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# MOBIAK<sup>®</sup>press

ΕΦΗΜΕΡΙΔΑ ΜΟBΙΑΚPRESS

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# Editorial

BY MANOLIS SVOURAKIS  
President & Managing Director of MOBIK S.A.

## BOSS VS LEADER

**T**here are various Management Models in Modern Business, whose acceptance and implementation is shared among entrepreneurs around the world.

Being a Team Leader can be a Natural Consequence of a Career: Age, Succession, Appointment etc. How to Manage a Team is a Much Greater Capital. At MOBIK, I have chosen to reject the role of Head and try to inspire my Partners as a "Leader".

I insist on staying next to my team by sharing my everyday space with a shared office and supporting direct collaboration.

5 Actions I've Identified and I'm Trying to Apply to Everyday Life:

1. I give Equal Opportunities and I have Equal Relations with Staff
2. I Don't Measure Value - I Create Value
3. I'm not giving Orders - I'm having a dialogue with my Partners
4. I'm not giving mere answers - I'm looking for solutions
5. I don't criticize - I encourage.

I am excited to see the New Generations get inspired by me and grow up with MOBIK sharing the same Values and the same Dreams.

**This is how we'll move on,  
Together and United We Can Go Further...**



“  
Not  
all  
Heads  
are  
Leaders  
”

**MOBIK® press**  
ΕΦΗΜΕΡΙΔΑ ΜΟΒΙΑΚPRESS

**Founder:**  
**Manolis Svoirakis**  
President & Managing Director

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MOBIKpress: 2009**

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• At the Distribution Centers in  
Greece



# New Year's Pie 2020 Event

*of our Company in the New  
Facilities at Kathiana,  
Akrotiri*



by Mr. MANOLIS SVOURAKIS (Sr.)  
Honorary President and Founder of MOBIAK

**T**oday, on 9/1/2020, the Honorary President of MOBIAK SA, Mr. Svourakis Emmanouil (senior) addressed to and welcomed the Factory Personnel (in the absence of other staff from the branches of Aspropyrgos, Thessaloniki, Heraklion and third-party staff, which branches had organized separate New Year's pie events, wished them a Happy New Year with Health, Happiness and Prosperity, and thanked them for the success effort they made last year that brought to the company good and profitable results.

The Honorary President did not fail to mention the photograph showing the veteran and militant TAKIS VOUTSINAS who has been at the side of the Company for 38 years, offering his services daily as a mentor, also supporting the Company to deal with the great number of problems it has been facing all these years. At the New Year's Pie Event, the President dedicated the first piece (as a token of honor) to Takis and extended his best wishes to him.

"... I also wish to let you know that when Takis came to ask me for a job (he was then working in construction), he was still dressed in shorts, and in a few years he is going to retire in white hair".

Finally, the Honorary President extended his wishes to the rest of the Company's staff who did not attend the New Year's Pie Event, as well as to all our Friends - Partners and Readers of our Newspaper, MOBIAKpress.

With Greetings and Kisses,

The Honorary President

Svourakis Manolis  
Senior



# IDOMENEUS<sup>®</sup>

## NEW FIRE - EXTINGUISHING SYSTEM OF DOMESTIC KITCHEN

**T**he Fire Extinguishing System for Domestic Kitchen **IDOMENEUS** is an automatic detection and extinguishing system, without pressure or propellant gases, for protection against grease fires in kitchens and barbecues. The Fire Extinguishing System is designed to be particularly **suitable for Small Home Kitchens or Kitchens located in RV Leisure Vehicles and Caravans**. Since the extinguishing agent also has excellent properties in class A solid fires, the system can also be used in other areas with a hazard potential. The Fire Extinguishing System for Domestic Kitchen **IDOMENEUS** is mounted above the respective fire hazard zone and aligned so that it covers the hazardous area.

The extinguishing agent used is environmentally friendly and biodegradable. The elegant stainless steel design of the Fire Extinguishing System for Domestic Kitchen **IDOMENEUS** is timeless and enhances any cooking area and kitchen.

The Fire Extinguishing System for Domestic Kitchen **IDOMENEUS** has also an impressive design.

- Tested According to DIN 14497
- Activation temperature 57°C
- No Maintenance Required for 5 Years



*Environmentally  
Responsible  
Choice!*





# IN MEMORY OF

## MANOLIS KOTRONAKIS

BY MANOLIS SVOURAKIS

President & Managing Director of MOBIAK

**D**ear all, unfortunately on January 25, 2019 we incurred a great loss to the MOBIAK Group Family:

*Heart failure was the cause first reported.*

*Our tears for the unjust, unexpected and early loss of Manolis Kotronakis are still running down our face.*

*I could talk and write for hours about the greatness of his soul, his kindness and his virtues.*

*But the times are hard for all of us and I had the great honor to have had a great talk with him (even last night, Friday 25/01, when he gave me some company documents, and we talked a lot but mostly with the eyes...*

*He certainly came to say goodbye and thank me). I am unprepared and it is difficult for me to say more, because I am afraid that my poor words will not pay due tribute to his greatness.*

*His sudden loss was something unbearable for everyone. All we can do is turn to the Lord and beg him with these words:*

*"My Lord, You who rule the worlds, You are the source of love, justice, truth and mercy, cast your eyes here at this crucial time. Give, my Lord, courage and strength to his family who have been hit with such a loss. For what other consolation is left for them besides Yours, after such an unprecedented loss of their worthy Son and brother?"*

*Dear Manolis, we are leaving you to your last home, with sorrow and sigh. Your relatives are crying for you. Your friends are crying for you, we are crying here in your office, at Markou Botsari, the whole people of Chania are crying for you. May the ground be light to you.*

*He left early and left an unfilled gap in his family and in all our acquaintances and friends. He was lost unexpectedly, but he will not be forgotten.*

*We will not forget him because the light and goodness he has shed through his passing through this temporary world will not be extinguished by his death. We will always remember him and we will always love him.*

*Have a great journey my friend Manolis, thank you very much for your kindness.*

## Collaboration between MOBIAK and the Technical University of Crete

BY ANTONIS GKEZEPIS

BSc in Computer Applications in Administration & Economy / Marketing Department



MOBIAK in another field support action for the educational & scientific community, in the context of its unbreakable relationship with the Technical University of Crete, decided to integrate into the company's Corporate Social Responsibility program, **the MOBIAK Award of Excellence, which is awarded to the best undergraduate graduates of the Technical University of Crete, along with a monetary prize.**

The cooperation agreement was signed by the **President & Managing Director of MOBIAK, Mr Svourakis Emmanouil and the Rector of the Technical University of Crete, Mr. Diamantopoulos Evangelos, in a climate of mutual appreciation for the actions of both parties.**

The event was also attended by the Vice-Rector for Administrative, Academic and Student Affairs, Mr. Mr. Lagoudakis Michael and the Head of MOBIAK's Marketing Department, Mr. Gkezepis Antonios.



From the Signature of Cooperation



MOBIAK awards the high - achieving graduates of the Technical University of Crete



# VdS Permanent Systems Certification

## THESEUS FK-5-1-12 and MINOAS - 200 / MINOAS - 300 Inert Gas



**Available  
bottle sizes**  
**14.5, 32, 50,  
70, 90, 120,  
150 liters**  
**• Nominal  
Pressure**  
**25Bar or  
42Bar at  
20°C**  
**• Single or  
array bottle  
systems**

VDS CERTIFIED



Approval N° S 320001

**M**OBIAK as part of its further upgrade of its range of products - Complete Certification of Permanent Total Spraying Systems with Clean Agent, announces - introduces the New VdS Certified Theseus FK-5-1-12 and MINOAS-200 / MINOAS Permanent Systems 300 Inert Gas! These certifications harmonize MOBIAK's range of products to the changes in Greek law and market requirements, and integrate MOBIAK's continued efforts to upgrade its products either through new certifications or by incorporating new technologies such as the upgraded MINOAS-200 / MINOAS-300 Inert Gas Permanent Total Spraying Systems.

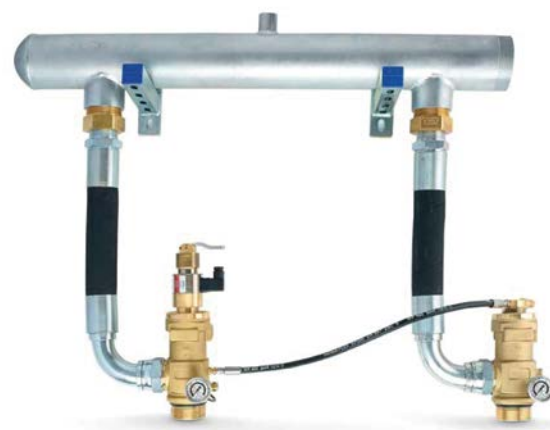
So in the framework of this issue of MOBIKpress, we will show you the key features of these new systems:



## THESEUS FK-5-1-12

**F**K-5-1-12 is an extinguishing agent used for the total or local spraying and protection of facilities and assets in the event of a fire. It is one of the main substitutes of Halon 1301 in permanent extinguishing systems. It has been selected from the market due to a number of important advantages:

- Environmentally safe, with no impact on the ozone layer and the greenhouse effect
- Not subject to restrictions by the EU F - Gas Regulations
- Low amount of extinguishers needed compared to other extinguishing agents
- Excellent price-performance ratio
- Robust construction, relatively low maintenance costs
- Rapid expansion - fire fighting
- Safe for use in places with human presence
- No post-application residues, non-corrosive or electrically conductive
- Simple design.
- Hydraulic calculations are available upon request using VDS software.
- Multi-zone protection systems can be implemented
- Due to system size, space saving is achieved
- Worldwide recognized and certified extinguishing equipment



BY MICHALIS KAPETANAKIS  
Electrical & Computer Engineer Export Department,  
Fire Extinguishing Equipment

## MINOAS - 200 MINOAS - 300 Inert Gas

**T**he Permanent Fire Extinguishing System Inert Gas [IG01 (Slow), IG100 (Nitrogen), IG55 (Argon and Nitrogen Blend) and IG541 (CO<sub>2</sub>, Argon and Nitrogen Blend)] is a material system used for decades for either total or local flooding and protection of premises and property in case of fire.

**I**t has been selected from the market due to a number of important advantages:

- Environmentally safe, with no impact on the ozone layer and the greenhouse effect
- Not subject to restrictions by EU F - Gas regulations
- Non-Chemical - Consists of inert gases
- Robust construction, relatively low refilling costs
- Safe for use in places with human presence
- No post-application residues, non-corrosive or electrically conductive
- Colourless, odourless
- Hydraulic calculations are available upon request using VDS software.
- Multi-zone protection systems can be implemented
- Suitable for long piping or ultra-remote bottle mounting point systems with respect to protection.

VDS CERTIFIED



Approval N° S 320002



### *Available bottle sizes*

**16, 40, 68, 80, 80 (300bar), 140, 140 (300bar) liters**

- **Rated Filling Pressure 200Bar or 300Bar at 20°C**
- **Single or array bottle systems**

***MOBIAK's specially trained scientific and technical staff are at your disposal for any further technical or commercial clarification!***





# MOBIAK equipment at the Ecumenical Patriarchate

BY APOSTOLOS DIAMANTOPOULOS

Economics MSc,

Exports Department, Fire Fighting Equipment



**I**t was our honor to place MOBIAK Fire-Fighting Equipment at the Ecumenical Patriarchate of Constantinople, at the Monastery of Proti, at the Monastery of Prinkipos, at the Orphanage, at the Monastery of Christ, at the Monastery of Saint Giorgis Koudounas and the Theological School of Halki.

In particular, **more than 1,200 fire extinguishers** of different types, both handheld and wheeled, security lights, smoke detectors and fire blankets were distributed for the most complete coverage and protection of these areas.

MOBIAK's CREW went for an on-site autopsy and the equipment of our company was installed with the approval of His All-Holiness Ecumenical Patriarch Bartholomew.



“

**MOBIAK's  
TEAM went for  
an on - site  
autopsy, with  
the approval of  
His All - Holi-  
ness Ecumenical  
Patriarch  
Bartholomew.**

”



# MOBIAK at the Safety Expo Bergamo

*Exhibition of Fire Fighting Equipment Safety Expo 2019 in Bergamo, Italy.*

**M**OBIAK attended the Safety Expo Fire Exhibition 2019 held in Bergamo, Italy. As always, in a uniquely designed exhibition area, we presented the fire fighting equipment, fire safety and certified extinguishing systems in our list of products.

MOBIAK SA representatives at the exhibition were its CEO **Mr. Svorakis Emmanouil**, who was supported by the export manager **Mr. Apostolos Diamantopoulos** and the production / import manager **Mr. Lefteris Kiralakis**.

BY APOSTOLOS DIAMANTOPOULOS  
Economics MSc,  
Exports Department, Fire Fighting Equipment





# Tribute to Libya

## The History of Talal Hammoud

BY KOSTAS PAPATHANASIOU  
Environmental engineer  
Exports Department, Fire Fighting Equipment



Talal is the son of our representative in Libya, with whom we have excellent relations and an excellent cooperation. Talal was born

in 2008 and is in the seventh grade of primary education. His hobbies are football, swimming and playstation games. He loves bird farming, he is very smart and has achieved a 95% success in the first half of this semester.

Talal sends you greetings and hopes to meet you soon in Libya, **safe from wars and problems.**



*Talal sends you greetings and hopes to meet you soon in Libya, safe from wars and problems.*





# MOBIAK at the SENA 2020 Fire Exhibition in Tunisia

BY **CHRISTOS STAVRIDIS**  
Production & Administration Engineer  
Exports Department, Fire Fighting Equipment

**M**OBIAK attended the SENA Fire Exhibition held in Tunisia, North Africa. As always, in a uniquely designed exhibition area, we presented the fire fighting equipment, fire safety and certified extinguishing systems in our list of products.

Thus MOBIAK continues to develop its dynamic presence by supporting its exclusive representative in Tunisia in this exhibition, presenting new innovative solutions in the North African market. MOBIAK's growth in this market has been steadily upward, and this was shown from the many participants who attended its booth, being **once again a benchmark of the exhibition.**

Certainly an important factor in the development of MOBIAK is its continued investment in the creation of innovative products and the development of professional relationships with strategic partners, such as its exclusive representative in Tunisia.



# Prince George Stove Guard

## NEW FIRE PREVENTION SYSTEM

**It can be activated earlier than any other Home Use Protection Device, thereby dramatically reducing the number of Home Fire Accidents.**

**T**he product **Prince George Stove Guard** includes an advanced temperature detection sensor, which is positioned above the cooking apparatus and a control unit which interrupts the power supply to the apparatus.

It can be activated earlier than any other Home Use Protection Device, thereby dramatically reducing the number of Home Fire Accidents caused by Cooking Appliances.

### EASY TO USE AND RELIABLE

With Self Adjustable Technology, the **Prince George Stove Guard** is easy to use. It automatically adjusts the Heat parameters to the user's cooking habits, ensuring that false Alarms are not triggered. Due to the Automatic Diagnosis of Device Errors, no Monthly Tests are required.

It is installed independently or in parallel with any Automatic Home Fire Extinguishing System.

### FEATURES

- High Temperature Alarm Learning - Detects Dangerously High Temperatures
- Temperature Increase Alarm Learning - A Sharply Increasing Temperature is an Indication of an Expanding Fire Danger
- Adjusts Sensitivity based on User Cooking styles
- Triggering of an Alarm when the Heat Sensor is out of range
- Auto Error Diagnosis - Controls System Function
- Compatible with Single Phase Electrical Appliances.





# Representative of our Company in Bahrain

**Our Company Representative in Bahrain is one of the Leading Suppliers of Electrical & Mechanical Components as well as Products / Systems for Fire Extinguishing Equipment in Bahrain!**

BY **STRATOS KORONIS**  
Mechatronics Engineer MSc,  
Exports Department, Fire Fighting  
Equipment

Our Representative Company was founded 25 years ago and has very quickly climbed to the top positions in the demanding Bahrain Market of High Quality Service & Product Providers.

Specifically, the Company is involved in the design, supply, installation and maintenance of a wide range of Fire Detection / Extinguishing Products & Systems.

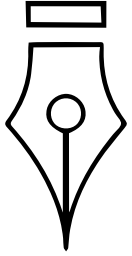
Recently our Representative has renovated the Showroom Showcase, located in the capital city of Manama, with Products from the Company's New Catalog.

We welcome our Representative and wish him the best for 2020 for the years to come.



# ISAF exhibition in Turkey

## MOBIAK's First Presence at ISAF proved Successful



BY ESRA MAKARA -  
KOUKOUSOULA  
Communication, Digital  
Media & Marketing PhD  
Exports Department, Fire  
Fighting Equipment.

**T**he ISAF 2019 exhibition took place on October 17-20, 2019 at the Istanbul Expo Center (IFM) in Istanbul. With 660 exhibitors from 39 countries and 18,320 visitors from 69 countries, it was an important event for the industry, with an impact on the market that will surely be felt in the coming months. MOBIAK's team was again present with eye-catching products, such as new kitchen systems and VdS approved fire protection systems. Once again we have seen strong market interest in MOBIAK's fire extinguishers (and in particular 6kg dust extinguishers), as well as CO<sub>2</sub> products and respiratory equipment. As a company we continue with the courage and pride that such international presence gives us, the tireless effort to spread our products and solutions across the global market.





# MOBIAK...An option approved in over 70 countries!

**You feel PROUD of making others feel SAFE with us Next to them!**

- We respect and honor the Greek labor force
- We invest in Greece - We produce in Greece
- We are committed to the Fundamental Values we have been supporting since 1977
- We offer Security, Development and Satisfaction to our Customers and Partners.

**A**lways adhering to the above Framework, we proceeded to the issue of our new Product Catalog which meets the Contemporary Fire Safety Requirements.

THE STRUCTURE NOW CONSISTS OF 11 ISSUES OUTLINING THE FOLLOWING:

1. Our Company
2. Fire extinguishers
3. Fire Extinguisher & System Accessories
4. Extinguishing Materials
5. Fire Nests, Stations and Related Equipment
6. Fire Doors
7. Firefighting - First Aid Equipment
- 8 Other Products
9. Fire Extinguishing Systems
10. Fire Extinguishing Assemblies
11. Photoluminescent Signs

BY ANTONIS GKEZEPIS

BSc in Applied Informatics in Administration & Economy  
Marketing Department

## WE OFFER

- Products Recognized in Over 70 Countries with Numerous Related Certifications
- Variety and stock of products capable of meeting any need at any time
- Stable support philosophy of our partners, with a strong focus on wholesale and absence from retail
- Priority in product quality and safety

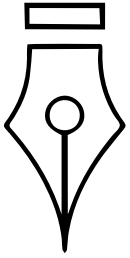


**MOBIAK continues to be the safest choice for its partners over the last 43 years.**



# Exhibition in Dubai

## MOBIAK'S PARTICIPATION IN INTERSEC EXHIBITION IN DUBAI



BY ANDREAS  
CLARIDOPOULOS

Mechanical Engineer  
Exports Department, Fire  
Fighting Equipment

“

*Intersec is the  
largest  
firefighting  
exhibition in  
the Middle East  
and one of the  
largest in the  
world.*

”

Punctual to its appointment, MOBIAK, once again participated in the Intersec show held in Dubai January 19-21. Intersec is the largest firefighting exhibition in the Middle East and one of the largest in the world.

We participated through our exclusive representative in the UAE where MOBIAK once again demonstrates the continuous support it provides to its partners.

We had the opportunity to introduce new products, such as the **LPCB Certified Professional Kitchen Fire Extinguishing System**, and to chat with our dealer partners and local authorities.

This has been a highly successful result for us, so we are looking forward to the next event in 2021.





BY LEFTERIS AGGELIS  
Production & Administration  
Engineer Sales Department,  
Fire Fighting Equipment

# A company that provides EVERYTHING!

**L**istening to market demand in recent years has led us to the creation of the first technical team based in Aspropyrgos, Attica.

Our many years of experience in the field along with our trusted team of technicians is here to meet your every need by taking the lead in system installation. Following the consistent philosophy of our company, this new department **will act in support of** MOBIAK's wholesalers, abstaining from retail.

**Delivery of Turnkey Systems and always with MOBIAK'S System Guarantee and Reliability.**

#### Ability to Install:

- "DIAS", "Alexander the Great" Kitchen Systems
- CO<sub>2</sub> - IG "MINOAS" Systems
- "ECO GREEN" Aerosol
- HFC-227ea "TALOS" / FK-5-1-12 "THESEUS"
- Fire Detection Systems
- Nests
- And Any Type of Hydraulic and Electrical Installation

**We invite you to explore the Opportunities of our New Department at Always Affordable Prices.**

## *A New Era begins With MOBIAK's First Team of Installers!*



***“Delivery of Turnkey Systems and always with MOBIAK'S System Guarantee and Reliability”.***

# Fire Blankets

**BY MAGDA CHARALABAKI**

MSc in Chemistry,

Quality Department, Fire Fighting Equipment

Fire Blankets are safety equipment, designed to extinguish small fires, early stage fires. They consist of a fire retardant sheet and are simple to use. They are placed on the fire, covering it so that the fire eventually “drowns” after the supply of oxygen is cut off. Fire blankets are usually made of either fiber-glass or nylon-coated silicone-based flame retardant and folded so that they can be fully unfolded and ready for use with one pull. They are mainly intended for use in kitchens, small appliances and around the home. A standard for Testing, Selection, Installation, Commissioning and Maintenance of Fire Blankets has been developed and adopted in Europe, EN1869: 1997.

## Fire blanket selection

The EN 1869 fire blankets must be square or rectangular and their sides shall not be less than 0.9m and greater than 1.8m. Their weight should not exceed 4.5 kg and should be selected to extinguish or assist in extinguishing the types of fire listed below:

1. Fires that involve cooking oil
2. Fires that involve clothing but are also recommended for:
3. Small fires.

Some examples of small fires are shown below:

- Spilled wax on a bench.
- Science experiments involving solids on a laboratory bench.
- Spilled liquids on a work surface or bench.
- Food in a frying pan or tray.

4. To choke and restrict fires in small containers where the blanket creates a “lid” and in which the use of a portable fire extinguisher may then be necessary to fully extinguish the fire. Some examples are shown below.



*Fire blankets should be available for immediate use at any time. Appropriately sized fire blankets should be installed as follows:*

- *Where the fire is likely to break out*
- *Be mounted on the wall and*
- *Be visible and accessible to the user*

- Food in a pot
- Scientific experiments with liquids in a beaker
- Trash in a small bin

5. Reduce small fires to electrical appliances after they are switched off and before implementing more extensive fire extinguishing measures. Some examples are shown below.

- Toasters.
- Small electric char-broilers.
- Household appliances for the production of cotton candy.

## Installation of Fire Blankets

Fire blankets should be available for immediate use at any time.

Appropriately sized fire blankets should be installed as follows:

- Where the fire is likely to break out.
- Be mounted on the wall and
- Be visible and accessible to the user.

Fire blankets should not be:

- In places where a potential fire would impede access to them.
- On or near heating appliances.
- In concealed places behind kitchen furniture and/or equipment, behind doors, in cabinets, drawers or deep recesses.
- In areas where they may be damaged.





## Condition Assessment - Blankets To Be Rejected

Any Fire Blanket with a significant defect or defects that make it unsafe to use must be removed immediately from the designated place and replaced.

Reasons for rejecting a fire blanket

The most serious risk of a faulty fire blanket is not to be able to use it to stop the fire.

This may be due to any of the following conditions:

- Damage or fault to the blanket material.
- Damage or fault to the blanket straps (not allowing its removal from the case).
- Serious damage to the case.
- Fire damage to the case.

Additional Reasons for rejecting a fire blanket:

- Invalid marking or handling instruction.
- Instructions not available in Greek.



***Any Fire Blanket with a significant defect or defects that make it unsafe to use must be removed immediately from the designated place and replaced.***

<sup>1</sup> Code of Practice for the Selection, Installation, Commissioning and Maintenance of Fire Blankets manufactured to BS EN 1869. Fire Industry Association UK.

# Innovative Installation of the FK512 System

THESEUS<sup>®</sup>

Dear partners,

We are pleased to announce that the VDS Certified Local Application System FK512 has been successfully installed by MOBIAK WORKSHOPS at the offices of a renowned Bank in Chania. The System consists of 16 150kg bottles mounted in 3 arrays, 2x5 + 2x5 + 1x6 bottles.

Design and Installation is in accordance with VDS Requirements.



BY GIORGOS THEODORAKIS  
Mechanical Engineer / Fire Protection Branch  
Manager



**FK512 Local Application System**  
**VDS Certified**

BY ANDREAS CLARIDOPOULOS  
Mechanical Engineer  
Exports Department, Fire Fighting Equipment

# Exhibition in Nigeria

## Participation with the Largest and Richest Products Exhibition Booth

MOBIAK Exhibition  
Booth at the  
International  
Exhibition in Nigeria



**M**OBIAK for the first time decided to participate as an exhibitor in a Firefighting Equipment Exhibition in Africa and our springboard to this was the Securex West

Africa International Exhibition held on 16 and 17 April 2019 in Lagos, Nigeria.

The event took place with the largest and most product-rich booth at the exhibition, presenting our entire range of products including our complete range of fire extinguishers, extinguishing systems, UL/FM certified water supply components and the new LPCB certified Automatic Kitchen Fire Extinguishing System.

The response and interest of both domestic and international entrepreneurs in the field was significant, which made the exhibition successful.

**MOBIAK®**  
FIREFIGHTING • GASES • MEDICAL est. 1977

*the Securex West  
Africa International  
Exhibition held in  
Lagos, Nigeria*





BY MANOS STEFANOIANNIS  
Fire Department Sales Officer Engineer & Computer  
Engineer

# New Privately Owned Warehouse

## *New, Privately Owned Warehouse - Distribution Center in Aspropyrgos, 7,000m<sup>2</sup>*

**T**he last few months have been a period in which our company has made a large number of major investments. Certifications of items and systems, building facilities, as well as human resources enhancement, are key areas which MOBIAK has long made its priority.

**O**ne of the most important moves made at the beginning of 2020 was the purchase of a new, privately owner Warehouse - Distribution Center in Aspropyrgos, with a total area of 7,000m<sup>2</sup>!

**A**lways aiming at the best and immediate service of its partners, with this investment our company:

- Doubled the size of the Attica distribution center
- Strengthened the creation of wholesale - hyper-wholesale stocks
- Upgraded its facilities in the most modern way
- Minimized delivery times, with facilities offering multiple loading/unloading ramps, but also a steady increase in the workforce.

**T**ruely to its philosophy, MOBIAK remains a pioneering company in its field, constantly setting the bar higher. It is our responsibility and commitment to continue to rewarding you for the support you show us in practice!

**O**ur moving to the New Distribution Center, which is near the one you already know, is now complete and we are ready to process your orders fully.



The address of the New Attica Distribution Center is:  
10, Melission Street, Schoineza Location / Melissia, Aspropyrgos, Attica

***“It is our responsibility and commitment to continue rewarding you for the support you show us in practice!”***

# ISO 13485:2016

BY CHRISTOS VOURVACHAKIS  
Environmental Engineer / Quality Department, Medical Equipment

## *Medical Device and Related Services Management System*

### *What is it?*

ISO 13485: 2016 is an international standard developed by the International Organization for Standardization (ISO). The standard sets out the general requirements of a quality management system that must be followed by businesses seeking to demonstrate their ability to provide medical devices and related services that meet customer requirements and related legislation.

ISO 13485:2016 is based on ISO 9001:2000 and most of the requirements of the two standards are common.



### *Target Audience*

It concerns all companies engaged in the design and development, production, marketing, installation and maintenance of medical devices regardless of their type and size.



### *How is it implemented?*

The development of the quality management system is performed in the following steps:

- Determining the legal requirements on the products/services provided and the operation of the business.
- Determining how to correct any discrepancies.
- Assessing compliance of existing procedures and records with the requirements of the standard.
- Revising the existing procedures and records where there is a deviation from the standard requirements and introduction of new procedures and records where there is complete lack.
- Training staff on system requirements.
- System implementation.
- System review and modification if necessary.
- Performing internal controls.

### *What are the benefits?*

Most companies choose to be ISO 13485:2016 certified due to the need to comply with the requirements of legislation on medical devices.

In addition, a business can derive the following benefits:

- Organizing its departments and standardizing procedures to reduce errors and failures.
- Improving staff performance.
- Enhancing the credibility of the products and services provided.
- Developing business relationships with customers and/or suppliers who wish to do business with ISO 13485:2016 certified companies.
- Having the possibility to participate in public tenders in which the ISO 13485:2016 Certificate is included in the required supporting documents.
- Satisfied customers.

“  
**ISO  
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are common.**

”



BY FRAGIOUDAKI NIKOLAOS  
Computer Engineer  
Medical Equipment Sales Department

# Personnel Organization

## Steps to Better Organize Staff of Stores to Work in a Team and Achieve Its Goals.



**T**eam is a group of people who need to work together to achieve a goal that everyone agrees on.

The organization of the team is not so difficult, and with specific procedures you can also split tasks, saving personal time and controlling your employees better and more effectively.

### Step 1: Record the main tasks of your store

- Record what you do in your store from opening to closing.

- Record how you handle each task (processes).

By combining these two records you will have a complete overview of the store's operations

### Step 2: Look for the talents of your partners

To discover the talents of each of your partners, you only have to talk to them and observe them in their way of working.

The basic prerequisites are to accept everyone's diversity and not stick to what they have done so far.

**In a group you can meet many kinds of people with different characteristics, different ways of thinking, different ways of communicating.**

In addition, knowing the personality of each team member you can find ways to motivate them.

Every employee is motivated differently, and the "personal approach" has become the dominant form of motivation in modern literature.

### Step 3: Identify the role of each team member in writing

Once you've documented the store's operations, start distributing them to your colleagues depending on their "talent" and make sure they are fully understood. Be available to support them if they need help and do not overload them with many tasks.

### Step 4: Provide training to optimize each role

Once you have identified the role of everyone in our store, you should begin to provide him with all those tools that will improve their job. The primary tool is training of staff.

The main purpose of this training is to fully cover the needs of consumers, and through this training it is necessary to determine how each employee will contribute using their field of expertise.



### Step 5: Monitoring, control and corrective actions

The success of all of the above steps depends largely on the monitoring and control procedures you will establish.

To do this, you first need to set some KPI's (Key Performance Indicators).

These may have to do with the sales volume of the store, the sales volume of a category, and other issues that you consider key to your store's growth.

It is essential that these KPI's have been communicated to the employee from the onset.

Subsequently, the performance of each employee and the entire store team should be monitored at regular intervals. This must be checked through personal appointments with each colleague, and you must also organize team meetings to analyze the course and wishes of your store, while examining the role of each employee in the growth of the store.

Finally, do not hesitate to make changes where you identify a problem.

Changes can be made both in the definition of responsibilities and in changing the person himself.

**Corrective action should be taken immediately, as perpetuating a problem will adversely affect the performance of the team, but above all it will adversely affect those who perform their duties successfully.**

***“Be available to support them if they need help and do not overload them with many tasks”***

# Carbon dioxide gives “green light” to ecology

BY EFI MANAROLAKI

MSc in Chemistry, Gas Department, MOBIAK GAS

## Carbon Dioxide and “Green” Chemistry

Many are wondering what could be the relation between carbon dioxide and “green” chemistry, which seems to be an oxymoron, as carbon dioxide is the gas that mainly contributes to the further expansion of the greenhouse effect. In addition, as a product of industrial activity, its levels are now above 400 ppm, which for those who claim that it contributes to the destruction of the environment, we are far from the point of no return. On the other hand, it has been shown and is widely known that the planet is subject to significant changes partly due to carbon dioxide, but also to other gases that have a negative impact on the greenhouse effect. Optimists believe that we will survive and the planet will escape destruction. The answer lies in adapting day-to-day sustainability and in particular every single industry. Over the years, more CO<sub>2</sub> applications are being developed that are “green” for nature and will help stabilize the levels of CO<sub>2</sub> as a greenhouse gas. In addition, some other applications are well established and somewhat outdated, such as its use in the form of carbonic acid, which replaces inorganic acids.

## Applications

One of the most popular applications is its use in oil extraction, or “enhanced oil recovery”, as it acts as a propellant due to pressure, but at the same time increases the fluidity of the oil thus allowing it to flow better and faster to the surface. The process begins at an early stage, using natural pressure or gravity to guide the oil to the well, in combination with lifting techniques such as pumps. This process will produce only 10% of the oil. Secondary recovery involves filling with water or gas to displace the oil into a production well. Carbon dioxide has been successfully used to guide it to a tank and push extra oil into a production well.



*More carbon dioxide applications that are “green” for nature have been developed over the course of the years.*



*Carbon dioxide acts as a solvent, thereby reducing the viscosity of the oil by facilitating its flow.*

Carbon dioxide acts as a solvent, thereby reducing the viscosity of the oil by facilitating its flow. In the future this process may recover from streams of Dioxide by-products, such as from the fermentation of fertilizers and perhaps from power plants. The problem with exhaust fuels from power plants and similar projects that burn fossil fuels is the requirement for concentration through monoethanolamines and similar solvents, where the recovery or condensation phase of the preparation of a stream of dioxide for injection is generally not economical and is not subsidized. One of the most successful places of application of this process is Dakota, America. It is currently supplying oil to regional markets in Canada. Dioxide content in the exhaust gas is weak, about 10-15%, while in enriched streams such as fermentation, it exceeds 98%. So the main difference is that there is a corresponding need to concentrate the carbon dioxide content of the exhaust gas. One of the most promising development areas in America is the creation of new tax legislation that supports tax commitment plans. This has created a plethora of possibilities, which require the safety and permanent storage of carbon dioxide in geological formations. The concentration of Industrial Oxygen has decreased to 100,000 tonnes of dioxide capture per year, from the previous maximum concentration of 500,000 tonnes. At first, this commitments was applied only to enhanced oil recovery projects with permanent carbon dioxide storage. Ultimately, this is a mechanism that would act as a means of implementing various dioxide recovery and isolation schemes. So when we look at carbon capture and storage, we are talking about the true definition of “green chemistry”.





## Additional Applications of Carbon Dioxide

### Use in Supercritical Extraction

This is a technology that uses a natural solvent, such as carbon dioxide, to extract essential oils and substances from spices and other sorts of plants. Other solvents that may be used are based on hydrocarbons, such as hexane. This technology is well known in markets such as India. In America, there is a resurgence of this technology for the production of natural hemp oil. This is a “green” way to produce natural extracted oils and products from plants.

### Use in Greenhouse Applications

Worldwide annual production under “glass” conditions for year-on-year growth is fast advancing by investing in small vertical cultivation techniques in hot and dry countries. In cold climates, it is common practice to burn propane or natural gas to recover heat and raise CO<sub>2</sub> levels and improve crop growth. In colder climates, the use of “green technologies” that replace the accumulation of fossil fuels in greenhouses is required. Elevated levels of carbon dioxide during the day improve plant growth. In greenhouses, the growth rate of most plants can be improved by controlling carbon dioxide concentrations at about 800 ppm. This is twice as much as normal concentrations in natural air. Any increase in carbon dioxide levels of around 800ppm has a reduced benefit for plants. Despite these diminishing returns, some checks have found that carbon dioxide levels at 1200 ppm can completely spur plant growth. Improved carbon dioxide levels in greenhouses increase productivity and crops yield significantly. At the same time, the quality of the crop is improved. When carbon dioxide levels are improved in the greenhouses, the plants produce better quality fruits and vegetables.

As mentioned earlier, Americans have recently legalized the use of pharmaceutical cannabis and the use of carbon dioxide has been applied to improve and grow this type of crop.



***This is an application of the future if we consider that the population is constantly growing, requiring an even greater cultivation of the product to extract oil from this plant.***



In America, it is legally used for medical purposes. For these crops, carbon dioxide is used in closed structures. Indoor application requires an increase in air content from 400 ppm to 1000 ppm. Some claim that boosting plants with carbon dioxide gas can increase their growth up to 50%. This is an application of the future if we consider that the population is constantly growing, requiring an even greater cultivation of the product to extract oil from this plant.

### Its use in Insect Smoking

To achieve maximum results, atmospheric carbon dioxide is generally required to increase to 50% of the closed atmosphere for 4-7 days. This treatment is recommended for warm climates where temperatures exceed 15.5°C. Thus, the increase in concentration by 1% or more for several hours, can eliminate harmful insects, spiders and mites in the greenhouse, thus helping to the growth of cultivations. In the past, hazardous chemicals such as carbon tetrachloride and less hazardous chemicals were used for this process. But all this use of chemicals poses subsequent risks to human health.

### Use of Dioxide as Carbonic Acid

A milder acid that can replace inorganic acids, including sulfuric acid and hydrochloric acid. Such applications to reduce active acidity have been used in municipal water treatment plants. For industrial applications, carbon dioxide is one of the most widely used in pulp treatment and more specifically those for waste water disposal. When using sulfuric acid, the products produced are sulfates, which are undesirable. When carbon dioxide is used, downstream products are carbon-yls and di-carbon-yls which do not adversely affect the environment, as do sulfates. The use of dioxide in water treatment and the reduction of active acidity is a natural factor that can help maintain a clean environment in the future.

# Corporate Social Responsibility and Marketing

T

What is Corporate Social Responsibility? Is it a marketing tool or something more? How is it different from the other promotional practices of a company? The European Commission has given the following definition of the concept of Corporate Social Responsibility: "It is a concept in which companies voluntarily integrate social and environmental concerns into their business activities and their contacts with other stakeholders."

Analyzing it, I would say it is the lifestyle a business chooses to strive to balance its function and impact on society in general, based on the triad of economic growth, sustainability and social cohesion.

It is a key element of modern business with profits for both the organization implementing it and the society that derives its benefits.

**"It's not enough for Caesar's wife to be virtuous, she must be seen to be virtuous"**

The above quote was used by Julius Caesar referring to his second wife Pompeia Sulla. Having made it clear that Corporate Social Responsibility is NOT a Marketing tool, I will say that a business/organization has to take the initiative and take action in line with what we have said above to promote them in an informative and exemplary way. Always in the right way and respecting the dividing line between promotion and promotional product (which CSR is not).

## MOBIAK's offer

At MOBIAK we take the issue of Corporate Social Responsibility seriously. It is a culture, it has principles, structures and processes stemming from Management and is structured throughout the business.

## The Indivisible Relationship with Social Organizations and Educational Institutions

MOBIAK provides constant and irrevocable support throughout the years to sports clubs as well as charitable organizations such as "The Smile of the Child" and educational institutions such as the Technical University of Crete.

However, Corporate Social Responsibility is not a panacea for state-owned infrastructure. It is not a substitute for public policy, but can help improve it. At MOBIAK we envision a better society that gets feedback from its members and contributes to a "better tomorrow".



## Is it a marketing tool or something more?

BY ANTONIS GKEZEPIS

BSc in Applied Informatics in Administration & Economy  
Marketing Department

“

*"It is a concept in which companies voluntarily integrate social and environmental concerns into their business activities and their contacts with other stakeholders."*

”



**MOBIAK provides constant and irrevocable support throughout the years to sports clubs as well as charitable organizations such as "The Smile of the Child" and educational institutions such as the Technical University of Crete.**

**At MOBIAK we envision a better society that gets feedback from its members and contributes to a "better tomorrow".**



BY NEKTARIA PSEGIANNAKI  
Graphic designer  
Creative Department

# A Life Full of Color!

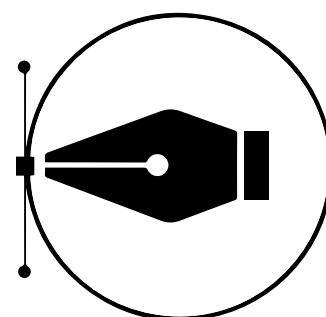
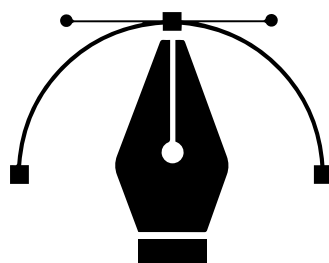
All or at least most of us stand at some point in our lives looking back, briefly pressing "Pause" to stop the fast train of our lives, seeing our choices from afar, and judging them. To make an assessment of our great and important choices.

One of the main paths of our lives is our work. It may not be "right" for work to play such an important role in the progress and personal course of every person in their lives, but it is a fact and it certainly does not change. That is why our profession needs to cover us not only financially but also ethically and emotionally as much as possible. So that it can offer us extra satisfaction in return for our effort and time.

The Graphic Arts industry offers powerful emotions and experiences, which are particularly rare and important.

Our Everyday Life is full of the **Joy of Creation**, devoting Time and Using our Imagination to make our Ideas true.

Our Everyday Life is full of the Joy of Creation, devoting Time and Using our Imagination to make our Ideas true.



Every day is full of the joy of achieving a Goal, by making Great Design and Printing Projects true from scratch.

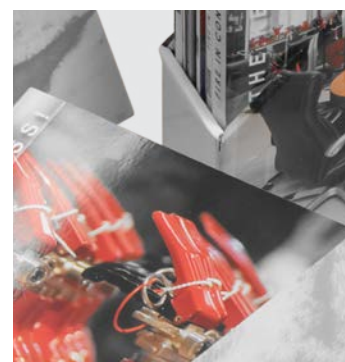
Take a look at the Newspaper you are currently holding in your Hands. **It is the result of the Imagination and the Appetite for a Team Effort.**

It is the output of Mr. Manolis Svorakis' initiative to put flesh on the bones of an Idea and Color.

It is very important in your work to be able to see the result of your effort not only on your hands but also on everyone's smile.

The joy of Creation, Composition, and Team Effort eliminate everyday routine, so I personally wouldn't change Graphic Arts with anything.

It fills your life with Color and never lets you get bored, just like Dreams ...



# Detection of gases in general

BY GEORGIOS THEODORAKIS

Mechanical Engineer

Fire Protection Store Manager

One of the greatest dangers to the safety of employee's and in the world of gases in general is the timely detection of a possible leak - a possible increase in gas concentration.

## Gases are divided into:

- 1) flammable - explosive, e.g. LPG, hydrogen etc.
- 2) poisonous - suffocating, e.g. carbon dioxide, carbon monoxide, nitrogen etc.

We must guard ourselves against the risks posed by our exposure to the above gases that can cause poisoning, ignition and explosion that often result in a large number of injuries and casualties especially at industrial sites.

Natural gas and LPG are widespread in the urban environment for heat production and kitchen use, and now, especially with the large increase in oil prices, the demand for gas is increasing.

For this reason, gas detection is very important as there is a very high safety requirement, mainly from the fire service especially in professional areas.



## How to Detect Gases:

### • With Gas Detectors

Basically, we have a network of explosive gas detectors that are connected to a fire detector panel and in case of gas detection we have an alarm and a siren or an electric valve at the outputs of the panel that cuts off the supply of gas or electricity to reduce the likelihood of causing a spark and, consequently, an explosion leading to the activation of the ventilation system.

With all of the above we increase the security of an installation at a very low cost.

### • With Autonomous Gas Detection Systems

An autonomous system has far more possibilities, but a much higher cost.

The autonomous system constantly monitors the rate of gas and can detect too many types of gas (unlike LPG and natural gas that controls the fire detection system). In plants that have other hazardous gases (e.g. ammonia, acetylene), we have to constantly monitor their

values and be aware of the rate of this gas in our premises and not just if there is one, as in the previous case.

There are detectors for hydrogen, ammonia, acetylene, LPG etc. that give us the gas concentration at the detector position at all times and at the same time we have set the low explosive limit (lel) which determines the lower concentration of a fuel than can cause an explosion, and there is also the upper explosive limit (uel) which defines the maximum concentration of fuel that can cause an explosion in the air. Fuel values above uel cannot cause an explosion due to a small amount of oxygen.

Therefore, in case of facilities with high safety requirements, it is necessary to continuously monitor the concentrations of hazardous gases for both safety and operational reasons (timely detection of high concentration) to prevent accidents.

Gas detection is a huge asset and it is important for designers and installers to propose solutions that are practically feasible, especially in industrial sites where costs are extremely high.

A small to medium security level may not cover us, but it is certainly much better than having no gas detection system at all.



*Natural gas and  
LPG are  
widespread in the  
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now, especially  
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for gas is  
increasing.*





# "Prevention is better than cure"

BY ALEXANDROS BOLANIS

Economist / Firefighting Equipment Sales

This is what Hippocrates believed, highlighting the importance of Prevention for health and longevity. But in order for a person to be and remain healthy, he must adopt the concept of prevention as a way of life. The role of Preventive Medicine proves to be crucial and life-saving in all cases of diseases that threaten one's health and life.

This saying, however, is something we should apply to other aspects of our lives besides our health. Especially in matters of fire protection, where taking the right measures and defining timely the actions to address a fire, are crucial both for the protection of our property but mainly for our own lives and for our fellow human beings.

However, we have seen over the years that as a people, we Greeks are indifferent to the measures needed to protect us from fire incidents. Have you ever wondered how many of your friends and acquaintances have reliable fire extinguishers properly maintained in their car? How many have even the elementary fire extinguishing equipment in their home?

If you talk to them, you will find out that there are probably a few who adhere to the elementary requirements, even in terms of prevention & fire protection. Perhaps this is because most people think that nothing bad will ever happen to them. At the same time, during the years of crisis, the tendency to cut costs has intensified even when those costs relate to items that, if they are available at a given time, can make the difference between life and death, and such items certainly include fire extinguishers.

It must therefore all of us realize that only with the right preventive - fire protection measures will we be able to protect ourselves and our most beloved ones to a significant degree, and that we may need to take additional action in that respect, beyond any laws and regulations.

## MOBIAK supports the TUCer team of the University of Crete

BY ANTONIS GKEZEPIS

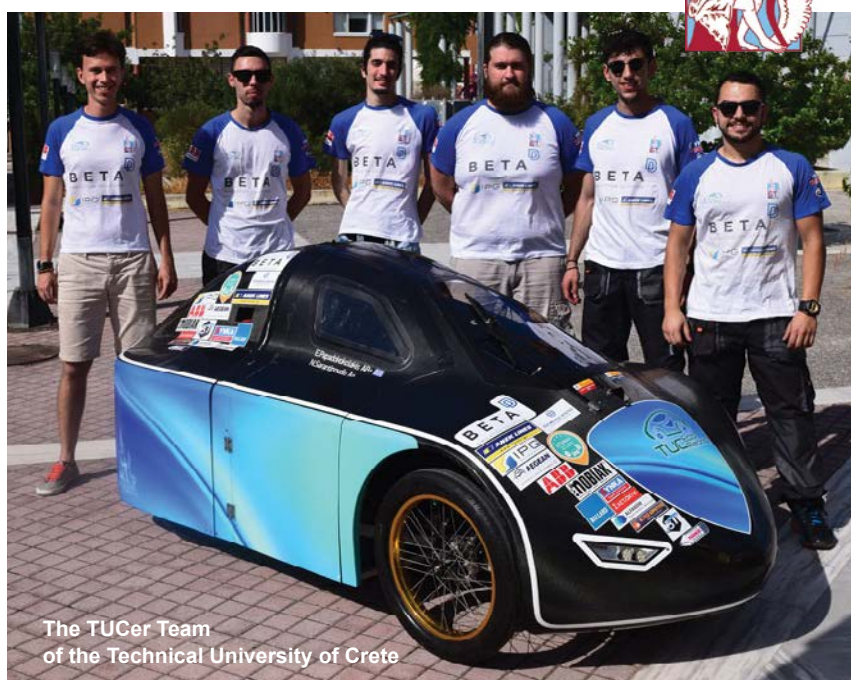
BSc in Computer Applications in Administration & Economy / Marketing Department

Since 2007 the TUCer (Technical University of Crete eco racing) team has been designing and manufacturing low-emission and zero-emission electric vehicles, that use hydrogen as a fuel. The team is made up of students and research staff of the Technical University of Crete who envision an environmentally friendly car.

MOBIAK could not abstain from such a good idea both in philosophy and implementation and within the framework of the company's Corporate Social Responsibility, it supports the efforts of this particular scientific team as a sponsor.

MOBIAK's logo features on the special TUCer vehicle as well as the team's uniforms.

*Keep up the good work!*



The TUCer Team  
of the Technical University of Crete

**MOBIAK supports the TUCer team of the Technical University of Crete, which envisions an environmentally friendly car**

# CO<sub>2</sub> (Carbon Dioxide)

## 1000 + 1 uses

BY ARGYRO SCHOLINAKI

MSc in Chemistry,  
Gas Production Manager

### Distillery

**S** For sure, everyone enjoys a frozen Greek barrel-aged beer or at least a soft drink!  
Both of these delights have one thing in common, CO<sub>2</sub>!

Proper mixing of a barrel-aged beer can only be achieved with a CO<sub>2</sub> pump, as for the bubbles that pop through your favorite soft drink, this is nothing more than CO<sub>2</sub>.

If your beer arrived in a frozen glass, that is also the result of CO<sub>2</sub> with a little help from technology. The glass chiller is now standard equipment in bars and cafes, just like the espresso machine !!!



### Food industry

The use of CO<sub>2</sub> in the food industry is widespread, mainly in packages aimed at oxygen removal and better food preservation, and the use of CO<sub>2</sub> and its mixtures significantly increases the shelf life of the food. It is also used for its antimicrobial properties and in its solid form, dry ice, is used in the production of olive oil and wine to maintain the temperature of the fruit during transportation to production sites.

One of the latest applications of CO<sub>2</sub> in food production is cryogenic cooling or deep freezing. This method causes immediate, rapid cooling resulting in meat, seafood and vegetables retaining their moisture, texture and form, as the food cell walls are not damaged.

However, there are other uses of CO<sub>2</sub> that you probably do not know about and you may be able to apply them or simply accept their results without even knowing it.

*Since 2017, cannabis for medical use has been legal in Greece as well, as experimental tests have shown that the benefits are far more than the side effects.*

### Dry cleaners

In many laundries, old dry cleaning chemicals have been replaced by CO<sub>2</sub>. Chemicals now suspected to be carcinogenic can be replaced by CO<sub>2</sub>, which does not cause any health problems if used according to the safety data sheet of the material (MSDS). In addition, old-type chemicals belong to the category of halogenated hydrocarbons which must be replaced according to environmental legislation. The cost of replacing the equipment should not be an excuse when the benefits are directly related to the health and maintenance of our planet. In addition, cleaning of mattresses with dry ice has been added to the uses. This procedure is appropriate for hotel businesses.

### Medical Uses

Medical uses of dioxide are constantly increasing and include a wide range of applications. Most of you will have heard of the beneficial properties of cannabis in various diseases that have not been cured to date, e.g. reducing chronic pain and convulsions in diseases such as arthritis and Parkinson's disease, reducing nausea and vomiting during chemotherapy, and improving the appetite of people with HIV/AIDS. Since 2017, cannabis for medical use has been legal in Greece as well, as experimental tests have shown that the benefits are far more than the side effects.

Dioxide is used in closed cannabis plantations for faster plant growth as well as in open plantations. In addition, dioxide has a dominant position in the supercritical extraction of essential oils. Supercritical extraction is a rapidly growing method of separation, using solvents such as CO<sub>2</sub> in supercritical conditions. This results in the complete removal of CO<sub>2</sub> from the extract, with a simple release at atmospheric pressure. Supercritical extraction is used to extract oils from hemp and other oils that have therapeutic properties, since the method is non-toxic, leaving no residues, such as hydrocarbons, which have been the usual way of extraction until recently.





And from Cannabis to something that until recently mainly concerned women, but is now of the male population's concern, too. Eternal youth !!! And because miracles do not happen and there are no magic filters, this is called a Plastic Surgeon. Cosmetic procedures are a common secret, Botox and hyaluronic acid treatments are performed both by women and men, and are the new trend. The increase in cosmetic treatments in Greece in recent years, mainly non-interventional ones, reaches 30% and has not been affected by the financial crisis at all.

Dioxide is coming to replace the toxic (in large doses) substance used for botox and hyaluronic acid injections. Carboxytherapy, as it is known, refers to the skin and subcutaneous administration of CO<sub>2</sub> gas, which does not present the slightest risk as it is a natural component of our body. CO<sub>2</sub> treatment improves skin elasticity, circulation, appearance of fine lines, activates collagen production and destroys accumulated local fat. The treatment is used to fight dark circles, stretch marks, cellulite and face and body sculpting.

One of the first uses of CO<sub>2</sub> in Medicine was as a respiratory stimulant. CO<sub>2</sub> is administered to stimulate respiration after periods of apnea and after periods where there is a marked increase in respiratory rate and a need for CO<sub>2</sub> levels in the body to return to normal.

One of the most common uses of CO<sub>2</sub> in medicine is for the enlargement of the body cavities in laparoscopic surgery and endoscopy. Before proceeding with these interventions, doctors administer CO<sub>2</sub> gas and practically inflate the cavity involved.

Liquid CO<sub>2</sub> and dry ice have begun to replace liquid nitrogen in cryotherapy. Cryotherapy is the removal of skin lesions by abrupt cooling of the affected area. Cryotherapy treats hyperkeratosis, condylomas, papillomavirus, scars, discoloration (spots). In addition to cryotherapy, CO<sub>2</sub> is also applied to the preservation-cryo-preservation of cell samples, tissues, etc.

Laser CO<sub>2</sub> is also used for skin diseases. Although lasers have come into our lives as industrial tools for metal cutting, metal engraving, etc., since 1984 when technology progressed to allow this, by giving them the precision needed for medical interventions, CO<sub>2</sub> lasers are used in extremely sensitive and vital interventions, such as neurosurgery, plastic surgery, ophthalmic surgery and dermatology.

But **beware**, for all these medical uses CO<sub>2</sub> used is of high purity and specifications given by the European Pharmacopoeia. Therefore, the production process is subject to strict controls and costs are higher than CO<sub>2</sub> used for firefighting, in other industrial applications and food.

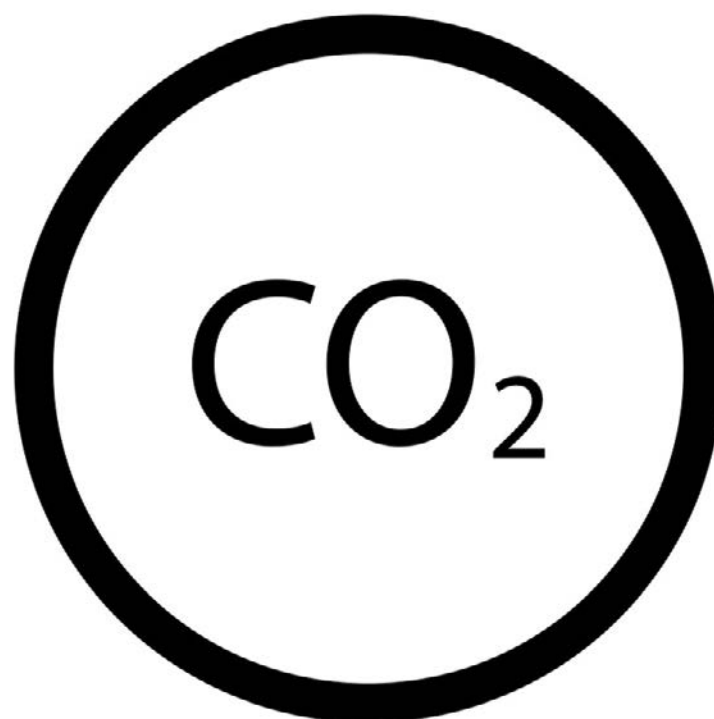


### ***Industrial production***

Dioxide is used in industrial organic synthesis processes. The consumption of CO<sub>2</sub> for the synthesis of urea fertilizers is huge. Urea fertilizers are the most widespread worldwide. Many of the intermediate products synthesized with the help of CO<sub>2</sub> are then used to produce various polymeric substances such as PVC, nylon, cellulose, etc. So, practically CO<sub>2</sub> is a basic raw material of the chemical industry since all these are then used to produce plastics, fibers, paints, medicines, etc.

Finally, CO<sub>2</sub> is a separate solvent that can replace organic solvents, since it combines low cost and low toxic emissions, and the separation of products and catalyst is done simply with a little change of pressure, exactly the same principle used in the supercritical extraction of essential oils.

***Dioxide is coming to replace the toxic (in large doses) substance used for botox and hyaluronic acid injections.***



# MOBIAK supports Konstantinos Livanos World Cycling Champion

*“MOBIAK responded promptly and helped the young cyclist to buy new equipment (track bike).”*

BY ANTONIS GKEZEPIS

BSc in Applied Informatics in Administration & Economy  
Marketing Department

**O**n the morning of 24/9/19, two young athletes from Chania were awarded the **Gold Medals in Swimming and Cycling**.

These medals were awarded to **Apostolos Papastamos** who reached the limit for taking part in the Tokyo Olympics by winning the Gold Medal at the World Teen Championships in Budapest, and **Konstantinos Livanos** who won the Gold Medal in the Swimming Championships in Budapest.

Due to their increased financial needs, the two athletes requested the sponsors to meet their needs.

MOBIAK responded promptly and helped the young cyclist to buy new equipment (track bike).

For his part, Konstantinos Livanos thanked the sponsors for the help and the award. The awarding of the athletes took place at a ceremony in the ANEK conference center.







# Online Sales Development Tips

BY MANOLIS STAVROULAKIS

Fire Fighting Equipment Department of Greece

*Internet sales have increased significantly in recent years.*

*Are You an Owner / Administrator of an E-Shop and Do Not Have the Expected Sales? Something is surely wrong.*

Let's look at 5 simple moves to become more competitive while increasing your sales from your e-shop.

## 1. RELIABILITY AND TRUST

Earn the trust of your customers simply without making combined offers that confuse them.

Find a product that only you can supply or try to make your e-shop more specialized in a product category. This way the visitor and potential buyer will trust you more than any other e-shop that sells from slippers to electric kitchens.

## 2. APPLY DIGITAL MARKETING STRATEGIES

The strategies you need to follow must be innovative. That is, you should follow all these practices that big companies cannot follow. Such a technique is to customize a Blog in your online store to attract the interest of your visitors.

Let's see an example ..

You have an e-shop and you never renew the products, your visitor will see the same products again and again ... so at some point they will never come back and therefore will forget you when they will wish to buy something.

But if you had a Blog, your e-shop would inform you about various topics, such as :

- (a) where the particular product is used
- (b) what its extinguishing ability is
- (c) why would someone choose this particular product
- (d) emphasize the advantages over other products

## 3. SHIPPING COSTS

It is true that small businesses cannot absorb shipping costs on every sale.

Alternatively, set a limit and say that all purchases over the limit are shipped for free. It's a good trick to get your customers place bigger orders.

## 4. PERSONAL COMMUNICATION

An important advantage for small businesses is personal communication with the customer.

Try to build a personal relationship with your customers. Give them a personalized shopping and service experience, because customers are not only paying for the product, they are paying for the overall shopping experience.

## 5. DO NOT WEAR OUT YOUR CUSTOMERS

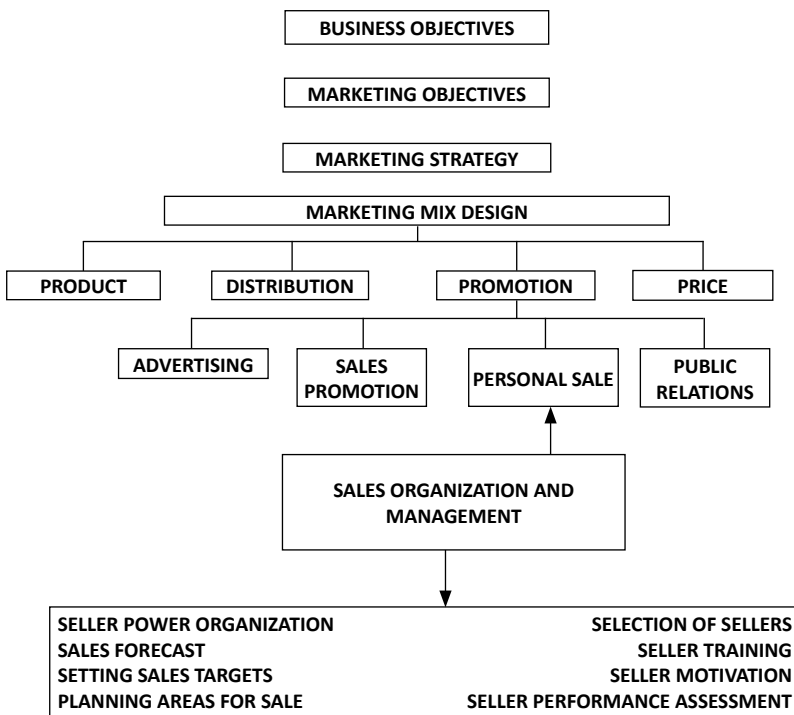
Avoid ads and pop-ups that wear out your customers and often prevent them from buying.

Good luck!

*The strategies you need to follow must be innovative.*

# Marketing Strategy & Sales Management

BY ANASTASIOS TSAGARIDIS  
Seller, Heraklion Store Driver



Sales planning of a business is always established and implemented in conjunction with its other strategic activities. Sales must be developed in close coordination with other business plans (e.g. marketing, production, finance, personnel) based on the overall strategic approach of the company chosen to achieve its overall objectives.

According to the above figure, the goals of the business will determine the marketing goals, which should be completely in line with each other.

This is followed by the choice of the marketing strategy and the proper planning of the marketing mix. The marketing mix refers to product, promotion, marketing and pricing. All aspects of the marketing mix should be closely related and in balance to achieve the best possible result. Also, as shown in the figure, sales organization and management focuses on the application and implementation of personal sales in the marketing mix, in particular sales organization and management, including:

(a) sales force organization (b) sales forecast (c) setting sales targets (d) designing sales areas (e) seller selection, recruitment and training (f) seller motivation and (g) evaluating their performance. In more detail:

**Marketing mix refers to Product, Visibility, Distribution and Pricing.**

## Business Objectives

Managing a company means setting objectives that essentially represent what it expects to achieve. These objectives can be divided into long-term and short-term ones, for example a business may have a long-term objective of improving its financial position. We therefore see that long-term objectives may be non-quantitative and may not refer to a specific time period.

Short-term objectives, on the other hand, must be expressed in quantitative terms and clearly defined in terms of how long it will take to reach them, and their size e.g. the company may aim to increase its market share by 15% within the following three years. Short-term objectives serve 3 purposes in a company:

- (1) they are the benchmark for evaluating performance
- (2) they are a very powerful motive for employees
- (3) they specify the criteria necessary for selecting the appropriate strategies

For example, if a business aims to increase its market share, the contribution of the sales network should be determined by increasing the number of visits to current and potential customers. These objectives can be the motivation to develop better collaboration between the different departments of the business, so each department also sets its own objectives that should be feasible!



## Marketing Objectives

The most common marketing objectives are expressed in terms of sales, profit and market share. Examples of marketing objectives include:

1. **Advertising** (launching new products, reminding the products to consumers, improving the image of the business, increasing product awareness)
2. **Price** (addressing competition, maximizing profits, selling low-selling products)
3. **Distribution** (reducing distribution costs, improving relations with the overall distribution network)
4. **Sales** (securing new customers, increasing sales for selected products, increasing orders from specific customers)
5. **Customer service** (improving customer satisfaction level, reducing customer complaints)



## Marketing Strategy

The marketing strategy defines the methods and procedures that the marketing department must follow in order to achieve the company's goals. The strategy to be followed should be based on the target market, that is, those consumers which the business should target. To identify the target market, it is necessary to track its needs, its size and its development potential. There are several models that describe many types of strategies. Among the most popular ones are the following three:

### 1. Focus

Here the company focuses on one or more segments of the market and not on the whole market. The purpose of the business following this strategy is to dominate these segments either in terms of cost or some form of diversification.

### 2. Differentiation

The business seeks to achieve superior performance from its competitors in a sector considered important by the target market, either in service, quality, distribution, technology or any other aspect.

### 3. Leadership in Costs

Here the advantage of the business is to achieve the lowest cost of production and distribution so that the product is sold at a lower price than its competitors. In this strategy, the business should have well organized technical, procurement, production and distribution departments, whereas no major marketing skills required.

## Marketing Mix Design

The marketing mix (product - price - promotion and marketing) is the set of tactics that will be chosen to implement the strategy and depend of course on the strategy selected.

One of the ways to promote a product is personal selling. Personal selling and sales plan of a business play a key role in the success of any marketing strategy that is implemented. However, as sales management involves a variety of activities and responsibilities (see figure), sales plans and policies need to be differentiated according to the different strategies followed. However, despite the fact that the marketing strategy, sales objectives and sales activities should be consistent so as not to have a negative impact on a company's profits and customer relationship problems, there is a high likelihood of inconsistency between these three variables. The most important reason for this discrepancy is attributed to the fact that sales executives often choose activities in an effort to increase sales volume, even in cases where this is contrary to the chosen marketing strategy. The latter is due to the fact that sales executives are often evaluated and remunerated on the basis of increased sales volume, while also being anxious about the failure of the products in the market or the failure to reach the sales target. In order to avoid such problems, it is advisable to involve sales executives in the design of the marketing strategy, but also in the design of the marketing mix. For example, sales executives should play a key role in the design of new products and the improvement of the already existing ones.

Sellers are the eyes and ears of the business in the marketplace, listening to its pulse and should constantly keep the business informed of any new trends and launches of new products.

Sellers are also the first recipient of customer complaints about any problem and should transmit all necessary information to the business as soon as possible to take all the actions that will allow for the corresponding improvements to be made.

Sales executives should also pay particular attention to the pricing policy of the company. One of the major problems faced by sales executives comes from the fact that often salespeople go for price reductions in order to secure a sale and meet a target and this can be a trap for future sales, as salespeople may find it difficult to secure new orders at higher prices than the original ones.

As far as the promotion policy of the company is concerned, it is very important to ensure coordination between personal sales and advertising, public relations, direct marketing and sales promotion. Particular emphasis should also be placed on the coordination of personal sales and advertising. The goal of both is to generate interest in the products of the business, so salespeople should move in a way that helps increase the influence of the ad, while the ad should in turn reduce the time required to make a sale.

Each company should make decisions such as the number of salespeople required, the number and frequency of visits, the way the products are presented, the activities that salespeople should perform beyond the sale, and the degree of supervision required.

## Sales Organization & Management

The management procedure for organizing sales consists of three stages:

### 1. Designing the Sales Plan

### 2. Application and Implementation of the Plan

### 3. Evaluation of its Results

Sales executives will first need to take on the difficult task of designing a sales plan by predicting and setting sales goals, organizing and defining sales force (determining the ideal number of salespeople) and determining the sales area (ideally dividing the entire geographical target market into individual sales areas).

Sales executives also need to make important decisions on people to ensure that the right salespeople are hired with the skills needed to perform their duties. They are then required to ensure their continued training, but both the recruitment of the right salesmen and the continuous provision of skills to those who, through training, are not sufficient to ensure the success of the sales plan. Sales force management, guidance and supervision are required so that appropriate incentives are provided to motivate salespeople by implementing an adequate remuneration system, based on the size of the effort and the outcome.

Finally, sales executives should be constantly concerned about the performance of the sales department and whether the latter has contributed to the achievement of the marketing goals but also of the business in general, by performing the necessary sales, cost and seller performance evaluation analysis.

The above analyzes can help diagnose any problems that exist, solve them, as well as the degree of satisfaction of the sellers who are inextricably linked to their performance.

# Moving of disabled persons

## *New Circular on the moving of disabled persons on ships.*

BY **FRAGIOUDAKI NIKOLAOS**  
Computer Engineer  
Medical Equipment Sales Department

**O**nce again, in response to market needs, MOBIAKCARE is proud to inform that it is ready to serve the needs of its customers based on the new regulation in cases involving the movement of disabled persons for passenger ships which entered into force on 1/5/2019.

The Circular, signed in October 2018, regulates issues such as access to ships, signage, transmission of announcements, safety alerts and other additional requirements regarding moving of such persons on board.

It is signed on 27/9, upon request of the Panhellenic Association of Paraplegics, and concerns the access and transportation of Disabled Persons by passenger ships.

As you can see below, the Circular stipulates that as of May 1, 2019, ships should include, inter alia, a specially designed area for the stay of disabled persons, **appropriate equipment for their access**, special parking space for access to vehicles from the entrance of the ships to the lifts, special signage for disabled persons in shared spaces, special system for the transmission of announcements for disabled persons, space for their wheelchairs, appointment of suitably trained crew members to serve disabled persons.

The Circular, signed in October 2018, regulates issues such as access to ships, signage, transmission of announcements, safety alerts and other additional requirements regarding moving of such persons on board.



### **Product Information**

#### **Technical Specifications**

- **Product Dimensions (L/W/H):**  
**69 x 51 x 90 cm**
- **Folded Product Dimensions (L/W/H):**  
**18 x 51 x 90 cm**
- **Product Weight:**  
**NW: 11kg**  
**GW: 13kg**
- **Weight Tolerance:**  
**≤159kg**
- **Aluminum**

**For More Information Contact our Sales Department**  
**TEL.: 28210 63222,**  
**mobiakcaresales@**  
**mobiak.com**

2. Complaints by disabled persons or persons with reduced mobility or by their relatives are frequent and usually concern abusive and degrading behavior on the part of crew members, cabotage operators and ships. In most cases, intense quarrels or arguments between the disabled persons, their relatives and crew members have been reported.

In order to avoid such incidents and ensure the sound administration and safe operation of the ship in relation to this socially vulnerable group, shipowners/management companies through their association, are kindly requested, assisted by the National Confederation of Disabled Persons, until 01-06-2019, to provide special training to crew members, at a theoretical and practical level, for the proper treatment and service of disabled persons on ships. Such training shall be proven, either through the controlled procedures of the Ship Safety Management Manual, subject to the implementation of the ISM Code, or through a relevant certificate issued by the National Confederation of Persons with Disabilities in any other case.

***The MOBIAKcare team is constantly searching for new innovative and competitive products and we promise to continue offering you the best solutions at the most competitive market prices.***



5. In addition, it is noted that it has often been observed that disabled persons remain in their vehicles parked in the corresponding vehicle area, in particular on RoRo ships, on the grounds that they cannot be moved from the vehicle space to the passenger accommodation areas because it is extremely difficult as there is no suitable equipment available, no appropriate assistance and no skilled crew members for this purpose on board.

In order to avoid such situations and ensure the dignity and physical integrity of all passengers belonging to the socially vulnerable group of disabled persons, in addition to the training to be provided in accordance with paragraph 2 of this paragraph, stretcher seats should also be supplied to all RoRo ships until 01-05-2019, both those which must implement the National Action Plan as well as those which do not, under the following specifications:



*It is signed on  
27/9, upon request  
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Association of P  
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access and t  
ransportation of  
Disabled  
Persons by  
passenger ships.*

- 5.1. it should be suitable for the immediate transfer of patients from limitedly accessible places,
- 5.2. it should have at least 4 handles in order to allow easy and immediate transport of the stretcher chair using stairs or a multi-level basis
- 5.3. it should have a lightweight frame made of aluminum
- 5.4. it should be easy to fold and store
- 5.5. it should be equipped with two folding handles
- 5.6. it should have two back wheels and move on them
- 5.7. it should be able to carry up to 150 kg
- 6. Port Authorities are hereby requested to confirm, by 01-05-2019, that the above described stretcher chair has been supplied to all Passenger Ships.



# Quitting Smoking

## Smoking Remains One of the Leading Causes of Death

By decision of the World Health Organization in 1988, the World No Tobacco Day is celebrated every year on May 31 to remind us of the harmful effects of smoking.

Smoking remains one of the leading causes of death, with 5 million deaths every year worldwide and is expected to reach 10 million by 2025, despite many targeted reduction campaigns. It has been estimated that the deaths caused by smoking in developed countries every year are more than those caused together by AIDS, traffic accidents, homicides, suicides, alcohol consumption and drugs.

According to **Surgeon - Otolaryngologist Anatoli Pataridou**, the serious diseases caused by smoking include:

- **Lung Cancer**, which is the most common cause of cancer deaths in men and women. The association between smoking and lung cancer is undisputable. The lungs are the organ that is directly exposed to the carcinogens of tobacco.
- **Chronic** lung diseases, such as chronic bronchitis, emphysema, asthma. Smokers are gradually destroying the health of their lungs. The tar with all of its harmful constituents settles down and covers the bronchioles and alveoli of human lungs, just like the smoke of the stove sticks inside the chimney.
- **Cardiovascular** and brain diseases. Tobacco narrows the walls of the vessels and makes the supply of blood to cells harder. It is the leading cause of heart attacks, strokes and gangrene in the extremities. The combination of smoking and taking birth control pills significantly increases the risk of women having vein thrombosis.
- **Osteoporosis**. Smokers suffer more from the development of osteoporosis and its effects.
- **Oral**, esophageal, pancreatic, bladder and other types of cancer. In addition to lung cancer, smoking is implicated in many forms of cancer, which occur either in places that are directly exposed to tobacco or in places where toxic tobacco products are absorbed by the lungs and circulate in the blood.

- **Fertility and Pregnancy Problems**. Smokers face sexual dysfunction problems more frequently. The sperm of male smokers is often weak, while smoking can affect fertility for women and increases miscarriage.

In particular, our country is one of the countries in Europe with the highest smoking rate, with men having the greatest share of 47.4% compared to women accounting for 39.6%. In fact, 33% of adolescents, aged 12-18, have tried a cigarette and 10% say they are smokers.

Cigarettes, cigars and all tobacco products contain the addictive substance nicotine and numerous toxins and carcinogens. It is important to note that the cigar is not innocent at all, since smoking for one hour is equivalent to smoking a whole pack of cigarettes, while the electronic cigarette contains a mixture of chemicals and nicotine whose effect is still under investigation. Especially young people are fooled by the generation of steam and not tobacco, believing that the electronic cigarette is completely harmless and start it without even having smoked a cigarette in the past.

Although manufacturers of electronic cigarettes claim that they are safe, the truth is that carcinogenic nicotine substitutes have been found in more than half of the samples tested. The fact that they can help someone quit smoking is also questioned, while "vaporization" can lead nicotine and liquid chemicals to areas of the body where nicotine from real cigarettes cannot reach.

Passive smoking is also now considered the third most common cause of mortality, and there is also "tertiary passive smoking" or "third-hand smoking", which is the invisible toxic mixture that adheres to hair, smoker's clothes and objects in a room (furniture, carpets, curtains). This toxic mixture contains heavy metals, carcinogens and radioactive elements capable of infecting an unsuspecting child who crawls on the floor and then puts his hands in his mouth. Tertiary smoking remains in a room, even if the room is ventilated.

**Cigarettes, cigars and all tobacco products contain the addictive substance nicotine and numerous toxins and carcinogens.**

*In particular, our country is one of the countries in Europe with the highest smoking rate, with men having the greatest share of 47.4% compared to women accounting for 39.6%.*



## Only 26% on Filters

We all know that smoking is bad for health and all parents who smoke realize that their children automatically become passive smokers. What they may not have fully understood is the exact effects and potential risk that children run, even when smoking parents do not exhale their smoke directly on them, but smoke remains in the air around them.

Smoking inhaled and exhaled by smokers, and especially smoke that rises from the tip of the cigarette between two inhalations, has a negative impact on the health of non-smokers. Only 26% of tobacco products and by-products remain in the cigarette (filter): 28% are inhaled by the smoker and 46% is dispersed in the air. In addition, more than 50 carcinogens have been identified in smoke released into the air.

It is clear that smoking is an extremely dangerous combination that can lead to deadly types of cancer, especially those affecting the upper respiratory tract and larynx. But let's not forget the chronic obstructive pulmonary disease (COPD), a disease whose incidence is increasing, which causes gradual narrowing of the lungs, usually due to smoking.

## Laryngeal cancer

Laryngeal cancer accounts for 2% of body cancers, and 75% of laryngeal cancers are found in vocal cords. The most common symptoms are hoarseness, difficulty in swallowing and dry persistent cough.

The good news about its treatment is that in recent years great progress has been made in head and neck surgery, with new techniques aimed at maintaining the functionality of the affected organ to the fullest extent by applying endoscopic surgery or CO<sub>2</sub> laser treatment either with KTP or robotic surgery with the Da Vinci system (minimally invasive surgery).

Endoscopic laser surgery's main advantages are satisfactory injury magnification, effective hemostasis and minimization of metastatic dissemination, satisfactory voice quality preservation, and avoidance of tracheostomy. Another advantage of the laser is that it can also be applied with local anesthesia in the doctor's cabinet, in cases of dysplasia or laryngeal papillomatosis in children and adults.



Unfortunately, positive developments in the treatment of tumors in the mouth-throat-larynx area have in recent years caused indifference to smokers, with the "rationale" that "no matter what, there are more modern treatments available to treat them all."

But we must not forget the crucial importance of preventive control and the responsibility we place on this harmful, everyday habit.

Let's all revise, especially the smokers, our life plan and let's think again why we continue to have these habits. The two key ingredients to creating a healthier lifestyle despite what's going on around us and keeping us away from bad habits are exercise and balanced nutrition. Sport helps to develop the psychosocial dimension of the individual, to cultivate a sense of self-esteem, willpower, determination and a constant striving for self-improvement. It also makes the person more consistent in meeting his or her targets and goals and helping him/her manage their time, leading to a healthy lifestyle, free from abuse and dependence.

In terms of nutrition, the best suggestion is to return to well-cooked home-made food and fruits and vegetables that abound in our country that are rich in antioxidants, known for their beneficial effects on the body against stress and aging.

***But we must not forget the crucial importance of preventive control and the responsibility we place on this harmful, everyday habit.***



***Smoking inhaled and exhaled by smokers, and especially smoke that rises from the tip of the cigarette between two inhalations, has a negative impact on the health of non-smokers.***



# The Role of Health Professionals

BY MAKIS GIANNOPOULOS  
Electrical Engineer & Computer Engineer  
Department of Research & Development,  
Medical Equipment

## *The Role of Health Professionals and Improving the Quality of Health Providers' Services*



**Quality, in the production of goods and services in general, is defined as a dynamic state of affairs that relates to products, services, people, processes and the environment.**

**H**ealth is a social commodity that must be provided both universally to society and in an appropriate manner to ensure that its effects are desirable and necessary to the citizens. Quality, in the production of goods and services in general, is defined as a dynamic state of affairs that relates to products, services, people, processes and the environment and which meets or exceeds customer expectations. Concerning the quality of health services, Donabedian (1980) defined it as that kind of care that is expected to maximize the good health and well-being of the patient, taking into account the benefits and the disadvantages of the care process, in all its individual points. In essence, the above definition defines the quality of health services through three parameters: the technical part dealing with the infrastructure and means required to provide healthcare services, the interpersonal part relating to knowledge, competences and expertise of the human resources involved in the health sector, and the third parameter, which relates to hotel infrastructure and related amenities offered to patients during their hospitalization. The interpersonal part is about empathy and responsiveness, while the technical part involves the reliability and assurance that SERVQUAL assesses. In conclusion, high quality health care, including hospital units, should have the following characteristics:



- High level of professionalism by staff – medical, nursing and paramedical.
- Effectiveness in using available resources to provide better and more reliable healthcare.
- Reduction of risks for patients, whether they involve healthcare, in-hospital infections, or surgical interventions.
- Patient satisfaction with the healthcare services offered.
- Ultimate positive impact on the patient's health level through the implementation of integrated healthcare, education and health promotion programs.

### **Ways to Improve Quality:**

This section discusses some of the ways and practices for improving quality in the healthcare sector. The following practices have been applied in various sectors of both manufacturing and services and are tailored to their scope, so they are not exclusively applicable in the sector of health. Total Quality Management (TQM) aims to achieve the following in an organization, by maximizing the value of health care services as perceived by patients and by seeking the involvement of health care professionals:

- Increasing patient satisfaction
- Continuously improving the quality of services provided
- Ensuring that the healthcare provider is highly cost-effective
- Increasing the health provider's capacity for innovation and flexibility
- Minimizing the time required to meet patient requests and care
- Improving the utilization and effectiveness of the healthcare provider's human resources
- Increasing the level of utilization of new technology, i.e. new equipment and software. Six Sigma methodology is applied in the context of the implementation of Total Quality Management, which aims at improving the quality of organizations, both in the production process and in the provision of services - specifications.



The eight principles for quality management according to the International Health Organization (ISO) - adapted to health - are the following: **Focus on the Patient:** providing health services aimed at improving the level of health and the integrated provision of healthcare to patients. **Leadership:** displaying strategic and visionary leadership to deliver optimal and integrated healthcare services. **Staff involvement** : Engaging and encouraging staff to participate in initiatives aimed at providing quality services. **Process approach:** collaboration and overlap between health providers. **Systematic Approach:** treat functions and objects as subsystems that are interdependent on the harmonious functioning of the whole system. **Continuous Improvement:** evaluations of quality initiatives to continually improve and correct errors and problems in the implementation of quality programs. **Data-based decisions:** systematic and rational recording of measurements and data so that decisions on initiatives are based on measurable and assessable figures. **Mutual Relations with Suppliers:** developing relationships and links with suppliers so that there is mutual benefit from the cooperation and exchange of know-how and information. The impact of employees on the quality of service. According to Donabedian's (1988) model, quality in health care services depends on the following parameters: The structure, that is, the buildings, equipment, materials and available financial resources, the number of employees as a whole and by category, their training, the organizational structure, including the way of administration, the division of activities and the staff selection process. The process, that is, all the actions the patient takes in seeking care as well as the way in which such care is provided, the actions of the physician who will use one or the other diagnostic approach, will suggest some treatment or will perform a surgery, the average length of post-operative hospitalization and care, and the use of high-cost antibiotics. The outcome, that is the change - current or future - to the level of health and well-being of the patient and the result of medical intervention or other advanced healthcare service. Taking into account the above parameters, the impact of the employees on the improvement of health quality can cover them all. With regard to the structure, in particular, organization and allocation of human resources and policies implemented by management, e.g. education and training, organizational processes, personnel selection processes, etc., may be directly related to improvement and quality assurance.

The existence of certified training programs and management and selection methods is a key prerequisite of the measures and criteria for ISO 9000 certification. Regarding the process, the existence of standardized procedures and manuals for both medical and nursing work are essential elements of quality improvement and measurement and evaluation of quality assurance and management programs.

In any case, a quality assurance system must interfere with the organizational structure, procedures, processes and tools. Therefore, human factor intervention is crucial, as the employee is required to implement the planned procedures in accordance with the specified quality standards. Finally, with regard to the outcome, even if the measurement of the outcomes of health services provided and the level of health and well-being of citizens is entrusted to organizations and institutions that are called upon to develop benchmarking models for the elaboration of best practices, those who implement quality improvement programs and initiatives are the employees. Their contribution is crucial, not only because they are required to comply with the orders of the respective provider's management, but also because the management has to involve them in the administrative processes, demanding their participation and the sharing of benefits from the achievement of organizational goals. Examples of quality improvement initiatives and practices: In a European survey on the implementation of quality improvement programs and initiatives in the health sector and institutions, it was found that the most reported achievements involved the following:

- Establishment of national quality assurance and certification systems (reported in 17 EU Member States).
- Designation of a national service or body for quality in the field of health (13 EU Member States).
- Extending patients' choice, rights and safety (13 Member States).
- Improving the training and evaluation of health professionals (12 Member States).



SOURCE:  
Dr. Giannis Markovic,  
Sofia Monastiridou



*In any case,  
a quality  
assurance  
system must  
interfere  
with the  
organi-  
zational  
structure,  
procedures,  
processes  
and tools.*



# The Right Price and Honesty Attract the Right Customers

Consumers have now lost their trust in their suppliers, having always the impression that someone is trying to exploit them and provide them with low quality services or products at high prices.

In some cases, this may be true. The unethical behavior of some businessmen whose aim is to exploit consumers in times of economic recession has created a negative impression on the whole market.

How can we cope with this consumer behavior and win the customer? The answer is proper pricing policy and honesty.

## PRICING POLICY:

Only when we know the true cost of labor can we calculate the right price for our product or service, and do the same with costs. A right price attracts the right customers. Even today, the majority of consumers are afraid of cheap prices, because they may have paid two or three times for the same product that ultimately did not meet their needs. The price of our product must be a price that inspires confidence to attract the customer we want and the consumer who wants us.

## HONESTY:

Honesty is the only weapon left to us after we have tried all other means such as price reductions, promotions, offers, and even personal contact with the customer, which sometimes may cause damage to a business because they do not deliver the expected results and most of them are knee-jerk reactions not based on proper planning. The result? We provide our product with a sense of obligation and not pleasantly, and we blame customers for taking it almost for free and exploiting us. But this is something that customers can feel and we risk to lose them.

Clients wants from us to be honest, to analyze them in depth what they are paying for and why. Why they should prefer us and what we are doing for them and for other people.

*The price of our product must be a price that inspires confidence to attract the customer we want and the consumer who wants us.*



BY **SOFIA PSYLLAKI**  
El. Engineer & Computer Engineer  
Sales Department,  
Fire Fighting Equipment

*Clients wants from us to be honest, to analyze them in depth what they are paying for and why.*



## WHAT IS FINALLY THE WAY TO DEAL WITH THE PROBLEM?

- As consumers, we need to do proper market research by looking for a product that will meet our needs, both qualitatively and quantitatively, from an honest entrepreneur who will help us with this.
- As suppliers in the market, we must be completely honest with the customer and sell our product at the right price.

Good luck with your purchases and sales!



# Thank you Letter to the Chania Fire Department

BY MANOLIS SVOURAKIS  
President & Managing Director of MOBIAK SA

## Thank you letter

“  
From the first  
moment, the **Fire**  
**Service of Chania**  
responded to  
MOBIAK SA's  
invitation by  
organizing a  
theoretical  
training program  
for Fire Safety  
teams.

”



“The Board of Directors of MOBIAK SA and especially the Chairman & Managing Director, Mr. Emmanouil Svousarakis, feel the need to publicly thank the Fire Service and the Department of Civil Protection of Chania for their contribution to the Emergency Preparedness Drill held at the Central Facilities in Kathiana, Akrotiri. The drill could not have been completed successfully without the assistance of both.

From the first moment, the Fire Service of Chania responded to MOBIAK SA's invitation by organizing a theoretical training program for Fire Safety teams.

In addition, on the day of the drill, they provided two fully manned fire tanker trucks and three auxiliary vehicles. Their presence was crucial for the smooth running and safety of all persons involved.

We thank them for the guidance, support and assistance they provided during the drill we organized to increase the degree of preparedness - responsiveness in the event of an incident, both for MOBIAK staff and for emergency services.

The high professionalism and responsibility that they constantly exhibit are admirable.

In particular, we would like to extend our warm thanks to the Commander of the Fire Service of Chania, Fire Colonel, Mr. Boudourakis Dimosthenis, and the Head of the Department of Civil Protection, Mr. Ioannis Verykokidis.

We also wish to thank the Lieutenant Fire Colonel, Mr. Protopapadakis Antonios - Commander of the 1st Fire Service of Chania and the Fire Major, Mr. Xenofon Tsilimigakis - Head of Department of Preventive Fire Protection. Finally, we wish to thank the residents of Kathiana and our neighbors, who, despite the inconvenience, have fully cooperated.”



# Corporate Social Responsibility



"Dear ones,  
Thank you very much for once again responding positively to our needs, providing us with 6 fire extinguisher bases for the club's New Mobile Polyclinic."  
**The Smile of the Child.**

"The Smile of the Child extends its warm thanks to MOBIAK SA for once again responding immediately to the needs of the Organization's Social Intervention Center in Chania".  
**The Smile of the Child.**



"The Smile of the Child extends its warm thanks to MOBIAK SA for its valuable and ongoing support, but also for responding promptly to the needs of the Organization".  
**The Smile of the Child.**



"Dear friends,  
We think that a formal letter cannot reflect what your donation made us feel. Your action is a great honor to the Fire Service".  
**Fire Service of Chania**

"After the very successful organization of the 14th Omalos Hillclimb Championship, we consider it our duty to thank you for your valuable contribution."  
**SPORTS CAR BLUB OF CHANIA**



"The Chania Nautical Club would like to express its gratitude to the company MOBI-AK and especially its Chairman, Mr. Manolis Svourakis, for the significant supply with fire fighting equipment to ENAMONOX (Volunteer Lifeguard Unit of the Chania Nautical Club)".  
**Chania Nautical Club**



"The Chania Nautical Club would like to express its gratitude to the company MOBI-AK and especially its Chairman, Mr. Manolis Svourakis, for the significant supply with fire fighting equipment to the Chania Nautical Club".  
**Chania Nautical Club**



"The Finswimming Department of the Chania Nautical Club, thanks so much the company MOBIAK for having responded immediately and effectively to our request for free inspection- maintenance of our sports equipment this year, too."  
**Chania Nautical Club**

"The children, parents, BoD and the staff of KIFAAMEA of Chania, we would like to thank PYROMEDICAL LTD, which is based at M. Botsari Street in Chania".  
**KIFAAMEA of Chania**

"On behalf of Aris, his family and Make - A - Wish, we wish to thank you so much for your valuable help in fulfilling his wish, exceeding his expectations".  
**Make - A - Wish.**

"We would like to extend you our warm thanks for the support you have provided to our association by offering your company products".  
**Down Syndrome Association of Greece.**

"The Board, the staff, the children and the parents of the Day Care Center for Autistic Children "Megalochari" wish to extend their warm thanks to MOBIAK".  
**For the Board of Directors Trikkas Nikolaos**

"The Cultural Association of Mouzouras Ag. Panteleimon extends its gratitude to the company MOBIAK for the offer".  
**ON BEHALF OF THE BoD**

"With this letter, the President and members of Paterakides Association "The Roots" express their warm thanks for your generous donation to the lottery."  
**Paterakides Association "The Roots".**

"The organizers and the team of the 1st Street Food Festival of Chania held on 10-12/5/19 at the Agia Exhibition Center, are grateful for the support and excellent cooperation of MOBIAK company for their products and services" .

"We warmly thank the company MOBIAK from Chania for being a sponsor of the team".  
**TUCER Team of the Technical University of Crete.**

"The Ierapetra Fire Service extends its heartfelt thanks to MOBIAK SA for the free inspection and maintenance of Breathing Apparatus Bottles".  
**Ierapetra Fire Service.**

"I would like to extend my heartfelt thanks through the Press the company MOBIAK and in particular Mr. Emmanouel Svourakis".  
**Pelagia Katramadou**

"The Board of Directors and the head coach of Iapetos Sports Club of Chania thank you very much for supporting our Club's efforts."  
**IAPETOS SPORTS CLUB OF CHANIA**



# SPORTS

**NEWS**





**SPORTS**

# Akrotiri Football Team New Year's Pie Event 2020

BY DIMITRIS MOUSOURAKIS  
Academies' Coach

The evening began with the **Manager of Akrotiri teams, Mr. Manolis Svourakis** who made the first Introduction and expressed his Great Satisfaction for the Continuous Progress of the Association.

He specifically referred to the extraordinary course made by Panakrotiriakos in the 3rd Championship Category, the extraordinary course of ETHK in the 2nd Championship Category, and the **cooperation of the Akrotiri Football Academy with the PAE Chania Network**, a project that will yield a lot of benefits in the long-run.



The New Year's Pie Event of Akrotiri football clubs for 2020 (7/2) held at the event venue "Kanaria" in Chania was held in great success and was attended by many people.

An event that filled the football teams of Akrotiri with joy and gave them strength to continue their work with the same zeal and devotion in the future.

The New Year's Pie Event of the Academy and our two Men's Clubs, Panakrotiriakos and Kaminia Thiel-la Association, took place in the presence of Players, Coaches and BoDs of our Teams, as well as Outstanding Personalities, including **Antonis Rokakis, Giorgos Amanatidis, Alekos Vosniadis**, and members of the Board of Directors of Chania, the Association of Football Clubs of Chania, the Football Club of Chania and the Municipality of Chania.





## FOOTBALL



# The History of the Champions from Chania

BY THANOS BADIERITAKIS  
Football Player - Captain of Panakrotiriakos

Counting its second title after that of 2010, the Akrotiri club was outstanding and will be found again outside the Prefecture, playing at the Gamma Ethniki. Akrotiri's team climbed to the top early and did not leave it at any point of the year, finishing with a stunning 95-point harvest, leaving Apollonas at the second place, with 87 points.

The stats are really impressive for Akrotiri's team who have scored 31 wins, 2 draws, and they were defeated only by Aris in Souda, with 2-1 goals in the 13th game on Saturday, December 1st.

Since then, it has been keeping up the same undefeatable course for the rest of the month, with only one draw with Apollonas in Kathiana, scoring 19 more wins in that period.

The Champions had by far the best attack that was on fire this year with Giannis Drakakis, who scored 50 of his team's 131 goals. Left-eris Vestakis beat his record of 48 goals, which he had achieved in 2016-17 with SYNKA and with fewer games, 34 against the 38 that he had scored at the First Category of EPSCH.

The 21-goal pass defense was also excellent, having the second-best defense behind Apollonas with just 17. Giannis Drakakis was the star as shown in the statistics below. The charismatic striker played in 33 of 34 games, only missing the match against Dafni in the Premier League final and scoring 50 goals, almost all of which were decisive in points and wins.



Dimitris Papakastrisios, Sakis Badieritakis and Orestis Batzios also had the same entries and contributed significantly to this year's course, as did all players of the team.

Overall, Panakrotiriakos used a total of 29 players, with Manolis Svorakis being the 29th player to play against Poseidonas in the last game.

***Panakrotiriakos recorded the Most Impressive Course in its History at the First Category of EPSCH Championship with this year's title.***



## SPORTS



# Panakrotiriakos win on penalties and its qualification

**P**anakrotiriakos will thus find himself in the final of the EPS Chania Cup for the second time in the last four years and third overall in his post-2005 history, where he had played for the first time.

Apollonas, on the other hand, holds a very high profile against a top-ranked opponent and shows that it is justly in this rank to date, and that it is not accidentally considered the big favorite to win the title. After all, for one more match he managed not to lose at the penalties...

Both teams confirmed their forecasts and made a great match, with the ball going up and down in all the 120 minutes!



*A great game took place at the Souda Stadium! Panakrotiriakos beat Apollonas 4-2 and celebrated the grand final in the Chania Cup final. At 2-2 the regular duration of the match and the extension.*

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BY DIMITRIS MOUSOURAKIS  
Academies' Coach

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## FOOTBALL

# This year's "key" match

*The end of the match found the players of our team and the world celebrating the victory, but also playing in the playoffs!*



BY CHRISTOS VOURVACHAKIS  
Panakrotiriakos Player

A great year has come to an end for our team! The season that ended is certainly the most successful in the club's history. The team secured its stay since January and set the stage for the play-offs for Beta Ethniki!

But the most important game to achieve this goal took place on January 19, 2020! There our team faced one of the odds-on for the Giouchta Championship. In the undefeated Kathiana stadium, our team had a 2-1 win over Giouchta and wrote its own story. Indeed, this happened in a shocking way, as the winning goal for our team was scored in the third minute of the extra time and just after Giouchta had scored 1-1. The odds of the game turned out

to be open, with Panakrotiriakos being determined

to make the best of it. The first goal was hit

at a crucial point, as in the half-time delay and after a corner kick by Jordan,

Vourvakakis jumped into

the heart of Giouchta's de-

fense and finding the ball to

the head gave his team the

lead, going to the locker

rooms. While everything

was showing that the game

would end with this score,

eventually the last two

goals were scored during the

extra time! At first, Giouchta

equalized with a powerful shot in

the 91st minute, but shortly before

the final whistle of the referee Sotiriadis,

with an impressive performance, Anastas-

sopoulos scored the final 2-1. The end of the match

found the players of our team and the world celebrating the victory,

but also playing in the playoffs! We look forward to and hope to

live the same times and the same intensity and adrenaline games

in the 2020-2021 season.

**SPORTS**

*Panakrotiriakos has never strayed from its goal, at least until it is achieved ...*

**C**ertainly for a team to go well, it's a combination of things. But it all starts with management, and specifically by Mr. Svorakis, who makes the team feel safe in all areas, which unfortunately affects many other teams, referring to all professional categories. In a championship that was considered "small" in terms of the number of games and the participation of historical teams, consolidated in the National Championship for many years, makes our team's course the greatest achievement in its history so far.

The combination of the very good work by our coach Mr. Koltzos with his technical staff (Mr. Giannopoulos, Mr. Tsiplanitis, and Mr. Zymvragoudakis) and the excellent climate in the locker rooms between the players - the protagonists have led to the excellent course of our team this year. Everybody had understood their role, and through teamwork and hard work, this result was successful. The primary goal from the beginning was to stay in the category. Panakrotiriakos was never diverted from its goal, at least until it was achieved, which was a "key" of its course in Gamma Ethniki. Now being more experienced and fully supported by the Grand Sponsor of our team, MOBIAK SA, we hope for a perhaps even better course in the Gamma Ethniki for the period 2020 - 2021. It rests to see this come true and to for us all to live times just like this year of even better.

# The success of Panakrotiriakos was not just by chance ...



BY MAKIS GIANNOPOULOS  
Assistant Coach of the Pan-Cape



# Debut at Gamma Ethniki for the youngsters Svourakis, Pentarakis

*Two young players from the Panakrotiriakos Academy played in the game against Herodotus making their debut at Gamma Ethniki in Nea Alikarnassos on Sunday.*

BY DIMITRIS MOUSOURAKIS  
Academies' Coach

**T**he reason is the striker Manolis Svourakis and midfielder Michalis Pentarakis, who got the "baptism of fire" from George Koltzos, giving them the opportunity to play

in the last minutes with the score 2-1.

The two athletes are playing with the K16 team of Panakrotiriakos, with Pentarakis making his debut in Gamma Ethniki before even reaching 15 (2005) and Svourakis just before 16 (2004). This is certainly a special moment for both youngsters, with Koltzos once again showing his liking to give young players opportunities.

It is noted that Michalis Koukourakis and Giorgos Stamatakis have also been selected from K16, while today's composition included also the former, but also the goalkeeper Giannis Hatzidakis.



*... with Koltzos once again showing his liking to give young players opportunities.*

# Partner Reward

# PYRO LISEIS

**P**YRO - LISEIS was founded in 2010 by Petrakis Emmanouil, Mechanical Engineer, dealing with the Trade of Fire Fighting Equipment and Electromechanical Applications and Fire Safety Studies.

"Our company offers high quality services and reliable solutions. We have years of experience and highly qualified staff, with technical knowledge and expertise in the design and installation of fire safety systems. We make sure we are always up-to-date and keep up with technological developments in the market, offering all new innovative products into the market. The exhibition and workshop of our company is located in Rethymno, at 10 Emm. Pachla Street.

I would like to thank our Partner - Supplier company, **MOBIAK SA** which has been by our side all these years and supports us with our excellent cooperation."

