

WE WISH YOU  
A MERRY CHRISTMAS  
AND A HAPPY & HEALTHY 2019

**Transport Show** Paiania 2018 - page 8



**Cryotherapy &**  
Microelectronics - page 24

**Barcodes &**  
National Organisation for the  
Provision of Health Services  
(EOPYY) - page 27

**New Corporate**  
ID of MOBI AK - page 22

**Thank you note**  
of Mr Emmanouil E. Svouraki - page 23

**ExpoProtection, Paris 2018** pg. 14

**Trade fair**  
in Serbia 2018 - page 13



**Seminar**  
in Bulgaria 2018 - page. 13



**CERTIFIED HOSES**  
MED & EN14540 - page 4

**FIRE is your concern** - page 6

**UL Certification**  
Certification for fire-fighting pump  
- page 18

**Trade Fair** in Oman 2018 - page 16



**New Investment** pg. 20



**EDITOR-IN-CHIEF / FEATURES EDITOR**  
**Stratos Koronis**  
Mechatronics Engineer MSc  
Export Department

**COMMUNICATIONS MANAGER**  
**Sophia Psyllaki:**  
El. Engineer & Computer Engineer,  
Firefighting Equipment Sales Department

**EDITORIAL GROUP**  
**Manolis Svousarakis**  
President & CEO of MOBIAK SA

**Manolis Svousarakis**  
Founder & Honorary President of MOBIAK S.A.

**Magda Charalampaki**  
Chemist MSc,  
Quality Assurance Department

**Lefteris Kiralakis:**  
Production & Management Engineer MSc,  
Production/ Import Department

**Giorgos Theodorakis**  
Mechanical Engineer  
Pyroprostasia

**Tasos Tsagkaridis**  
Seller, Driver, Heraklion Branch, Crete

**Giannis Pavlopoulos**  
Firefighting Equipment External Seller for Attica & Central Greece

**Sakis Mpodosas**  
Head of Distribution Center of Northern Greece & Balkans

**Manos Stefanogiannis**  
El. Engineer & Computer Engineer  
Fire Equipment Sales Manager for Greece

**Alexandros Mpolanis**  
Economist  
Fire Equipment Sales Department

**Sophia Psyllaki**  
El. Engineer & Computer Engineer  
Fire Equipment Sales Department

**Manolis Stavroulakis**  
Fire Equipment Sales Department

**Fontas Manarolis**  
Electronic Engineer & Computer Engineer  
Firefighting Equipment Export Department

**Alexandros Nakos**  
Mechanical Engineer MSc  
Firefighting Equipment Export Department

**Apostolos Diamantopoulos:**  
Economics MSc,  
Firefighting Equipment Export Department

**Andreas Klaridopoulos**  
Mechanical Engineer  
Firefighting Equipment Export Department

**Metaxas Drakopoulos:**  
Production & Administration Engineer MSc,  
Firefighting Equipment Export Department

**Stratos Koronis**  
Mechatronics Engineer MSc  
Firefighting Equipment Export Department

**Michalis Kapetanakis**  
El. Engineer & Computer Engineer  
Firefighting Equipment Export Department

**EDITOR – MANAGER**  
**MANOLIS SVOURAKIS**

**PUBLISHED BY**  
MOBIAK A.E.

**HEADQUARTERS**  
M. 96-98 M. MPOTSARI STR.,  
CHANIA - CRETE 731 36  
TEL.: 28210 63222  
FAX: 28210 66260  
e-mail: info@mobiak.gr  
www.mobiak.gr

**FACTORY**  
AKROTIRI,  
CHANIA - CRETE 731 00,  
TEL.: 28210 63222  
FAX: 28210 66260

**DISTRIBUTION**  
You can find MOBIAK Press:

- Στα κεντρικά Καταστήματα της MOBIAK A.E.
- Στο Τμήμα Πωλήσεων στο Εργοστάσιο
- Στους Εξωτερικούς Πωλητές
- Στα Κέντρα Διανομής Κεντρικής & Νότιας Ελλάδας, Βόρειας Ελλάδας & Βαλκανίων & Ανατολικής Κρήτης.

**EDITORIAL GROUP**  
**Maria Nikoloudaki**  
Economist  
Financial Department

**Antonis Gkezezis**  
Dipl. in Applied Informatics in Administration & Economy  
Social Media Department

**Myrto Koumi**  
Graphic Designer  
Creative Department

**Efi Manarolaki**  
Chemist MSc  
Department of Industrial - Medical- Liquefied Gases

**Argyro Scholinaki**  
Chemist MSc  
Department of Industrial - Medical- Liquefied Gases

**Giorgos Choudalakis**  
Informatics Engineer  
Medical Equipment Export Manager

**Dimitris Tsenteleros**  
Information Technology Management MSc  
Medical Equipment Export Department

**Nikos Fragioudakis**  
Medical Equipment Sales Manager

**Vassilis Mpinakis**  
R & D Department for Medical Products

**Dimitra Markaki**  
Manager of Pyromedical Retail Store  
of Chania prefecture

Another year comes to an end. A difficult year, full of changes, but above all developments in existing or new Products, Systems & Services for MOBIAK.

The purpose of these developments remains the same: to satisfy our Partners both in Greece and abroad. We always aim at providing the highest quality Products, Systems & Services.

As you will see after Reading this Issue, MOBIAK continues to invest dynamically to fields, other than those within its place of establishment, which is the Greek market and in the field of Export Sales - the aim is to create New Partnerships-Collaborations as well as to establish and strengthen the Brand Name of the Company in Markets where we are already active.

The Key to our success regarding both transactions within the Greek Market and Exporting is ... Quality. Certainly, parameters such as Certification, Variety, Competitive Prices, Large Stock, and Fast Delivery play an important role - but if there is no "Quality" then the desired Success will never come. It is the necessary tool highlighting all the other advantages of a Company.

After my long-term personal engagement in Export Sales, I can now confidently write that in all modern societies seeking and using high-quality products and services is very common nowadays. Our Partners Abroad do not want just another Fire Equipment Manufacturer. They choose MOBIAK because they see that in every move it makes regarding either a Product, a System or a Service, the governing condition is always "Quality".

**“ The Key to our success regarding both transactions within the Greek Market and Exporting is ... Quality ”**

Competitiveness is the criterion to ensure and maintain market domination. The factors which determine competitiveness are quality and marketing price. The marketing price of a product depends on production costs and relates to the productivity and management of the items involved in production, but it has a "strong ally" on which it can rely to justify any price: quality.

The satisfaction of any Customer relates to Quality. The satisfied customer is important to the business because he/she remains faithful to and endorses the company, its products - services & at the same time he/she is less price-sensitive and not affected by the competition because this customer is able to recognize the quality differences which directly affect the price.

All these years, MOBIAK offers you High Quality Products & Systems at Highly Competitive Prices. Despite all our important differences with competition, we keep our prices low. This is because our aim is not to maximize the Company's Profit (on the contrary, I would say...) but to offer both within the Greek Market and Abroad high-level quality products which will protect (when and if necessary - I there won't be any need for that) in the best possible way lives or property.

To sum up, I would also like to mention that I am particularly pleased that the majority of MOBIAK's Partners first consider the Quality of a Product, System or Service and secondly, the Price. I am really glad that we all now acknowledge that the number 1 criterion for a Product which protects lives or property is the Quality (and not the price).

I promise you that both me and the Partners will continue our effort to keep the Quality of Products, Systems & Services upgraded in order to best satisfy your needs.

Health, Love, Joy and Happiness for a happy 2019!

**“ By, Manolis Svousarakis**  
President & CEO of MOBIAK S.A



# CERTIFIED HOSES MED & EN14540

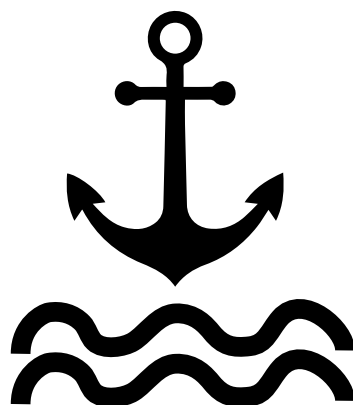
By, Magda Charalambaki  
Quality Department, MOBIAKFIRE

The purpose of this article is to inform you about the changes which have been recently made to the relevant legislation, and also ABOUT the applied international law on the use of equipment in shipping. SOLAS Convention is in force internationally.

A few words about it:  
The SOLAS Convention sets out minimum safety standards to be applied regarding the shipbuilding process, as well as equipment and operation of ships. It also stipulates the certificates which demonstrate observance of these minimum safety standards as well as audits to ensure such compliance. Responsibility for fulfilling the obligations imposed by SOLAS lies with the Member States under the flag of which the ships are registered.

This observation is monitored by the classification societies. Such classification societies are: RINA, BV, ABS, CCS and others and have their own regulations in line with the international SOLAS Convention. As far as CCS is concerned, we would furthermore like to inform you that it is China's Classification Society.

The product is certified by CCS, it bears an anchor as a mark AND NOT THE FAMOUS WHEEL.



Europe has issued a European directive on the certification of products intended for use in shipping. This Directive is the M.E.D. (Marine Equipment Directive) and establishes the "wheel" as a mark of the product. It is regularly revised. Compliance with this directive concerns only Europe; however it is also accepted in other continents. But not vice versa,, i.e. product approvals without the "steering wheel", are not acceptable in European territory and on ships under European flag.



In one of these reviews, taking into account the lists of products it includes, the hoses > 52mm were removed from the category of products which must necessarily bear the "steering wheel" as a mark as there is no testing standard to include them. See below the relevant section of the annexes to the directive 2015/559/EU.

Annex A.1 (Products which must mandatorily bear the "wheel")

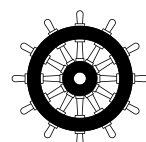
A.1/3.29	Fire Hoses with Diameter ≤ 52mm	- Reg.   -2/10 - Reg. X/3	- Reg.   -2/10 - IMO Res. MSC.36(63)-1994 HSC Code) 7 - IMO Res. MSC. 97(73)-2000 HSC Code) 7.
- EN 14540 (2004) including A1 (2007)		B + D B + E B + F	

Annex A.2 (products which don't necessarily have to bear the "wheel")

A.2/3.33 new Item	Fire Hoses with Diameter >52mm	- Reg.   -2/10 - Reg. X/3	- Reg.   -2/10 - IMO Res. MSC.36(63)-1994 HSC Code) 7 - IMO Res. MSC. 97(73)-2000 HSC Code) 7.
-------------------	--------------------------------	------------------------------	--

The above are already in force since April 30, 2016. Namely, derivative products up to that date only can bear the steering wheel as a mark. But not later manufactured products. Therefore, any "stock" including hoses larger than 52mm (2 ") can no longer last, and you should consider each case before purchasing them.

In addition, a hose under a CCS certification is forbidden to bear the steering wheel! Accordingly, a hose under an EN14540 certification cannot be placed on the market, since it does not apply to dimensions > 52mm.



XXXX/YYYY  
(entity number/year)  
wheelmark

## The secret of Liquidity

By, Lefteris Kiralakis  
Production & Administration Engineer MSc

A company's liquidity has always been a top priority for any businessman and a subject for study and research for its executives. In recent years, with the new economic data resulting from changes in the country's economy, the stimulation of liquidity is now crucial and serves as a "barometer" for the survival and "health" of an enterprise.



Improving the accuracy of sales forecasting may not be the best way to reduce inventory. The same applies regarding the tactic of maintaining larger demand inventories in order to improve customer service. Both of these assumptions can lead to inventory fragmentation or shortages in the warehouse with undesirable results for the company itself. Here are some tips for proper inventory management.

- Divide operational inventory, into security inventory and replenishment inventory. This separation facilitates the determination of the minimum security inventory required, as well as the identification of the inventory volume needed for its renewal.
- Security inventory levels need to be checked on a regular basis to make sure they are up-to-date.
- Establish a customer service policy. This will be very important regarding inventory volume and management of the security inventory.
- The creation of proper inventories requires a close collaboration of many departments of a company (sales, marketing, logistics, production). The proper and constructive cooperation between these departments will result in the proper management of both the security inventory as well as the substitution inventory.
- The order or production frequency should be calculated on a regular basis as part of a process which should be constantly improving.
- You should always control excessive and "old" stocks and seek the cause of their creation. You should seek ways to promote them in cooperation with the sales and marketing department.

# Fire protection in Greece

By, Giorgos Theodorakis  
Mechanical Engineer, Fire Protection

All buildings, irrespective of their use, are classified according to their fire protection features, both existing and new. A critical point for this classification is the date of entry into force of the P.D. 71/1988 (A '32) on "Building Fire Protection Regulation". Existing Buildings are considered those for which the building permit was issued prior to the date of entry into force of the above Presidential Decree, whereas new ones are considered those buildings for which the building permit was issued after the entry into force of the Presidential Decree.

Fire protection of buildings is further divided into two sub-sectors:

- The passive fire protection
- The active fire protection

Passive fire protection means all the measures taken when constructing a building AND they ensure the timely and safe escape of the people from the building in the event of an incident, as well as the avoidance of fire spreading to other areas or other buildings.

Active fire protection includes the fire protection equipment which needs to be installed in a building and which is designed to detect or extinguish a fire in a timely manner before it becomes uncontrollable.

These buildings which are governed by the P.D. 71/88 are classified, depending on their use, as follows: Residences, Hotels, Schools, Offices, Stores, Auditoriums, Industries - Craftsmanships, Health and Social Welfare Buildings, Correctional Facilities, Parking Lots and Gas Stations.

In cases where in a building e.g. an enterprise, which has a different purpose compared to the category under which the building has been classified according to its building permit, is going to operate, then a change of its purpose is required to be determined by the competent Planning Authority.

## Fire Protection measures

The Building Fire Protection Regulation imposes passive and active fire protection measures.



Passive fire protection includes, among other things, the terms and conditions with which every building must comply according to its use, such as building elements, escape routes, illuminated signs and illumination of escape routes, as well as the following:

- Hazardous areas must constitute separate fire compartments and must not be located close, below or be adjacent to building exits.
- Fire compartmentation in buildings. (The maximum area of a fire compartment depends on the use of the building). The active fire protection measures which must be applied in the buildings according to the use and population are:
- A water supply and fire-fighting system where stipulated by the special provisions for each building, as well as in buildings which are more than 28 m high.
- Automatic sprinkler system, where appropriate, for each building according to its use.
- Automatic fire detection system in hazardous areas and where necessary for each building depending on its use.
- Automatic total flooding or local application fire suppression system where necessary.
- Portable fire extinguishers.
- Auxiliary tools and instruments e.t.c.
- Fire protection team building and training

For each building, a fire protection study is prepared at the stage of issuing the building permit. The passive fire protection study is approved by the Planning Authority, and the active fire protection study by the Fire Service. For existing buildings the fire protection studies are approved only by the Fire Service. Licensing beyond simple cases requires fire protection certificates.



## Increase sales by using specific music

By, **Tasos Tsagkaridis**  
Seller, Driver, Heraklion Branch, Crete

Music can be a very important part of every business operation, since it has the ability to boost both customers' and personnel's mood. There is hardly any worker or visitor who prefers a silent room in a store to another one where the right melodies will sound!

Several studies show that in addition to good mood, sales growth can be actually measured by keeping customers in the store longer, a fact which can bring about a substantial increase in turnover. No businessman and no seller - executive want hasty customers who do not feel well in their business premises. On the contrary, everyone likes customers who are cheerful, relaxed and ready to buy.

The importance of music in marketing, as it has been established since the 1980s, has been confirmed by many studies to date! THEREFORE all studies show that the type of music is of immense importance, while the rhythm and volume of sound are also important parameters, depending on the business.

For example, the customer needs relatively fast-paced music in stores where everyday products are consumed directly -for instance in a cafeteria- relaxed music in places where the customer has to make a serious decision - for example in an insurance office-, while carefree music in stores that need to keep the customer longer in the shop, such as in a supermarket!

Special studies, have particularized use of music so that the needs of modern business premises are met. In conclusion, apart from the rhythm and volume of music, great attention should also be paid to the genre so that it is suitable for the target audience that every business wants to attract. For example, pop music suits younger audiences, while classical older ages. At this point we need to highlight the fact that those who definitely do not help are the following:

- music not suitable for the store
- constant interruptions for advertisements and interventions
  - extremely high volume
  - changing volume
  - the music which the staff might like but is peculiar:

(e.g. which customer could really enjoy death-metal music when drinking his/her coffee?): We should note at this point that we do not criticize any type of music, but we want to make it clear that not all kinds of music are suitable for: business premises!

Appropriate music can positively influence the sense of time and place for customers and significantly improve the image of each business as, vice versa, the wrong choice of music can drive visitors away earlier, panic them, annoy them and as a consequence, create a negative image of the business.

Therefore, it must be made quite clear that the music we listen to in order to have fun has nothing to do with the music which is appropriate for and we need in a professional setting.

Our personal musical desires for a trip or an excursion by car or for our friend's birthday can be really amazing. However; most likely this kind of music will not be suitable for our business too!

Music has to play in the background and be carefully adjusted to affect customers positively without becoming intense, obtrusive, and above all, without distracting them from the actual goal, which is the product or services! No matter how strange it seems, no entrepreneur or salesperson would like, not by a long shot, just before the client decides to choose his/her company in order to purchase a product, to start singing lyrics of a well-known folk song or dancing with his/ her friends being distracted from the main goal. This may cost you time and loss of sales!

“Appropriate music can positively influence the sense of time and space for customers”

The correct process of musical coverage of a business always begins with the proper improvement of sound so that it sounds nicely in all areas. Moreover, it features uniform volume throughout music playing and the proper specialized choice of music tracks for the time during which visitors stay in the business premises. It is not expected, of course, that all the above necessarily match the usual commercial music, which is made for a completely different use. The professional entrepreneur must therefore trust experts with his/her company's musical background reducing at the same time the costs and legal risks.

To sum up, by following the above very simple steps, businesses have the ability to offer the right music to their clientele and their employees and to improve their image, something that scientific research and modern marketing have already established!

## Fire is your concern

By **Giannis Pavlopoulos**  
External Seller, Firefighting Equipment Sales in Attica & Central Greece

On the occasion of the recent catastrophic fire in Mati, Attica and its tragic results both concerning the loss of human lives and property as well as the change of the entire ecosystem of the wider region of Eastern Attica, every citizen must be galvanized and understand that a fire is not just some images of destruction on television but it is a situation which affects all of us and can turn our lives upside down at any moment.



Regardless of the causes of its outbreak, all of us should consider our responsibilities. Many rush to blame others or look for those responsible immediately after a disaster but this is the easiest thing to do. However; they themselves have never taken measures to ensure their family's, their neighborhood's or their own safety.

Get the right fire extinguishers and learn how to use them. Place them close to the exit of room in accessible positions so you can safely fight the fire. Read the instructions for use, know how to check the good condition of a fire extinguisher through a simple check e.g. of the manometer reading.

- Don't leave lit cigarettes anywhere. They can easily overturn as they burn, fall on the carpet or on a newspaper and cause a fire. Put them out well in the ashtray and moisten them with water, before throwing them in the rubbish! Several fires break out because of smokers who have fallen asleep.

- Do not leave cookware unattended. Remove them from the heat source if you need to leave the kitchen. Always have a fire extinguisher in the kitchen to directly suppress a possible fire. There are fire extinguishers which can suppress fires due to cooking fats.

- Don't store flammable liquids at home. Make sure all the windows and doors of the house can be easily opened in case you need to escape immediately. When in the house, keep the keys behind the locked doors. Prepare an escape plan from home in the event of a fire and practice. The plan should include two different escape routes from each room if possible and a safe meeting point outside the house and never use of the lift.

- We never throw lit cigarettes when we move within an agricultural or forest area.

- We clean the roof, terraces, yard of rubbish, dry grass, branches and pine needles. We prune the dry branches and shrubs around the house within a safe radius creating firebreaks. Piles of firewood and other flammable materials should be placed at a safe distance from the house.

- Avoid outdoor work that may cause a fire. There must be at least one fountain with a hose long enough in the yard of the house to cover all areas in the event of a fire. In areas with intense vegetation, in forest areas, there should be a fire suppression system with a water tank located in the yard of the house, so that in the event of a power or water failure, the system can be activated.

We clean the fields bordering forest, residential areas and roads. We do not leave litter near or in forests.

Indicatively, it is mentioned that in standard road checks by the traffic police the majority of drivers does not have a fire extinguisher in the car.

The fire extinguisher in the car can save lives both in the event of a fire due to mechanical breakdown as well as in the event of a collision with simultaneous ignition of the vehicle. Let us never again mourn more victims due to a fire. Everyone has to be conscious so that no similar event happens again in the future.

Obviously the state has the leading role, but also every citizen individually has to take action. Fire is your concern!

## Distribution Center of Northern Greece

By, **Sakis Mpodosas**  
Head of Distribution Center of Northern Greece & Balkans

On October 29 2013, the relocation of the distribution center of northern Greece and Balkans to new premises at 8, Arkadiou Street in Kalochori was completed towards an improvement in all areas that govern the operation of a warehouse.

Five years later, the results of this move justified that decision of the directors of the company to the maximum extent. The working environment for MOBIAK's employees has become more comfortable and functional for them, helping them to carry out their daily work on customer service. MOBIAK customers who are served by the distribution center now come to our premises to receive their goods and deliveries have become easier and faster for them so that they do not waste their precious time.

The carriers come daily to our premises and by using the two hydraulic ramps of the warehouse, loading is now for them a matter of few minutes even in the case of a "full truck".

- Using the ramps, the company's owned trucks have minimized the loading time for their daily route to distribute MOBIAK's products to customers in a timely and safe manner.



By continuing our daily effort to improve the services provided by MOBIAK through the Northern Greece Distribution Center for its customers, I hope that in 2019 the results of the warehouse use will be just as satisfying as they are to date.



# Transport Show

## Paiania 2018

By, **Manos Stefanogiannis**  
Fire Equipment Sales Manager for Greece

MOBIAK had the pleasure of attending the 3rd International Exhibition of Utility Vehicles, Transport Technology and Logistics “**Trans ports how 2018**”, which took place this year at MEC Paiania from October 18 to 21.

This particular exhibition, which is the largest in the Balkans as regards Commercial Automotive, is now the benchmark of the technological developments of the European Transport Industry in Greece.

Transportshow 2018 was characterized by the wide and dynamic participation of Greek importers - distributors of commercial cars, as well as the very high footfall, the number of which is estimated to have exceeded 30,000 people.

At the same time, we had the opportunity to present the products and systems of our company, with KYDON bus fire extinguishing system as our flagship. As two-thirds of fires on buses start in the engine area, the United Nations Economic Commission for Europe (UNECE) adopted the R107 Regulation, which imposes the installation of an automatic fire fighting system regarding all new buses of Classes I, II and III.

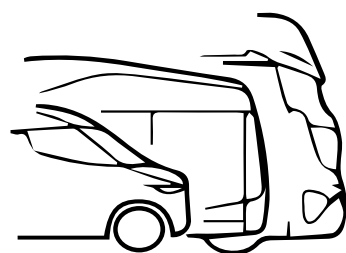
This regulation is expected to be fully implemented by September 2020 in Europe, Turkey, Egypt and Russia. In addition to the KYDON system, the FEIDIAS system was also introduced for use mainly in passenger vehicles, as well as all the equipment of our company relating to automotive industry (portable fire extinguishers, triangles, first-aid kits, bases, cases and many more items).



Through its participation at Transportshow 2018, MOBIAK, remains faithful to its philosophy of being present at major exhibitions, informing the general public about the importance of firefighting equipment and all the related types and products.

We would like to thank the several collaborators who visited our booth, recognizing that such moves are in the public interest of the industry and their companies. Last but not least, we would like to encourage you to visit our renewed website [www.mobiak.gr](http://www.mobiak.gr) and download our ten- page brochure “Firefighting Equipment for Vehicle Use”.

This brochure was created on the occasion of this exhibition and we think it will help you a lot to promote relevant products.



# Successful

## Advertising

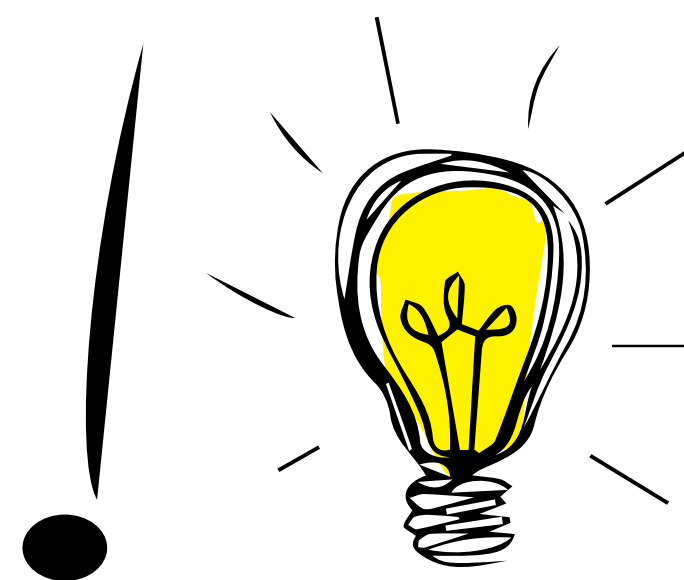
By, **Alexandros Mpolanis**  
Sales Department, MOBIAFIRE in Greece

When you manage a business you always seek ways to make your products known to the general consuming public. There are a number of ways to do this, but here we will be dealing exclusively with advertising.

It is clear that even if you manufacture or have the best product in the market, if only you and your company know that, then it will obviously fall by the wayside and all your effort will go waste.

This is a problem for almost all people involved in marketing. Whatever your role in a business is, you will want to increase your sales by making your product famous and this can be done through an intelligent advertising campaign.

Some very useful tips and suggestions to help you manage successfully your promotional activities are the following.



Purchase advertising space-time in traditional media, radio, television, newspapers.

The internet has revolutionized the process of promoting a product, but “traditional” advertising media such as radio, newspaper and television should not be considered disdained and should be part of your inspiration.

Here are some of the most common media you may want to advertise:

**Radio:** Ads rely solely on sound, so you may need to be creative to effectively transfer your message. A smart tagline or a nice slogan can make your ad go viral for a long time.

**Newspapers & magazines:** Ads here are purely visual, so we focus on eye-catching images. The price of the ad is usually based on its size, On a full page the cost is higher, etc.

**Television:** Advertisements include sound and image. There are many options here, but short ads are always cheaper, so try to make your ad as short as possible as far as duration is concerned.

You may want to talk about a quick story, use a joke or just compare your product with a competitor’s.

**Online Advertising:** The internet has created a huge new medium for advertising, however, a disadvantage of online advertising is that many online users are actively avoiding advertisements by enabling browser add-ons in order to block ads, by using junk mail filters and other tricks to eliminate the majority of ads from the positive browsing experience. Here are some (good and bad) opportunities for online paid advertising:

**Pop-up ads:** Undoubtedly, this type is considered the most annoying (including all the relevant variants). For those who do not know, they are the ads that appear as pop-up windows on the user’s screen when visiting a website. Since these ads are usually considered as annoyance rather than as a positive action, you should avoid them because it is a very bad idea.

**Banners:** Like advertisements in a magazine, these ads appear next to the content of the page. Although they are not as disturbing as the pop-up ads, they are often blocked and not appearing on the user’s screen due to the Ad-block (Add-on for blocking advertisements).

**Search Engine Ads:** These ads appear at the top (or at the sides or bottom) of the search engine results when a potential customer searches for keywords related to your product. Some search engines offer a favorable results-based payment system - which means that you will pay only if users click on your ads - making this choice the smartest of all other online advertising methods.

Look for free or very cheap advertising opportunities. Obviously, paid advertising is considered to be more effective, but there are other important methods that do not cost. In view of the economic crisis, businesses have difficulty allocating more resources, especially new ones, and are forced to seek methods of free or inexpensive advertising. Some ways to advertise at a relatively low cost or even free of charge are the following:

**Social media:** Since it is free to sign up for a Facebook business account, like most other social networking sites, you are given the opportunity to use this asset so that your business maintains a significant social media presence

**Brochures:** The basic cost concerns printing of the brochures. Brochure distribution can be a fairly cheap way to advertise

**Sponsorship to a charity or event:** Many charitable and non-profit organizations, such as radio stations of local football clubs, activist organizations, etc., ask sponsors to contribute to (or undertake) their expenses. In return, these organizations usually offer free advertising. For the greatest improvement of cost-effectiveness, look for organizations which ask for relatively small contributions, such as a small amount of money or equipment that you do not use.

**Associate your product with an unforgettable slogan or tagline.**

Tagline or slogan and use it in every ad. Taglines and jingles are directly “absorbed” by the human subconscious, making it easier for customers to remember a particular product when they need it.

If you succeed in distinguishing yourself in this way, this will mean increased sales and brand confidence for you!

All the above are suggestions and tips that can be followed by large but also small businesses in order for them to achieve prominence and increase their sales.

Try to follow yourselves some of them and you will only profit from them.



# “Vaccine” for Difficult Customers

By, Sofia Psyllaki  
Sales Department, MOBIAFIRE in Greece

How to deal with “difficult customers”. Unfortunately -and it is often the case- perhaps we ourselves, have been also described as such customers at some point!

Although well-organized businesses do everything they can to avoid it, there is always a chance (even if the business or the staff communicating with the customer are not responsible for it) that we will have to deal with an angry customer. A client who complains, shouts or even threatens the businessman or the staff. Even by phone. We don’t check if he/she has an excuse for that. This is something that we need to consider in a next step as part of a company’s policy to create a better and more pleasant experience for customers who choose it.

However, we are concerned with holding our temper, ours (or the businessman’s or the supervisor’s, if present), the staff’s and other clients’ or associates’ who may be at the same place. The tension between a group of people functions as a “virus” and is transmitted unconsciously to those who come in contact with the “carrier”. Unless there is this correct and consciously chosen approach. So we must be properly prepared, which means that we have got the necessary “vaccine” through a special training to deal with such cases.

“The tension between a group of people functions as a “virus” and is transmitted unconsciously to those who come in contact with the “carrier” ”

Such training is based on distinct steps and some assumptions.

- Accept the right of the “client” to be annoyed, even angry. Mistakes occur from both sides (although I think that a “client” and a business should always feel that they are on the same “side” in order to have a healthy and mutually fruitful relationship). Let the customer “talk”.

- Hold your temper. Nothing is personal. Even threats or insults, at that moment, express emotional stress and do not concern anyone personally. Maintain control of the situation by first of all controlling your own feelings. Perhaps a mistake has been made in an order, the customer may have received a defective product, or maybe he/she is wrong. Listen carefully and, if possible, note the words and phrases he/ she uses to describe the problem. Show genuine interest.

- Put yourself into the customer’s place. By using particular words, adopting an attitude and style which show understanding, repeat the phrases he/ she uses (without any name-calling) to confirm to him/her that you understand what the problem is. Do not ask or more correctly, do not demand that he/ she calms down. Feelings do not follow orders. This will be a natural result of your conversation. Try to “create within you” the feelings that you would have if something similar happened to you.

“Acceptance - Calm - Understanding”

## Attention!

Do not ever blame (either directly or indirectly) the customer, your business or another colleague.

- Undertake responsibility for the problem. Not regarding the blame, but the responsibility to solve the problem. Take the necessary corrective action and inform the customer about the procedure. Show understanding. Mistakes occur.

- Apologize sincerely. Make your client believe that you want to satisfy him/her, not get rid of or deceive him/her.

- Note the findings of each case. What “worked” as it should? Which process or product needs to improve? Record the basics of an (initially) unpleasant experience.

- Take a break. You need it. If possible, go out to get fresh air or do whatever can take you away from the room where there was tension before. Even for 5 minutes.



Send it to  
me now!  
It's urgent!

## Important!

Stay alone. Do not “spend” your break with colleagues or friends talking about what happened. It will not help you unwind but may even cause more tension. Especially if your recent experience happens to be the same with another one that a friend or colleague has experienced, the negative energy produced could reach dangerous levels.

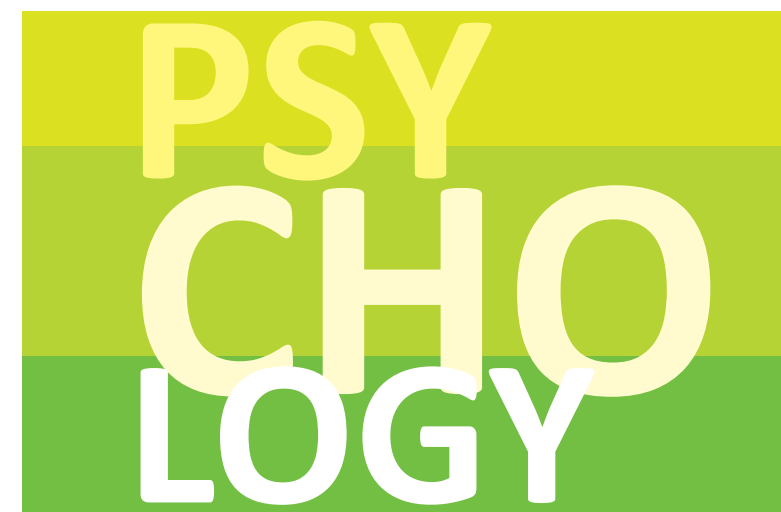
With proper preparation and planning, situations like this will occur less and less often and when they happen, dealing with them will be simple.

# Personalized Services

By, Manolis Stavroulakis  
Sales Department, MOBIAFIRE in Greece

Can the personalized experience be more attractive to customers? Psychology is factor which plays a significant role in the impact of personalized services! Consumers wish to have an experience tailored to their tastes and needs, on the one hand for practical reasons, on the other hand, motivated by hidden aspects of their psychology, which they often ignore.

Is that the case in any case? For example, both in a situation where a consumer realizes that he or she lives a personalized experience (e.g. in a targeted email, which starts with his/her name), as well as in a situation where he/she does not realize so? The answer is “yes”. Simply, every time, the psychological factors which drive his/her behavior are different. But eventually, which are those factors?



## The power of familiarity

Starting from instances where your customers do not realize that your products or services follow the rules of personalized experience, they still prefer them much more to others. Why is this happening; For a very simple reason: the feeling of familiarity. When consumers are exposed to a message that is relevant to their preferences so far, the irresistible feeling of familiarity is automatically and unconsciously generated within them. And for every consumer, familiarity entails interest.

What generates this feeling? Of course, the human brain and, more specifically, the RAS (Reticular Activating System) - a small part at the bottom of the brain. Every environmental stimulus “passes” first through the RAS, where it is “screened”. If the stimulus is of interest to the organism, it can “move on” to the rest of the brain.

Otherwise, it is marked as useless and rejected before it can cause any reaction. This is more or less how the so-called “selective perception” develops!

Consequently, when a piece of information is considered by the brain of a person relevant and familiar to him/her, it directly captures his/her interest. Think of the following example: You are at a party and various groups of friends chat around you.

It is very easy for you to completely ignore all these conversations as you are hearing nothing but a hum. Think now that someone says something which concerns you. Suddenly, his/her voice stands out from this hum and draws your attention. Why? Because your RAS has just taken over!

## The sweetest sound

Do you know which is the smoothest sound to each person’s ears? Unbelievably, it is actually no different from the sound of his/her own name! According to published studies, when hearing our name, multiple mechanisms of our brain are activated, to a much greater extent than when reacting to other stimuli.

These are mechanisms that are linked both to social behavior and long-term memory, as well as to visual and acoustic processing. Imagine that you are going for a second time to a restaurant and the waiter calls you by your name. This is enough for you to be pleasantly surprised and have a positive attitude regarding your meal. The chance to visit the same restaurant for the third time increases dramatically, regardless of the food you will taste.

Conclusion: Remember your client’s name and use it in every relevant occasion - either offline or online!

“The sweetest sound is no other  
than the sound of our own name”

## The need for control

One of the deepest human needs is the need for a sense of control. When people feel that they lose control of a situation, they are overwhelmed by feelings of anxiety and insecurity.

Conversely, when consumers live personalized experiences, they regain the sense of control. In fact, it may be a simple illusion, as the ones who actually have the absolute control are the sellers and marketers and not themselves.

Nevertheless, whenever a client encounters content tailored to his/her needs on a web site or receives a personalized email, he/she has every reason to believe that he/she somehow has the control over the situation. This satisfies his/her deep inner need and temporarily removes any feeling of insecurity.

“When people feel that they lose control of a  
situation, they are overwhelmed by feelings of  
anxiety and insecurity”

## Information overload

Considering our fast-paced lived and the barrage of information of our times, the human brain is at risk of being blocked while exposed to this information explosion and intense stimuli. At this point, the personalized experience is the solution that “saves” him/her: the client doesn’t have to go through unnecessary information and finds directly what he/she is looking for without delays and pointless inconveniences. Thus, he/she lightens his/her mental load, feeling at the same time relieved and grateful.



## In conclusion

**Never ignore the “psychology” factor in any strategic move associated with your sales.** By studying and discovering unknown dimensions of marketing, you can understand your customers much better, “listen to” their hidden desires more easily and gain a strong asset against your competitors.



# Export Activity

By, Fontas Manarolis  
Electronic & Computer Engineer, Export Department, MOBIAK FIRE

Economic growth is one of the main objectives of every country in the world. A very important factor for economic growth is export activity. It is no coincidence that the most developed countries in the world have the largest export activity.

Most countries want to increase their exports. Their companies want to sell more. Once they have sold anything they can to the population of their own country, then they want to promote their products abroad to expand their target audiences.

Exporting products can greatly contribute to increasing the profits of a business and, as a consequence, of an entire country. This is mainly due to the fact that orders from abroad are usually larger than those of local buyers.

In addition, if products are considered unique or innovative abroad, profits can grow rapidly in a short time.

The more companies of a country export, the greater their competitive advantage is. They gain experience in the production of goods and services, as well as knowledge of how to sell to foreign markets.

However, export activity is not as simple as there are many difficulties and risks to achieving it. Bureaucracy is always an obstacle - depending of course on the market and on the exported products.

Additional potential economic risks include cultural and linguistic hindrances and possible product modification requirements, among others. Besides, if the export was something simple and harmless to a business then all businesses would have activities abroad.

This is why exports are performed by medium or large companies that have already dominated the local market and have felt ready to invest abroad having already the know-how regarding their field of action.

“Exporting products can greatly contribute to increasing the profits of a business”

Governments are promoting exports as they are profitable for them. This actually constitutes itself an advertisement for the country in question. Also, exports increase job vacancies and wages resulting in an improvement of the living standards of the residents of the country. As a result, people become happy and it is more likely that they support their national leaders.

# The Fire extinguisher, the Airbag & a bunch of flowers

By, Alexandros Nakos  
Mechanical & Engineering MSc, Export Department, MOBIAKFIRE

Perhaps someone is wondering - and reasonably - what a fire extinguisher and an airbag can have in common and why it would be worth writing a short article with this title. It is perhaps worth analyzing a little bit more the answer, although self-evident, as, although both are objects which are made to hopefully never be used but only if and under circumstances which do not affect us, MUST work when there is a need to use them. In other words, mistakes are not excused!

Generally speaking we could say that it is the equivalent of a physician or a pilot but as far as goods-products are concerned.

Namely, they are objects-products whose potential or possible value is much greater than its practical value (I have confused you a bit; haven't I?) Many of our fellowmen often complain because the law - rightly - forces them to install fire extinguishers and fire extinguishing systems, fire hoses, etc. in their houses and business premises.

They consider it an unnecessary cost because admittedly it is very likely that a fire extinguisher wears out and gets old without having been used at all.

It reminds me a bit of the car insurance that all of us, when we get the payment notice we are displeased and - I dare say - nagging all the time, but if, we have a car accident, then we panic and search in the glove compartment for our insurance policy, frustrated, until we finally breathe a sigh of relief: Luckily, I have paid it!... (true story for many of us; isn't it?)

“The potential value is much greater Than its practical value”

So, the fire extinguisher is a necessary evil (we would say “good”). But how can we make sure that when we need it, it will definitely work effectively, “will prove its value and pay for itself”?

This is our job at MOBIAK, to manufacture, check, maintain and provide a reliable product which we really hope that our customers will never need to use (well, not never ... once in a while ... just as much as needed to makes us proud!) ... Sounds like a contradiction?

Perhaps ... but this is our job and we have been doing it motivated by our passion and love for the past 42 years.

Oh yes, I forgot to mention the bunch of flowers (I have also used it in the title...) It can also save your life! (Have you tried to go home on your wedding anniversary or her name day without a flower bouquet? ... we do not recommend this to anyone).

Not to mention that we always buy it and we offer it happily and smiling and never begrudgingly!



# Seminar in Bulgaria

By, Apostolos Diamantopoulos  
Economics MSc, Export Department, MOBIAKFIRE

MOBIAK SA has carried out in Bulgaria, in cooperation with the exclusive distributor and representative, a seminar with a focus on permanent fire extinguishing systems. The seminar took place in a central hotel in Sofia on 2/11/2018 and was an absolute success.

The participants showed great interest in the new range of certified permanent systems and in particular the HFC-227ea.



MOBIAK is now the holder of the VDS certificate of competence to carry out operations relating to the trade, bottling and hydraulic testing of HFC-227ea Gas Bottles, as well as their periodic re-inspection, and is now in the favorable position to be able to provide you with HFC-227ea periodic re-inspection and retreading services, as well as the following products:

- Permanent HFC-227ea for total or local spraying
- F-gas bottles and accessories
- Extinguishing HFC-227ea material tanks

There were contacts with a task force from the Bulgarian Fire Service Headquarters, wholesalers from all the regions of the country, while fruitful discussions were held on specific projects of Engineering Companies regarding fulfillment of their needs for Fire extinguishing equipment.

# Trade fair in Serbia 2018

By, Andreas Klaridopoulos  
Mechanical Engineer, Export Department, MOBIAKFIRE

MOBIAK continues to be dynamically present in international firefighting equipment trade fairs by participating in the 112 Expo in Belgrade from 2 to 5 October.

The participation was in cooperation with our exclusive representative in Serbia and its impact was great, both for professionals in the country as well as for neighboring countries.



We have also been given the opportunity to present our new products & certifications such as the recently fully certified HFC-227 according to VDS, the “MOBIAK DIAS” in accordance with ANRI but also our new water supply network accessories certified pursuant to UL, FM & LPCB standards, for which all existing and new customers have shown tremendous interest.



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



# ExpoProtection

## Paris 2018

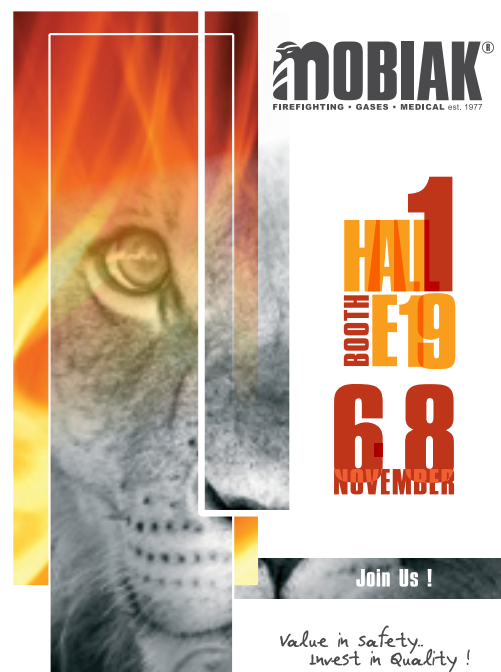
By, Metaxas Drakopoulos

Production & Administration Engineer MSc, Export Department, MOBIAKFIRE

ExpoProtection, the landmark exhibition for firefighting equipment in France, took place from 6 to 8 November in Paris-Porte De Versailles. Of course, faithful to our appointment, MOBIAK actively participated, with our booth being a benchmark for the attendees.

We presented dozens of new products of our company as well as our full range of NF products at our booth, receiving positive feedback from our visitors.

We had the pleasure of meeting and discussing with existing and potential new partners, mainly from France and Africa, as well as from dozens of other countries, having the opportunity to draw up our strategic plans for next year.



Establishing our strong presence in the French market over the last years and constantly aiming to further expanding it over the coming period, the exhibition proved to be an excellent opportunity for us to present the competitive advantages of our company as well as all our new products.

At the "final curtain" of the exhibition we were already prepared and experienced to achieve even higher export goals.

So see you at the next trade fair in Paris in 2020!

À Bientôt!

Expo-  
Pro-  
tec-  
tion



# Trade fair in Oman

By, **Stratos Koronis**  
Mechatronics Engineer MSc, Export Department, MOBIAKFIRE

**This time, MOBIAK is visiting the most beautiful “gem” of the Middle East, to be once more present by successfully participating in the trade fair in Oman.**

MOBIAK managed to show its potential and was further established as a manufacturer of Fire Extinguishing Equipment worldwide.

Through its impressive company logo-adorned booth advertising its services, it has satisfied the potential and non-potential partners of MOBIAK.

Returning “refreshed” from the far end of the Arabian Peninsula, we are ready to conquer a new empire being aware of the difficulties of export activity in these markets.

Having the experience on investing in new products, with new certifications and our range enriched with new fire-extinguishing systems, we are definitely going to satisfy our new partners.

Our aim is to consolidate the presence of our company among the top ranked ones in the country (and in every country where the company’s products are successfully exported) in the field of Firefighting Equipment.

The value in safety is for sure the key of our success, the invest in quality the only path we walk. We will keep on giving the best of our knowledge and discipline, to set the level higher for a brighter future.



## Chania “goes” to Ethiopia

By, **Michalis Kapetanakis**  
El. Mechanical Engineer MSc, Export Department, MOBIAKFIRE

As part of MOBIAK’s presence in the Ethiopian market, a three-day visit of our representative’s CEO in this country has been carried out.

Expansion of our cooperation beyond the portable fire extinguishers and equipment where MOVIAC has been present in Ethiopia over the past two years, expansion to the permanent HFC-227ea systems, MOBIAK-DIAS & GREAT ALEXANDER permanent kitchen systems as well as expansion to Fire Extinguishing facilities have been discussed.

The meeting and the training have been successful and we hope for good results in this difficult market of the African continent.





# UL Certification for Fire fighting pumps

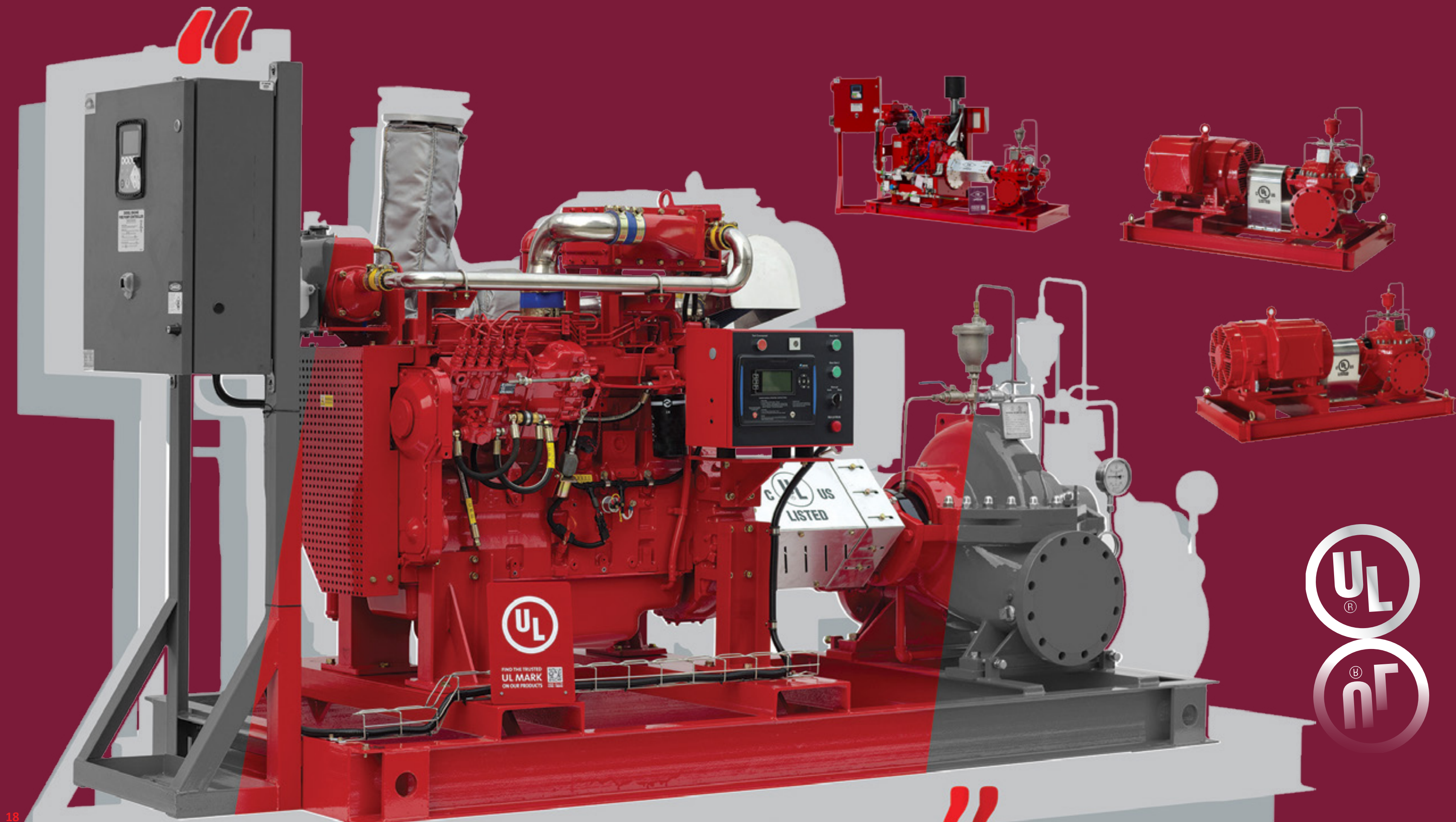
By, Stratos Koronis

Mechatronics Engineer MSc, Export Department, MOBIAFIRE

Dear partners,  
After two years of continuous effort, we are pleased to announce that MOBIAK is now the holder of a UL Certificate for Firefighting Pumps. This certificate - which few companies hold - is another important achievement of our company, which continues to invest in the best quality and certified products.

The range of MOBIAK is now enriched with certified firefighting pumps. We are able to meet the needs regarding pumps by combining the guaranteed quality of a certification body such as UL with our proven expertise in the field of firefighting equipment.

Pumps are covered by one-year warranty in accordance with the standard terms of use. We look forward to your receiving your feedback and inquiries!





By, Mary Nikoloudaki  
Chief Accountant of MOBIAK

# New

Extension

MOBIAK S.A., a leading company in the field of firefight equipment with a strong export activity to 72 countries, with a powerful brand name and know-how, has been identified for more than 42 years with the concepts of Value in Safety and Investment in Quality and has been actually demonstrating this in every business step.

2018 is a landmark year for MOBIAK S.A., as the implementation process for two truly large and strategically important investments has started.

MOBIAK S.A. has initially purchased plots of **26 stremmasin** Kathiana Akrotiriou, in Chania, Crete, expanding its facilities to build new premises in order to house an additional modern firefighting equipment robotic assembly line and a new line of automatic product packaging and order palletizing.

Additionally, customized packaging / palletizing will be possible depending on the quantities. A new distribution center and product storage space will be added to these new building structures of a total area of 3,000m<sup>2</sup>. At the same time modern training facilities (training center), a venue and a conference room will be available.

This investment is estimated at 7 million euros, plus the cost of buying plots and will be financed mainly by own funds.

This investment brings MOBIAK closer to the elite of the world, which was a dream of the founder and visionary of the company.

New  
Extension

## Banks & Single Supervisory Mechanism (SSM)

By, Mary Nikoloudaki  
Chief Accountant of MOBIAK

Banks & Single Supervisory Mechanism (SSM) - SSM's supervisory priorities for 2018.

In order to apply the same rules to all banks in the future and to monitor their financial situation on a permanent basis, the countries of the European Union have created the Single Supervisory Mechanism (SSM), a system of banking supervision which includes (a) the European Central Bank; and (b) the national supervisory authorities (NSAs) of the member states, which are in close cooperation with each other.

The three main objectives of the SSM are: (a) to safeguard the security and soundness of the European banking system; (b) to strengthen financial integration and stability; and (c) to ensure consistent supervision.

“In order to apply the same rules to all banks in the future and to keep track of their financial situation constantly”

On December 18 2017, the ECB, as part of the SSM operation, published the supervisory priorities of the SSM for 2018. (European Central Bank, 2018).

In particular, the ECB will take initiatives to ensure that banks address the existing key challenges effectively.

Some of these key challenges identified are: the protracted low interest rate period, large non-performing loan stocks, geopolitical uncertainty, banks' reactions to new regulatory initiatives, non-banking competition etc.

“Significant move, on the one hand for the Sustainability of Banks, on the other hand for Macroeconomic performance”

The priority areas regarding banking supervision for 2018 are the following:

(a) Business models and factors affecting the profitability of supervised credit institutions, with an emphasis on assessing the effects of the extended low interest rate period.

(b) Credit risk management: High levels of non-performing loans affect capital and funding, reduce profitability, and consequently reduce credit supply to households and businesses.

Therefore, their settlement is important, on the one hand for the Sustainability of Banks, on the other hand for Macroeconomic performance. Concentrations of exposures to particular assets require particular attention, with particular emphasis on collateral management and valuation (c) Management of other risks (TRIM, ICAAP and ILAAP procedures, readiness to adopt IFRS 9): combines elements of continuing relevance to risk management by banks (d) Activities involving multidimensional risk management:

They include stress test exercises as well as ongoing preparations regarding the UK exit from the EU (BREXIT).

The most serious problem currently faced by Greek Banks is non-performing loans - Greece has the highest non-performing loans ratio in the euro zone, close to 50% - and it's imperative that their balance sheets are consolidated. Apart from the above problem, they face other challenges, such as the protracted low interest rate period, as well as their vulnerability to the transformation of the technology sector and, in particular, to the rise of the fintech industry, which is now a threat to them.

Also, with regard to Greek banks and the practices applied by credit institutions for collateral management and valuation, although the Greek Parliament has decided to phase out physical auctions and to replace them with electronic, a practice which has been proven particularly effective, there are still some shortcomings which need to be addressed as soon as possible.



Consequently, the SSM priorities for 2018 will be a huge challenge for Greek banks and the stress tests will be the “moment of truth” for them.

References:

1. European Central Bank (2014), “Guide to Banking Supervision” <https://www.bankingsupervision.europa.eu/ecb/pub/pdf/ssmguide-bankingsupervision201411.el.pdf>
2. European Central Bank (2014), “ECB Banking Supervision: The SSM's supervisory priorities for 2018” [https://www.bankingsupervision.europa.eu/ecb/pub/pdf/ssm.supervisory\\_priorities\\_2018.el.pdf?3b4a89e9ad114ff7dbdaf156d0f0f564](https://www.bankingsupervision.europa.eu/ecb/pub/pdf/ssm.supervisory_priorities_2018.el.pdf?3b4a89e9ad114ff7dbdaf156d0f0f564) - European Central Bank,, <https://www.bankingsupervision.europa.eu>



## Digital Marketing in Modern Enterprises

By, **Antonis Gkezepis**  
Marketing, Social Media Department

Although “**Digital Marketing**” is now an integral part of the life and daily routine of most modern businesses, many find it difficult to distinguish it from traditional marketing. To help with this distinction by giving a simple definition, digital marketing is a general term on the basis of a pyramid which includes all promotional actions for products or services carried out through digital technology.

Online marketing is the capstone of digital marketing. Since traditional advertising channels such as television and newspapers are becoming less and less popular, online marketing is increasingly getting a bigger share of the budget for corporate promotions.

Moreover, millions of businesses promote their products and services exclusively through the internet, turning their backs on traditional practices.

The purpose of Digital Marketing is to bring businesses into contact with their targeted audiences through digital channels. According to a more measurable report, there are currently more than 3.3 billion users of technology devices worldwide, with the number constantly increasing. The use of technology devices is also constantly increasing, with 92% of US adults, for example, having at least one mobile phone.

The main element that separates digital marketing from traditional marketing is certainly the potential of new technologies. Digital marketing directors focus more on targeting measurable activities.

They can now reach the right audience and measure the results of their efforts. In the past, targeting was more like running an ad on local TV or a particular magazine, but today it is considered outdated and is only used for broad visibility.

For example, a digital marketing manager today can run a Facebook ad targeting only a 30-year-old male audience, interested in “fire safety” activities.

The manager can watch all activities (login, like, comment, and click) and use a script to see what his/ her audience does after clicking on the ad. This data can be used to create better performing ads.

To give you a general idea, the pieces of the puzzle which make up a complete digital image for a modern business are briefly and hierarchically outlined as follows:

- Website
- Social Media
- SEO (Search Engine Site Optimization)
- Digital Advertising (e.g. Google Ads, Facebook Ads etc.)
- Blogging (Corporate News)
- Email Marketing (Targeted mass e-mailing)

Times are changing and companies are adapting themselves to new technologies and new data that they bring to the fore.

Openness of enterprises and their digital image are at the top of the priority agenda and they will probably remain top priorities for a long time.

## New Corporate ID of MOBIAK

By, **Myrto Koumi**,  
Graphic Designer

42 years after the establishment of MOBIAK, the company has decided to change its logo. Being used to and emotionally attached to the design of the old logo, difficult to proceed to a great change, we have gone through several stages to come up with the new trademark design.



Knowing the importance of the identity of a business, we kept the same font in order to avoid confusion of MOBIAK’s associates.

By maintaining the emblematic lion as a landmark image and by keeping the style and philosophy intact, its profile was subtly drawn on the drop cap of MOBIAK.

A simple, enigmatic for some, design, in order to be easily recognized, with correct application in different forms and colors.



For this reason, redesigning a well-designed logo showcases the uniqueness of each business alongside the functionality of the logo in order to highlight the potential of a company.

We urge all of you who have a vision for your business to discuss with the appropriate people about a nice **rebranding**, to strategically redefine company’s communication.

Dare to make a change without fearing separation from your old logo. The result will renew you and bring you satisfaction.

## Thank you letter of Emmanouil E. Svorakis



I feel the need and the obligation to sincerely thank through the MOBIAKPRESS and “Chaniotika Nea” all those who have contributed to the serious and long-term rehabilitation therapy of my illness, in the hospitals of Athens “HYGEIA” and “EVANGELISMOS”. I would especially like to thank my family for its undivided support and sacrifice and for the fact that it was always by my side during my stay in the above Hospitals.

Special thanks to my wife, Irene, who stood by my side all day and night, my son Manolis, my daughter Georgia, my daughter-in-law Maria and my son-in-law Fanis, my physicians Mr. Kokkinakis Evangelos, Director of the 1st Pathology Clinic of “EVANGELISMOS” Hospital and his colleagues, the Gastroenterology Clinic of “EVANGELISMOS” Hospital, the nurses working on the 10th floor of the same clinic, where without them the outcome of my health problems would be unknown.

I would also like to thank very much His Eminence the Most Reverend Metropolitan of Kydonia and Apokoronas, K.K. Damaskinos, for his visit to the hospital “EVANGELISMOS” and his prayers for the restoration of my health, as well as the Protosyncellus Father Damaskinos Lionakis who also contributed to my psychological rehabilitation which I really needed, the nurses and the private duty nurses for their home nursing services. I also thank from the bottom of my heart the “IASIS” clinic of Mr. Ilias Gavrilakis and especially Mr. Ilias Gavrilakis, the doctors and nurses on the second floor for their impeccable care and attention.

Finally, a big thanks to my dear friend and associate lawyer, Alekos Stavroulopoulos, who, by visiting me almost every day during my stay in “EVANGELISMOS” encouraged me and cheered me up, because that’s how God made him, to be a smiley person and full of humor and this is exactly what patients stuck in bed with chronic pain need. I would be sorry not to mention the efforts and sacrifices, for the past year, made by my Physiotherapist Manos Perogiannis and his associates who helped me walk today and enjoy what God has given me.

Thank you all once again.

With love

Manolis Svorakis

Senior - Founder of MOBIAK



# Nitrogen in Cryotherapy & Microelectronics

By, Efi Manarolaki  
Chemist MSc, Gas Department, MOBIAS GAS

Cryotherapy and Microelectronics - so different applications with a common denominator! Nitrogen, the noble gas.

## Cryotherapy

Modern football game is now played at unprecedented levels of tension and finding a balance between education and games has become a potential minefield as medical teams and high-performing teams try to avoid the cumulative effects of fatigue and the resulting reduction in players' performance.

Rehabilitation has never been at such a high level of control, and any solution that can have a positive impact is worth searching. It is clear that cryotherapy gives rise to a number of physiological advantages, particularly in sophisticated sports where athletes use cryotherapy as part of their training and recovery program. To this end, a growing number of football clubs are adopting the Whole Body Cryotherapy (WBC) as part of their shape. What is the science behind this therapy?

“Cryotherapy generates a number of physiological advantages especially in sophisticated sports”

Players are placed in a specially designed unit and exposed to air cooled at temperatures as low as -150 ° C for up to 2-4 minutes. Air is cooled by liquid nitrogen.

It began in Japan in 1978 and has now become an impressive experience in Western Europe.

In the last 18 months cryotherapy has been characterized as an innovative and indisputably alternative treatment in the sport industry, particularly football.

“An innovative and indisputable alternative treatment in the sports sector”

How does it work? In extreme cold conditions of cryotherapy chamber for the entire body, the body responds normally to exposure caused by the sudden drop in skin temperature.

Core body temperature is normally between 36-37 ° C and it will always try to maintain that temperature. When the brain receives signals that record the extreme low temperature, it recognizes the inability to maintain the core temperature if normal blood circulation is maintained in the outer layers of the skin.

The receptors beneath the surface of the skin direct the nervous system of the body to carry out a procedure called vasoconstriction - a stenosis of the arteries and blood vessels. The process leads to a reduction in blood flow in a tired or damaged tissue, effectively ending the process of inflammation and development of edema or bruises around an injury.

At the same time, blood is retained in the body's core and rinsed through the normal cycle and is enriched with oxygen, enzyme and nutrients as well as with the influx of hormones through the body's endocrine system.

Once the brain detects that a “normal temperature” has been achieved, after getting out from the chamber and performing light exercise, the inverse procedure called vasodilation then returns the now enriched blood from the core to the extremities. This process combined with the release of hormones provide a boost to endorphins, promoting a sense of well-being and positivity to the player. The treatment helps muscle rehabilitation by reducing growth and reproduction of cells and increasing cell survival.

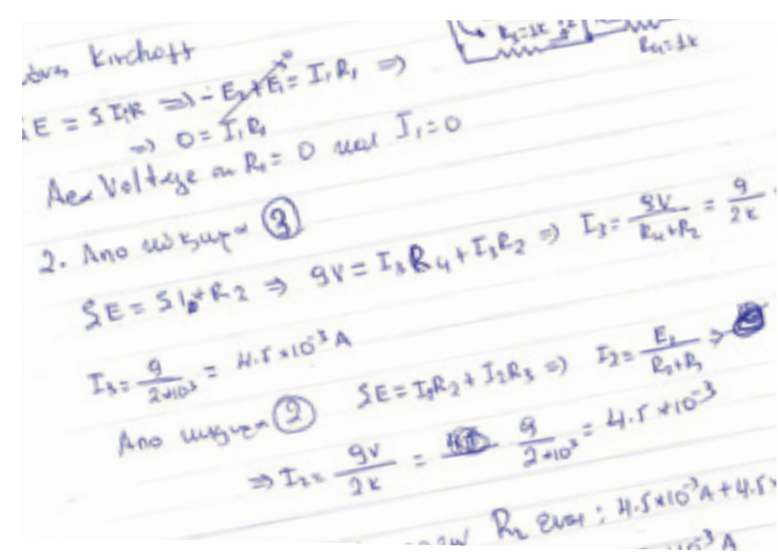
Other actual benefits have been identified through the use of whole body cryotherapy, one of which is general reduction of joint pain. The modern football game is quite painful with many players reporting “hits” or “rigidity” but without a visible sign of injury. A second aspect of research which increases the significance of the therapy is that of sleep recovery. Cryotherapy of the body has been proved to have a positive impact on the quality of sleep and also improves relaxation and mood.

The implementation of Comprehensive Cryotherapy provides benefits to players through a quick recovery program to keep them on the field and preventing the need for physiotherapies. Since whole-body cryotherapy is a short-term treatment, it can be realized in the middle of the training day, unlike other cold treatments. Whole body cryotherapy is now common in the professional football sector and for the reasons outlined above, it will soon be a case of football clubs without the Cryotherapy Chamber as an exception to the rule.

“The treatment helps muscle rehabilitation by reducing growth and reproduction of cells and increasing cell survival”

## Manufacturing Semiconductors in microelectronics

The semiconductor industry is one of the most dynamic and emerging industries in the world. Semiconductors are the heart of modern electronics, which we find everywhere from computers to rockets.



The introduction of semiconductors has boosted the growth of electronics and has allowed the growth of “smart devices” in recent years. Without the semiconductors, modern electronics would be just a dream.

Automation industry and automatic cars are a key area of development for semiconductor manufacturing.

At the same time, demand stemming from drivers' online support systems, electric drive trains, in-vehicle infotainment (IVI) systems, vehicle sensors, are expected to increase demand for semiconductors.

The development of technical intelligence is an expansive policy in computer science. Demand will emerge from the need for more components with increasing computational power.

Demand for consumer electronics rose between 2% -5% in 2018, with a global average of about 4% growth year-on-year. A demand which is expected to increase as new technologies evolve.

“The development of technical intelligence is an expansive policy in computer science”

This helps to put pressure on semiconductor manufacturers, who are constantly increasing the consumption levels of raw materials. Manufacturers will turn to gas industry to support their processes.

Nitrogen plays a central role in semiconductor manufacturing. As an inert gas, it is one of the two gases which are most important in the manufacturing process, while the second is argon.

Throughout the manufacturing process, nitrogen is used and there is a number of different reasons for its application, from cleaning pumps to their production. In the modern manufacturing process, 50,000 m3 of nitrogen gas is consumed per hour. Dealing with this high demand, in combination with the technical challenges, larger amounts of nitrogen are consumed as part of the engraving and cleaning, deposition, doping and shaping processes.

# Economy Performance, Safety

By, Argyro Scholinaki  
Chemist MSc, Gas Department, MOBIAS GAS

Economy, Performance and Safety Using Nitrogen in Your Car Tires!

- Hello, how much shall I put?

- LET'S FILL it up please and I would like to have the air in the tires checked.

The above is a formal dialogue at your local gas station. Maybe the day your fuel tank is filled with hydrogen is still too distant, but what would change if in the above dialogue we replaced the word air with the word nitrogen?

Most of the changes which are finally applicable to our daily life always start by a small group of scientists - engineers and technicians who work hard to optimize an application.

I assume that most of you, when enjoying a movie on TV, have seen one of the advertisements for high octane gasoline based on the fuel used by airlines.

But what do the pioneers of “motoring” use in their tires?

The noise at the start of a Formula 1 race is deafening and the adrenaline of those on the rig overflows. The rounds on the track leave and suddenly one team follows the other for a fast pit stop for fuel and tire change.

The wear of tires from the increased bitumen temperature is huge, but with what experts have chosen to fill these tires to increase the performance of the car and the safety of the driver; Does the red FERRARI tires on the track are full of air? Fighter F-16 as it takes off and the tires detach the track are full of air?

The airplane passenger airplane tires that brought you to the dream destination of your holiday, were they air?

The answer to all the above questions is NO. Nitrogen has come to change the data, not just for the extreme examples presented above but for all drivers, from the one who drives Aston Martin's latest model to the one who has preferred an economical city car by combining price and benefits.

But what are the advantages of using nitrogen in tires and how are they scientifically explained?

• Your tires maintain the correct pressure for a much longer period of time. The result is fuel economy and easier handling of the car. The scientific explanation is that the nitrogen molecules are larger than those of oxygen, so the compressed air escapes from the tires almost twice as fast as the nitrogen.

• Reduced wheel wear. Nitrogen does not contain moisture, as opposed to air. Moisture damages the tires and causes rust on the remaining wheel parts.

Each option has advantages and disadvantages, and the final decision always relies on what prevails. The disadvantages of the change into nitrogen are limited to (a) limited availability as it is still a new product and has not been established; (b) the filling process is more complex and therefore more time consuming; and (c) there is some cost for the service and the gas - it is not free of charge like air.

Experts, however, support the change into nitrogen, especially for those who travel long distances, as there is a significant fuel economy and a considerable increase in the life of the tires. A special category, where the change into nitrogen is imposed, is the transportation companies, since the greater the distances and loads, the greater the profit from fuel savings and the longer life of the tires.

As replacing the air with nitrogen includes gradual gasification and re-filling of the tires, those of you who feel “pioneers”, wait for the next tire replacement, keep yourself updated and take a step into tomorrow, today! For business people who are thinking of providing this service to their clientele, MOBIAS can supply you with nitrogen suitable for filling tires and for the most demanding ones, with nitrogen of high purity and zero moisture for an even better performance. In the last few years, MOBIAS has been supplying high purity nitrogen to the Air Force as well as commercial companies.

Nitrogen selection is suitable for all drivers, those complying with the relevant standards and are attentive, who have the pressure of their car tires checked at a regular intervals, as well as drivers who have forgotten when they last checked their car tires. Maintaining tire pressure is for long periods of time and usually only requires a refill during winter due to the drop in temperature, offering to the “forgetful” one safety and economy, while to the careful driver, additionally, time and effort economy



# Immune system

By, George Choudalakis  
Export Department of MOBIACARE

Immune system and its attenuators. Every day the body comes into contact with lots of harmful factors. Microbes, viruses, parasites try to invade the body to use it as a “survival vehicle”. Toxic substances, metabolic by-products, and ageing cause damages to several parts of the body every day. As a consequence, our organism mobilizes complex repair mechanisms daily, the key factor of which is the body’s immune system.

The immune system includes a set of cells and mechanisms the job of which is to resist to toxins and pathogenic microorganisms which threaten the human body in any way.

In cases of damage to any part of the body, white blood cells permeate across the blood vessel pores and “migrate” to the lesion area, where using the phagocytosis mechanism destroy the harmful cells. Specific antibodies produced by the white blood cells effectively destroy pathogenic microorganisms and leave a “booster” for that pathogenic immunity in the event of a future recurrence of an attack.

Stored cells of the immune system, typical representatives of which are the tissue macrophages, destroy the harmful factors. Specific enzymes and chemicals are secreted and mobilized (e.g., complement, interleukins, tumor necrosis factor (TNF)) to regulate immune detoxification and hematopoietic processes.

“Toxic substances, metabolic byproducts and ageing cause damages to several parts of the body every day”

However, if part of or the whole immune system is dysfunctional on a systematic basis, chronic pathological conditions of varying severity arise depending on the type and duration of the dysfunction, the most important of which are:

Vulnerability to infections

Allergies

Carcinomas

Autoimmune diseases

Psychosomatic diseases

Fatigue syndromes

The causes of weakening of the immune system are divided into physiological factors, daily routine factors and chronic diseases.

## Physiological factors

The major physiological factor which causes immunosuppression in adults is the advanced biological age. However, the chronological age of differs depending on the person. Suppression of the immune system with age is due to many simultaneous pathophysiological disorders. With age, the immune system has a slow reaction to harmful stimuli and an increased tendency to produce antibodies directed against the body’s own tissues (autoantibodies). Macrophages and lymphocytes destroy bacteria, cancer cells and other antigens more slowly, there is reduction of lymphocytes and complement, decreased antibody functionality.

## Daily routine factors

The main factors of everyday life which cause immune suppression are smoking, poor nutrition and sedentary lifestyle.

“The major physiological factor which causes immunosuppression in adults is the advanced biological age”

## Smoking

Unburned tobacco contains nicotine, carcinogens and toxins; when but when burning the harmful substances are multiplied. These toxic factors alter the local defense of the respiratory epithelium, resulting in decreased immune capacity. Immune disorder is further exacerbated in the case of chronic smokers due to the increase in carbon dioxide and the decrease of blood oxygen. Studies have shown significant white blood cell dysfunction in smokers.

## Poor Diet

Poor nutrition does not include enough nutrients and leads to obesity. On the other hand, the Mediterranean diet, which includes, on a daily basis, fruit, vegetables, complex carbohydrates (e.g. pulses, black bread, whole grains), extra virgin olive oil, lean dairy products exert beneficial effects on the immune system.

## Sedentary lifestyle

Proper systematic exercise for at least half an hour every day leads to a better metabolic state and mobilizes defense reserves throughout the body. Movement may not be a structured exercise (e.g.fast-paced walking).

## Chronic Diseases

The list of diseases causing a weak immune system is long and the pathophysiological mechanisms differ depending on the case.

Indicatively we mention the following:

- Allergies
- Anaemia
- Insomnia
- Exhaustion
- Alcoholism
- Coronary heart disease
- Cirrhosis
- Chronic pulmonary disease
- Kidney failure
- HIV infection
- Psychiatric diseases
- Splenectomy
- Corticosteroid diseases
- Patients suffering from chronic metabolic diseases
- Patients suffering from carcinomas
- Diabetics

# Barcodes & EOPYY

By, Dimitrios Tsenteleros  
MOBIACARE Sales Department

Since last autumn of 2018, the National Organisation for the Provision of Health Services(EOPYY) has put in place its new system to compensate for its services through barcodes.

This process, although based on the most appropriate traceability system and proper transport of products, is still another bureaucratic procedure regarding handling of reports, both for importers and for the shops selling the products.



The barcodes are introduced by EOPYY regarding the process of executing medical reports through medical devices and products, healthcare, consumables and special nutritional formulations The barcodes will link the products with a unique number for reimbursement which will be created and will follow the product from its manufacture - importing to the final sale to the patient and will correspond to the product concerned until its consumption

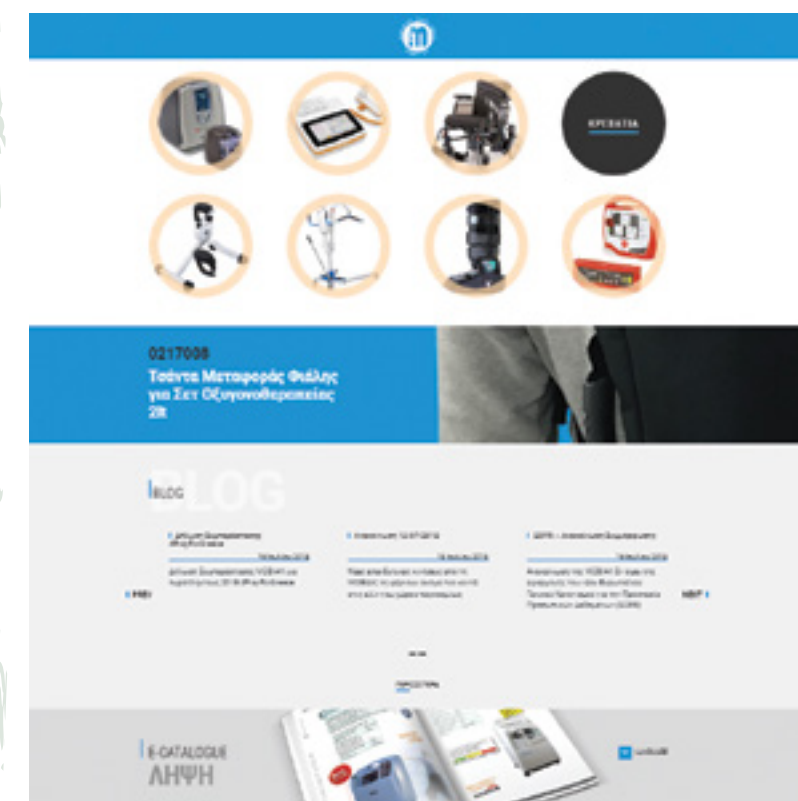
“The barcodes will link the products to a unique number for reimbursement”

The use of barcode should be viewed positively by all of us despite the problems and the additional procedures it might bring to our everyday life as it is important that the products are identified electronically in order to avoid mistakes in deliveries or even their use and the potential risks for all parties involved should be directly and correctly managed.

# MOBIAK is upgrading its Websites

By, Antonis Gkezepris  
Marketing, Social Media Department

In the year 2018, MOBIACARE radically renewed its website on the internet [www.mobiakcare.gr](http://www.mobiakcare.gr).



The purpose of renewing the site has been - as always- the better service of our partners and the general upgrade of our online profile.

The new website, which has been designed using the latest web technologies, offers personalized services to registered users, both in quality material (product certificates, technical specifications) and multimedia (photos, videos, brochures).

In addition, MOBIAK’ s partners can now place orders online, which excludes the possibility of mistakes and brings us even closer to the automated processes we want.



In the same context, the fire extinguishing equipment department (MOBIAKFIRE) has also renewed its own website [www.mobiak.gr](http://www.mobiak.gr). On both websites, MOBIAK uses its new logo, enhancing the beautiful result.



# New Circular on Transportation

By, Nikos Fragkioudakis  
MOBIACARE Sales Department

New Circular on the moving of disabled people on ships. A circular signed in October 2018 establishes measures for a safe transportation of people with disabilities by passenger ships. The Circular regulates issues such as access to ships, signage, transmission of announcements, safety alerts and other additional requirements regarding moving of such people 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 people, 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 people in shared spaces, special system for the transmission of announcements for disabled people, space for their wheelchairs, appointment of suitably trained crew members to serve disabled people.



2. Complaints by disabled persons or persons with reduced mobility or by their relatives are frequent and usually concern abusive and degrading behaviour 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,s 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.

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 E/I-O/I 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 E/I 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:

- 5.1. it should be suitable for the immediate transfer of patients from limitedly accessible places,
- 5.2. Have at least 4 handles, to make it easy and easy moving the trolley seat directly on scales or platforms parts
- 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.

You can read the full text of the circular and the relevant clarifications in the following links:

<https://www.alfavita.gr/sites/default/files/attachments/metakinhseiw.pdf>  
<http://www.nomotelia.gr/photos/File/85088-18.pdf>

The MOBIACare 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.

We present to you our new wheelchair for persons with special needs on passenger ships:

ref. 0806473

## Stretcher for transportation people of disabled people at ships

- Dimensions : 90x51x91cm
- Dimensions Closed: 17x59x90cm
- Product Weight: 10,5Kg
- Maximum Patient Weight: 159Kg



For further information, please contact your sales department (phone: 2821063222 mail: [mobiakcaresales@mobiak.gr](mailto:mobiakcaresales@mobiak.gr))

# The Need for Sterilization of Home Breathing Devices





By, Vasilis Mpinakis  
MOBIACare R&D Department

Respiratory devices used by patients at home are very often made by microbes and bacteria. The reason is their lack of maintenance. This can cause respiratory infections that will definitely exacerbate their already severe condition.

MOBIAC introduced its XD100 portable sterilization device to its product range. The XD100 with a weekly application through the patient circuit can neutralize up to 99.96% of the bacteria that cause so many infections.

Due to ozone sterilization technology and its revolutionary automatic operation, the user presses only one key. The device is activated for 35 minutes and starts to propel the ambient air enriched by the ozone element into the respiratory device through the patient circuit. The first 30 minutes are the ozone emission and the last 5 minutes of their planned operation promotes simple ambient air to "rinse out" the intense, sterile odor of the ozone.



-  Ozone disinfection
-  One-button start
-  Ultra-quiet
-  Ozone never decline

The XD100 is suitable for both professional use, respiratory maintenance workshops and amateur end-user use for each patient's individual device. I / O stores can use the device as a method of providing sterilization service to their customers.

The rechargeable battery of 2000 mAh serves the ultimate portability of the device from home to any trip accompanied by the user's breathing device, even on an airplane, since, on a global basis, this capacity is permissible on an airplane.

# Sleep in Ancient Greece

By, Vasilis Mpinakis  
MOBIACare R&D Department

Hypnos, the God of Sleep according to the Ancient Greeks is the son of Nyx (Night) and Erebus (Darkness). He is described as young, handsome, with wings on his shoulders, putting tired ones to sleep by sprinkling them using a wet by the mist of oblivion twig or by watering them, using a horn, with "hypnotic juices" or just by fluttering his wings.

The power of the God of Sleep is great. He can put all gods and people to sleep. In fact, he even put the leader of the gods, Zeus, to sleep, despite his will, upon demand of goddess Hera who wanted to influence the outcome of the Trojan War. Hera visited Hypnos in Lemnos where he lived. He called him "anax" (lord, king) of all the gods and men to convince him, but Hypnos initially hesitated to do what Hera asked, against Zeus, as he had argued with Zeus in the past as well.

He was persuaded to do so, since Hera promised him that he would get married to one of the youngest "Charites" (Graces), the sweet Pasithea, whom he desired so much. Hypnos and Hera left together to find Zeus. Hera filled Zeus' heart with "sweet love and desire" and Hypnos, transformed into a bird, put him to sleep.

Note that Pasithea is the goddess of relaxation and rest; that's why Hypnos desired her so much!

**"The power of the God of Sleep is great.  
He can put all Gods and people to sleep"**

Hypnos and his beloved Pasithea, had children. Their sons, "Oneiroi" (i.e. Dreams), of course joined the family business! Oneiroi are: Morpheus, Icelus, Phobor and Phantasos. All together are called "Oneiroi": (i.e. Dreams) and they are the gods of dreams. They dwelt on the shores of the ocean, in the West, in a cave near the border of Hades.

Oneiroi sent dreams to the mortals through two gates which were there. One of the gates was made of Horn, and they sent true dreams (presages) through it, while though the second one, made of ivory, they sent false dreams.

In detail, the children of the god of sleep are:

## Morpheus

The name came from the word "Morphi" (i.e. Form) and relates to his ability to take any human form and to appear in dreams. He has the capacity to send images to people's dreams or visions, to shape them, and to form the beings who "dwelled" in them. Morpheus' role is prominent, but not exclusive. Morpheus is the most powerful of the rest, and that is why he is the only god who can intervene in the dreams of kings and heroes, and, as they say, he delivered messages from gods to mortals in the form of dreams.

## Phobor

Makes dreams scary. It is the personification nightmares, and it takes the form of monsters or terrifying animals.

## Phantasos

It produces obscure and fictitious dreams while he appears in a non-living form. He is the personification of Fantasy.

## Icelus

Contributes to those aspects of dreams which reflect real life making them realistic.



# Annousakeio Foundation of the Holy Metropolis of Kissamos and Selino

By, **Dimitra Markaki**  
Manager of Retail Store of Chania prefecture

A history of 51 years during which, our company has contributed to certain undertakings. According to the founder of the Annousakeio Foundation, the Reverend Metropolitan of Kissamos and Selino, Mr. Eirinaios, the motivation for the operation of a care system, can be reflected in the following words of him:

"This offering began with a miracle of God and continues in His providence. In the summer of 1967 Georgios Annousakis, from Mesogeia of Kissamos, who resided in Sprigx-Filat, visited me at my office and expressed his wish to gold plate the silver icon of Saint Spyridon of Kastelli, whom he worshiped.

I congratulated him on his pious sentiments, but changed his desire and said to him: "Mr. Anousakis, Saint Spyridon is "dresses" in silver and I do not think he would want better clothing as Saints are humble.

But if you want to do something good for the Church, you can give the money that you have - I can also contribute as much as I can - to house the old people of our villages who every day become more and more, because their children are leaving to cities and they stay here alone, often unprotected".

"I will do whatever you suggest", the pious Christian answers. And added: I have fifty thousand (50,000) dollars at my disposal and I would be happy to donate them for this cause...

Thanks to the charitable donor, we bought a spacious plot of about ten stremmas from the Psomatakis brothers (a vineyard) in the Pyrgos area and in 1968 we started the construction of the Nursing home..."

"...I can also contribute as much as I can - to house the old people..."

In the course of a long path in the field of health, social care, and solidarity, the Annousakeio Foundation has been active for more than fifty years as regards charity for our suffering brothers and sisters. Over the years, 1985 has been a landmark when the then President of the Foundation, the late and much lamented Reverend Metropolitan Bishop of Kissamos & Selino Mr. Eirinaios, responding to the needs of the era, began to transform this small space for accommodation of 20 elderly women, this refuge, into a modern care center for chronic sufferers.

In 1994 the provided care system supported the hospitalization of up to 100 people, which inspired the Foundation to lead the way by providing specialized care services to the local community.

The goal of modernization had already been achieved as the services of feeding, housing and clothing included medical supervision, specialized 24-hour nursing care, therapeutic activities, kinesiotherapy, rehabilitation through physiotherapy, psychosocial support, creation of ties with the community, cooperation with entities to organize conferences, seminars, occupational therapies, cultural and recreational activities, as well as many other actions.

Taking into account that the know-how is developing and the therapeutic rehabilitation requires further specialized treatment, the Foundation's goal was expanded through the establishment of four Physiotherapy Centers: in 1996 in Kissamos, in 2002 in Voukolies,

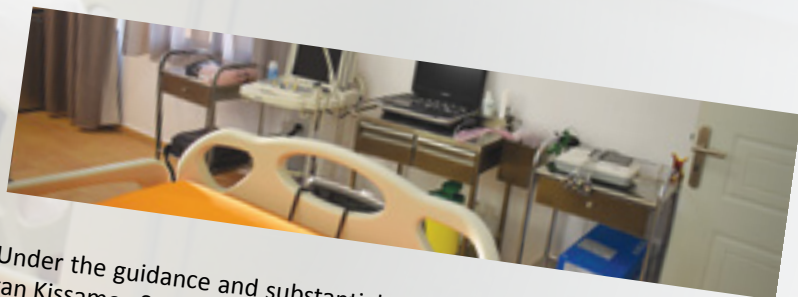
in 2003 in Palaiochora and in 2007 in Kandanos. Thus, it was important to ensure that local society has access to health services so that there is no social exclusion in mountainous inaccessible areas compared to large urban centers. Patients' involvement is still symbolic in order to ensure the functioning and continuation of the work of these bodies, which at this stage are redefined as regards their future role.

The foundation's social contribution is the development of transnational partnerships from 2000 up to date with European counterparts, mainly from Norway, France, Belgium, Germany, Italy, through the Foundation's participation in the Leonardo da Vinci European Program and later in Erasmus program.

In particular, the Foundation becomes a place for the traineeship of nurses from abroad and at the same time gives the opportunity to train its employees so that they are able to fulfil their educational role. In 2005, the President of the Foundation becomes the new Metropolitan of Kissamos and Selino, Mr. Amphilochios Andronikakis, as a worthy successor to the heritage he received from his late predecessor Mr. Irinaios who is planning a new perspective: The expansion of facilities through the creation of the Foundation's first floor, with ten (10) apartments, inaugurated in 2008.

This place, as the current Hospital of the Hospitalization Centre for Recovery and Restoration "Agios Spyridon", is a part of modern technology in the field of health and operates under this form, complying with all legal specifications, from August 2013. The aim is to provide an organized Rehabilitation and Restoration therapeutic program to smoothly prepare the patients for their return to the family and social environment.

At the same time, a wing was fully renovated, intended for the hospitalization and care of patients suffering from dementia, according to the specifications of the Ministry of Health, separating the patients according to their therapeutic needs.



Under the guidance and substantial support of His Eminence Metropolitan Kissamos & Selino Mr. Amphilochios and the daily contribution of the Director, Senior Presbyter of the Ecumenical Throne, Aretakis Antonios, as well as the cooperation of all the staff of the Foundation, charity and social solidarity within the community expanded in 2012, fulfilling modern social requirements, through the organization of supportive services such as Social Grocery, Social Dentistry, Food Ration, Pharmacy, as well as a well-equipped Mobile Medical Unit, donated by the Holy Monastery of Vatopedi, Mount Athos.

The MOBIAS SA group supports the social work of the Foundation in Chania, rest of Crete and other places. Moreover, the subsidiary of the "PyromedicalEn" group, through coordinated efforts under the direction of Mrs. Irene Svouraki and by providing a qualified and well-trained personnel, sets as a main objective the provision of medical equipment-consumables as well as medical gases.

We share the vision of the Foundation and we are there to ensure the quality of our products and services so that the Annousakeio Foundation continues its valuable charity activities

# Corporate Social Responsibility

The Board of Directors of the Association of Friends of Third Age People of Ierapetra would like to kindly thank: MOBIAS SA MEDICAL EQUIPMENT, MEDICAL & INDUSTRIAL GASES & FIRE EXTINGUISHING EQUIPMENT and especially the Svourakis family for their offering of all-inclusive firefighting equipment to our nursing home.

The Secretary: Sfakianaki Lena  
The president: Aggelakis I. Georgios

The Special Mission Team of the Municipality of Chania would like to sincerely thank MOBIAS SA, which is active both in the field of fire-fighting equipment and gases, as well as in the manufacture and trade of Home Care Medical Equipment. MOBIAS CARE (Medical Equipment - Home Care) donated a defibrillator, upgrading the medical equipment of the team. The contribution of MOBIAS SA to the group's work is valuable. It is a contribution to life!

President,  
Svourakis Emmanouil  
Members,

Mpountrogianni Christofia,  
Manarolis Matthaïos



Dear Sirs,

We think that a formal letter cannot reflect what your donation made us feel.

Your gesture is a great honor for us and very useful as the hydraulic and pneumatic test of eighteen (18) cylinders is vital for the proper function of our services.

For your gesture, I myself and the employee of our Service would like to express our gratitude and we wish you all the best for your business. You have once again recognized the social work of the Fire Brigade.

Fire Service of Kissamos  
The Station Commander  
Nikoloudakis P. Georgios Fire Chief

Michalis Darvaros  
Station Manager

The Central Port Authority of Chania sincerely thanks MOBIAS SA and its legal representative Mr. Svourakis Emmanouil for the free provision of equipment and the maintenance - refilling of the portable fire extinguishers of the buildings of our service.



The Chania Forestry Directorate thanks though the Press MOBIAS SA which, as part of Corporate Social Responsibility, has decided, without our own request, to strengthen the Fire-resistant Infrastructure of the Samaria National Park by providing five fully equipped fire-fighting boxes. These boxes will be immediately placed at specific spots of the Forest, in consultation with the Fire Brigade responsible for fire protection.

Anemos of Chania

The Sports and Cultural Association "Anemos" warmly thanks "MOBIAS SA" Gold Sponsor of the "CHANIATHLON 2018" competition, which was held successfully on Sunday 20/5/18 in Agioi Apostoloi, Chania.

The President of the Association Psouni Aphrodite

The Annousakeio Infirmary of the Holy Metropolis of Kissamos and Selino greatly thanks all those who contributed to the successful organization of the Social Solidarity concert in which Eleni Vitali and Nikos Ziogalas participated on June 25 2018, in the courtyard of the Holy Metropolis of Kissamos and Selino. In this effort concerning the participation of the community in the rational management of the needs of vulnerable and economically weak social groups, positive public response is huge.

In particular, bodies, citizens, volunteers and private companies have demonstrated a social solidarity attitude both in terms of people's active presence at the concert and financial support through financial sponsorship. A heartfelt thank you to the following sponsors: (First among others) MOBIAS SA - Big Sponsor



# Partner Reward

By, **Sofia Psyllaki**

El. Engineer & Computer Engineer, Sales Department in Greece

The company was founded in 1974 in Lagkada 98, Thessaloniki, by Tsertsis Kyriakos and was one of the first companies to supply fire-fighting equipment in Thessaloniki and throughout Northern Greece.

The business has been steadily growing, with a constant increase of the customer base. Collaborations with large public and private companies have made it one of the top-ranked companies in the supply of firefighting goods, in the maintenance and refilling of fire extinguishers, and in the installation of fire-fighting and fire detection systems.

2003 was a landmark year as MOBIAC SA established a solid and exclusive partnership with one of the leading firefighting equipment companies, not only of the domestic but also of the global market.

In 2006 Tsertsis Kyriakos company was certified by the Greek Company for Industrial Research, Technology Development and Laboratory Tests (EBETAM) as a recognized company for the maintenance & refilling of low & high pressure fire extinguishers and received the ISO 9001: 2001 certificate.

In 2012 the son of Kyriakos took over the management of the company and the company was transformed into a joint venture under the name of **Georgios Tsertsis - Ioannis Tsartsis** partnership, while the company's premises were transported to a privately owned area. In 2017 the company was certified as a recognized cylinder reinspection center, while in 2018 it was certified for its services provided under an ISO 9001: 2015 management system.

All these 15 years, our cooperation with MOBIAC SA has been mutually beneficial and fruitful. Thank you for your constant support throughout this professional journey of ours.

Kind regards,  
Tsertsis Georgios & Ioannis



Dear George & John,

We are very grateful for the excellent cooperation we have had all these years; we continue the journey together...  
On behalf of the administration, we are rewarding you with products of symbolic value of € 500 with a lot of love & respect.