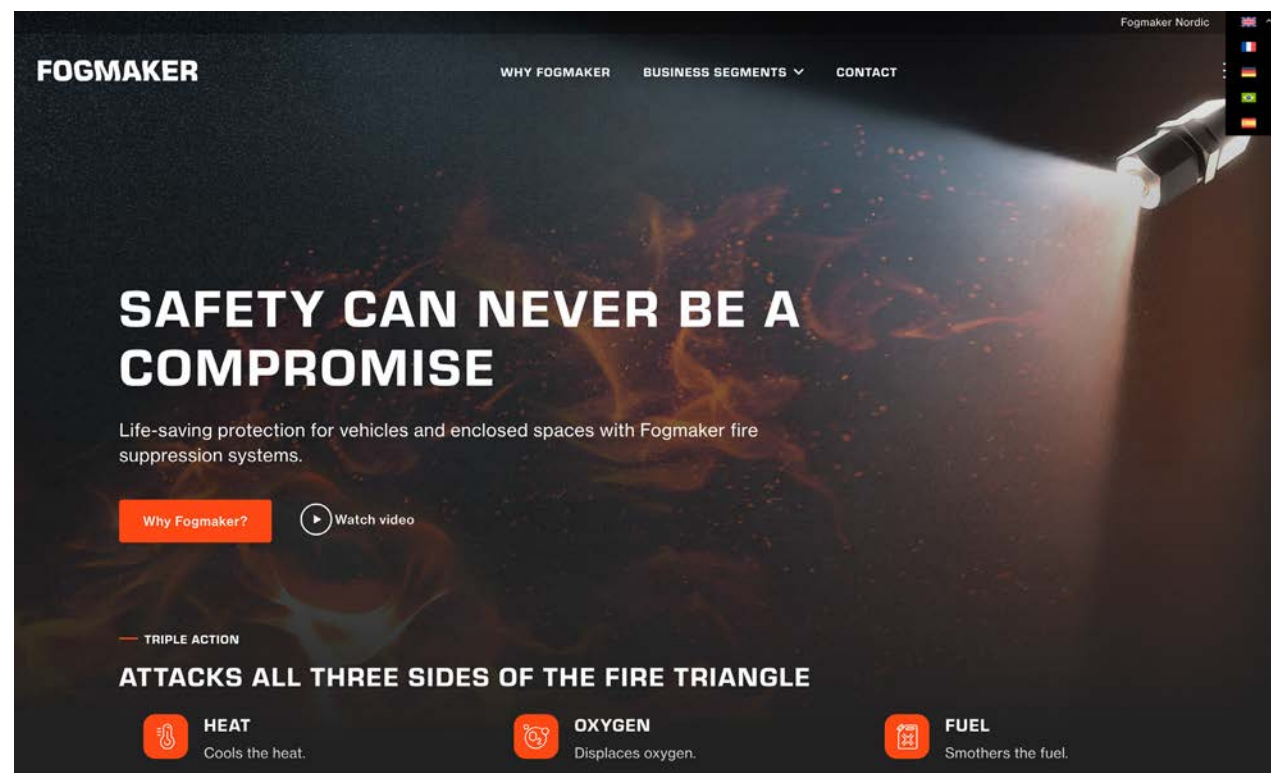
Up until now, Fogmaker International's website has only been available in English. Fogmaker Nordic's site has been available in Swedish and Finnish. We are working on a project to add more languages, so the site will be useful for more markets.

In the first stage, we have added translations for Spanish, Portuguese, German, and French. You can switch language through clicking on the flags at the top. More languages will be added, and this would be a wonderful project to cooperate around. If you are willing to submit a translation to your language, we will put it up on the site. We can also customize the contact pages and add contact information to partners working in affected areas.

If you have subpartners in your country that you would like listed, please submit a list of their addresses. We won't show the company names of all subpartners, but we can list them under your name and show that there is a Fogmaker presences on the distributor map.

If you own a Fogmaker domain, it can be pointed to the start page in your language. For instance, www.fogmaker.fi is pointed to the Finnish start page on Fogmaker Nordic's website.

To participate, contact your KAM or Maria Sadowski at maria.sadowski@fogmaker.com



Translations of Videos and Brochures

In 2023, Fogmaker produced new brochures for every business segment and started a project for of professional videos for each segment. The video project will take time to complete, but the goal is to have all of them done latest 2025. There is also a new company presentation.

The material being produced is in English, but we can work together with translations to fit your needs.

Several partners have already asked for editable versions of the brochures, as well as videos without a soundtrack. The answer to this is no: you may not make changes to materials labeled Fogmaker International AB. That doesn't mean we can't make changes or customize, but the changes must be discussed with us and made in cooperation with us.

Options for video translations

- If you can provide the translated text, that saves time and ensures you'll get the wording you want. If not, Fogmaker will send the text out for translation and ask you to proof it.
- The easiest option is to subtitle the video in your language. This can be done quickly by Fogmaker. We will ask you to proof read it, and then we're good to go.
- The video can get a new voice-over in another language. To ensure that all versions have the same background music and sound quality, this will be done by Fogmaker's video provider. Contact us for more information.



Options for brochure translations

- Let us know which brochures you need translated and to what language.
- Let us know whether you can provide the translated text or would prefer Fogmaker to translate it and you to proof read it.
- Fogmaker will provide you with a print-ready file and a PDF suitable for online use.
- If you like, we can put your logo and contact information on the back.

To get started, contact your KAM or maria.sadowski@fogmaker.com.



2024 Holiday Hours

Fogmaker will be closed for Easter from Friday, March 29th. We're back on Tuesday, April 2nd.

We are also closed on major Swedish holidays:
May 1, May 9, June 6, and June 21

Summer Vacation

Summer is still a few months away, but please plan for limited capacity the following dates:

Manufacturing
Week 29, 30, 31
(July 15 - August 4)

Logistics (deliveries)
Week 30, 31, 32
(July 22 - August 11)

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