

MOBIAK[®] *press*

THE MOBIAK EXECUTIVES JOURNAL

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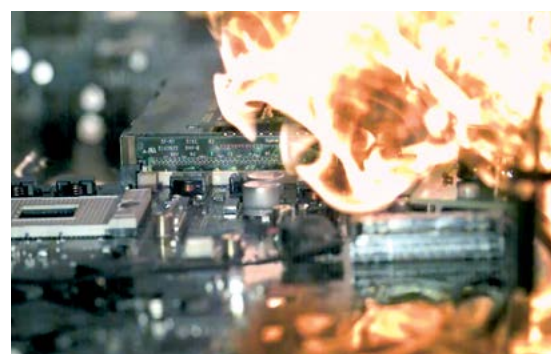
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1939 - 2020

1st year of publication of MOBIAKpress: 2009

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Distribution:

MOBIAKpress Journal is available at the following locations:

- At MOBIAK Central Branches of the Prefecture of Chania
- In the Sales Departments of the Group
- Through our external sales representatives
- At the Distribution Centers in Greece



EDITORIAL

BY MANOLIS SVOURAKIS
CHAIRMAN & MANAGING DIRECTOR
OF MOBIAK



What was left behind by the year that passed...

2020 will go down in history and shall be deeply engraved in my heart as the most difficult year in my personal and professional journey (culminating in the loss of my father).
Definitely and primarily for the countless human lives lost worldwide.
Definitely for the financial destruction of countless companies.
Certainly for the negative effects of all these, in social and economic terms, which have not yet been fully expressed.

Yet, the past year will remain as legacy for humanity for another reason. The immediate response, reaction to crises on our planet.

In these days, publicity spotlight focus has turned. It is no longer aimed at football players, singers and "Celebrities" as usual **but it has highlighted the work and brought to the center of attention other protagonists.**

Doctors and nurses. The people on the front line of the battle with the pandemic. Those people with faces marked by the mask and souls scarred by the lives that slipped through their hands.

In 2020 cooperation was utilized. And cooperation brought results. Solutions were found and means and supplies were provided through cooperation and the formation of the problem-solving forefront commenced. In the context of cooperation one must be able to communicate and share information.

The quintessence of cooperation is to give and take and thus create completely new things. Cooperation is now the driving force that brings a happy ending to every battle.

It has emerged as a concept, as a value in our daily lives!

Creating a better world requires teamwork, synergies and cooperation, since we need an entire army of companies that will work together to build a better world in the next few decades.

Good planning starts with honesty, poses hard to answer questions, emerges from cooperation and trust in intuition.

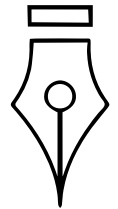
And we, the people of MOBIAK, daily workers, continue to strive with you every day to find solutions together.

In these hard times it is necessary to find solutions that will make our lives (professionally and personally) better!



2021

A Difficult Equation for Import Companies



BY LEFTERIS KYRALAKIS

Production & Administration Engineer MSc.
Head of Firefighting Equipment Production and Imports

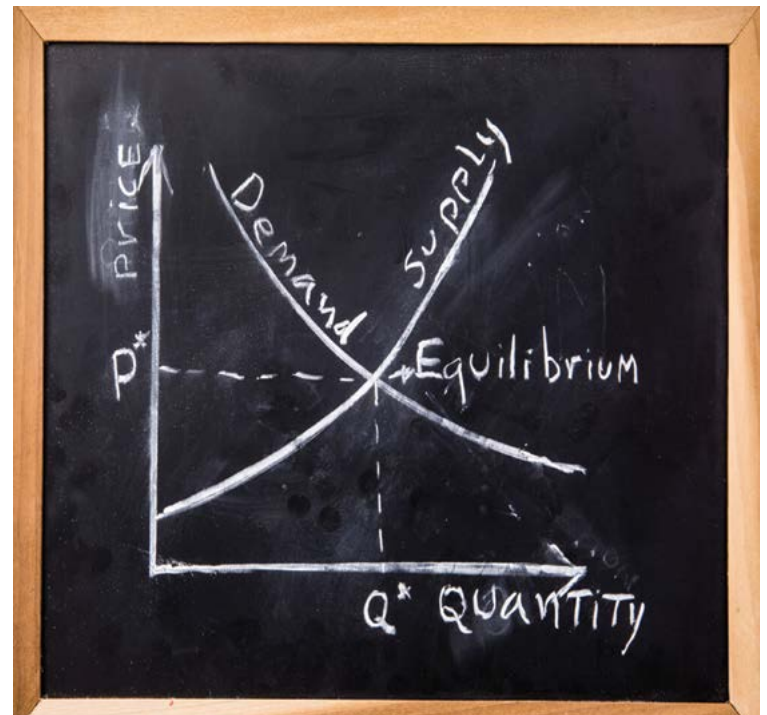
The changes brought about by the pandemic over the last year, one could say, have dramatically changed the global business map. Almost all sectors have been affected, with many companies being on the verge of bankruptcy.

The first businesses that could be considered to be affected are those operating in the catering and tourism sectors. However, the problem is much deeper and effects spread to industries that are not the first to come to ones' mind, such as companies that use metals as raw materials in their products.

Demand for most raw materials declined sharply in the first months of the pandemic, including the demand for steel, aluminum and brass. The sharp decline in demand has led many steel mills and factories producing these raw materials to limit their production. **The decline in production at these factories hit a 20-year low.**

The reluctant opening of markets in recent months, under a more optimistic view of the future grace to vaccinations, marked an increase in raw materials demand. Nevertheless, raw material production plants do not seem willing to increase their production as they still consider that the conditions do not permit so and the environment is extremely volatile.

Consequently, continuing with production at very low levels, the prices of raw materials have skyrocketed. This is compounded by the huge problems of the supply chain from China, and in particular maritime transport, where the "artificial" reduction of space on board vessels has lead to the quadrupling of freight costs compared to the previous year. This explosive combination applies dramatic pressures to companies' costs, whether they are manufacturing or trading companies, **resulting in a global wave of revaluations which appears to be the only way for the companies to survive.**



The Reduction of Production in Mills hit a 20-Year Low.



MOBIAK wins the **First place** in the "Top Industrial Export Companies" category



BY ANTONIS GEZEPIS
BSc in Applied Informatics in
Administration & Economy.
Marketing Department

MOBIAK wins first place in the "Top Industrial Export Companies" category in the Greek Export Forum Awards 2020 and returns from the Competition with the coveted "Gold" rank.

This distinction comes as a reward for the dynamics and innovation that MOBIAK has been demonstrating all these years; starting from the Greek province and its precious people, the company currently - 44 years since its foundation - proudly travels to 77 countries throughout world.

The Chairman and Managing Director of MOBIAK Mr. Manolis Svourakis thanked the members of the competition committee and Ethos Media for the **Denomination of MOBIAK as the Top Industrial Export Company.**

As per his statement, "This distinction is a vote of confidence in Greek entrepreneurship and in fact in

entrepreneurship that dares to spread its wings starting from the Greek region. From Chania, Crete, where we started in 1977 and where we currently hold the center of our production unit and the administration of the company, to the storage facilities in Athens and Thessaloniki and from there in 77 countries around the world, we emerged as one of the largest companies in the production and supply of fire-fighting equipment, fire-fighting and fire protection systems, industrial and medical gases and medical-technological equipment."

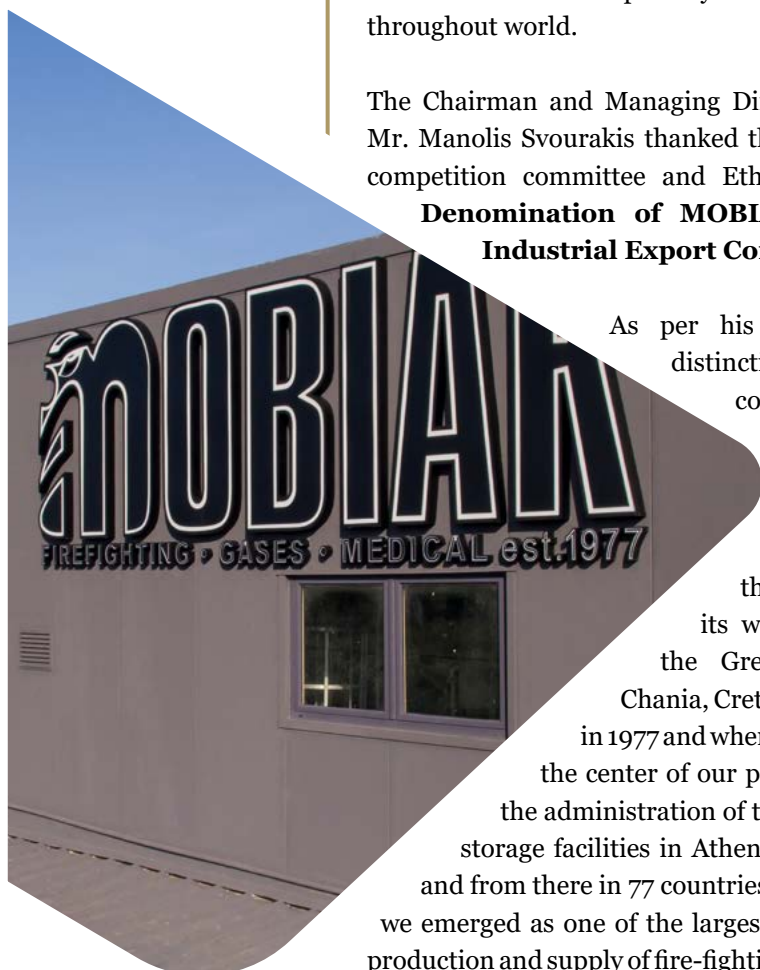


Finally, he did not omit to emphasize the importance of teamwork and "family", thanking all 150 members of MOBIAK for who he characteristically stated, **"Without them we would not be here today"**

The distinction of MOBIAK as a Top Industrial Export Company provides us with more energy for extroversion and for our continuous effort for development in the opening of new markets.



The Chairman and Managing Director of MOBIAK Mr. Manolis Svourakis thanked the members of the competition committee and Ethos Media for the Denomination of MOBIAK as the Top Industrial Export Company.



KYDON[®] Compact Line

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

A PRE - ENGINEERED Fire Extinguishing System for Motor Vehicles Engines

It is the most comprehensive and compact system in the world and the first SP- certified system for use on buses worldwide! The fire detection and operation of the system is based on the special pneumatic linear detection cable which is especially designed to allow routing even through the most inaccessible parts of the engine, providing thus a direct and reliable solution in passengers and vehicle protection.

The melting point of the cable is around 110 °C, and its rupture triggers the extinguishing system, directing the extinguishing agent through properly formed nozzles to all key points of the engine.

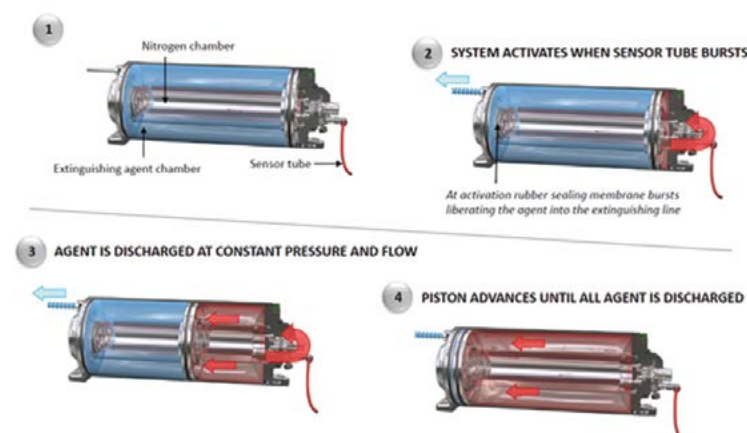
System triggering can also be performed electromagnetically, following a special order. The system also allows remote monitoring from the driver's cab through a properly configured console, notifying any fault - discharge - or error.

The system consists of a double chamber so that the extinguishing agent and the compressed gas are continuously separated in the container. This innovative design protects the system against vibrations and shocks, providing even greater safety and improved operation at the time of activation. When the system is triggered, (see Figure 1) the pressurized nitrogen of the inner chamber is released to the outside chamber and with the help of a piston rod the extinguishing agent is propelled towards the nozzles through the discharge pipe, suppressing the fire in the shortest time - while the integrated pressure regulator ensures constant and prolonged extinguishing.

Installation on a SkyServ Vehicle at "MACEDONIA" Airport

The TS-55 extinguishing material of the water-based system known for its antifreezing property with a coagulation point of -55°C renders it ideal for fires in machines and engines, as it removes heat and prevents fire ignition. The system is available in 3 sizes: 4L 38 x 19 x 19cm 7L 60 x 19 x 19cm and 12L 83 x 19 x 19cm covering a wide range of different coverage volumes.

System Operation



Kiwa Certification Body

*Quality Assurance Service
Since 1948*

Kiwa currently consists of three independent companies: Kiwa Assurance, Kiwa Information and Kiwa Asset Health. Although their services are highly diverse and constitute separate companies, they share a common heritage since they were once established as national, partly (semi-) government agencies with a mandate to protect quality and safety in a specific market segment.

Kiwa was founded by Dutch Water Works in 1948 as a non-profit product certification company to ensure the quality of drinking water devices and materials throughout the Netherlands. It started from requirements that the components used in the treatment and management of drinking water (such as water pipes, fittings and valves) meet certain standards and Kiwa was responsible for checking their compliance with those standards.

For similar reasons, the Dutch natural gas utility sector Kiwa then, now and tomorrow established company Gastec (currently Kiwa Technology) even earlier, in 1929. Inspecta, which is now the core of Kiwa Asset Health, was founded in 1975 when the Finnish State established the so-called Technical Inspection Center for power stations, and the Swedish State established Inspecta Sweden in 1977 with the National Testing Center. Over the years, KIWA's activities expanded to include many other markets. Kiwa became a member of ACTA* Holding in 2006 following an acquisition by the management and transfer of shares to ABN AMRO Participaties. Since 2011, NPM Capital has been supporting the development of ACTA * as the main investor.

In 2010, KIWA started certifying fire safety equipment such as fire extinguishers.

The KIWA State control mark is a requisite so that fire extinguishers - portable fire extinguishers (up to 20 kg) to be able to be placed on the market of the country. This "quality mark" appears as an elliptical symbol on the fire extinguisher label.

BY MAGDA CHARALAMPAKI

MSc in Chemistry

Head of Quality Department, Fire Fighting Equipment

This State signal confirms whether the fire extinguisher is suitable for the fire classification category indicated on the label (A, B, C, D or F).

The above is legally defined in a decree of the country since 1997. In the Netherlands, the State Inspection Mark is administered and issued by the NCP on behalf of the Ministry of the Interior and Relations of the Kingdom.

The trademark of the organization (mascot) is the beaver.

In Kiwa it is considered that just as a beaver works hard to build dams for its well-being but also towards a healthier natural environment, so does an operator who manages his projects in the interest of the state, the citizen and the environment. Also a common natural element is water, especially in the first years of operation of the operator.



The KIWA State control mark is a requisite so that fire extinguishers - portable fire extinguishers (up to 20 kg) to be able to be placed on the market of the country.



Increases in material freight rates

T

he effects of Covid-19 have been and continue to be enormous in all operations worldwide. One of the major problems faced by companies importing products and raw materials from Asian countries is the doubling up to tripling of the freight rates of each container, as well as the lack of containers leading to an inability in imports.

The causes of the following problems are summarized below:

- As soon as the lockdown started, and due to an activity decline, the port managers in Asia decided to lay off a large percentage of the employees who were responsible for the management of the containers.
- At the same time, many factories both in Asia and the rest of the world closed down, blocking a huge amount of full or empty containers at their premises, which the companies could not retrieve and avail to other customers.
- On the other hand, shipping companies, due to lack of demand, decided to release the ships chartered by other companies in order to minimize losses from any non-commodity itinerary services to the extent possible.
- However, in May and June 2020, the market in both Europe and America started operating again, resulting in the need for new mass imports from Asian countries. This created huge space shortages on board ships (because the number of ships carrying out these transfers had decreased) as well as a shortage of containers due to the containers blocked in factories that had not been opened nor yet returned the containers reserved.
- Finally, a very important problem is that the drivers who carry out container transport are constantly required to undergo Covid-19 testing, which are sometimes positive; as a result they are unable to carry out the transport of containers to and from the port, a fact that acts as a deterrent to the smooth transport of the containers.

Due to the high demand for space areas, as well as the lack of containers, shipping companies decided to dramatically increase their fares in order to promote booking and payment of these very high fares by those with the most imperative needs (the demand was so great that they had anyway ensured that the ships were traveling under full load).

BY DIMITRIS MARAGOUKAKIS

Production & Administration Engineer

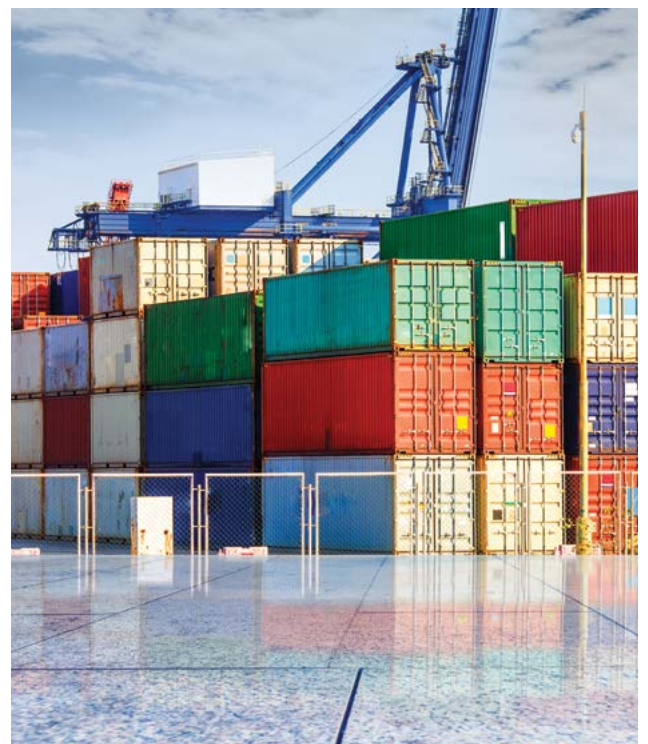
Department of Imports, Fire Fighting Equipment Department



As a result of the pandemic experienced



On the other hand, shipping companies, due to lack of demand, decided to release the ships chartered by other companies in order to minimize losses...



As soon as the lockdown started, and due to an activity decline, the port managers in Asia decided to lay off a large percentage of the employees who were responsible for the management of the containers

New Series of Fire Extinguishers with Fluorine - Free Extinguishing Foam



BY **GIANNIS GKIOUMES**

Environmental engineer

Quality Department, Fire Fighting Equipment

MOBIAK being one of the largest manufacturers of fire extinguishers in the world, decided to invest in technologies that are more environmentally friendly, taking into account the efficiency of the products manufactured.

For this reason, the coming weeks will mark the completion of 2 series of fire extinguishers using 100% fluorine-free foam, fully biodegradable and strictly following the European Directives 2019/1021, 1907/2006 and 2017/1000.

This extinguishing agent will be suitable for type A (solids) and B (liquid fuel) fires.

The two series of extinguishers containing this material are the following:

- **Stored pressure fire extinguishers of 6 liters and 9 liters.**

The tests of these fire extinguishers were carried out and are in the process of issuing certificates 2014/68 / EU (CE or PED), EN3 by the certification bodies EVETAM, APRAGAZ and NF. Their extinguishing capacity will be announced with the issuance of their certificates.

- **Fire extinguishers with internal vial of 6 liters or 9 liters.**

These fire extinguishers will be available in 2 versions. In the first version the extinguishing agent is mixed with water inside the fire extinguisher container and in the second version the concentrate of the extinguishing material is contained in an independent vial inside the fire extinguisher container. Upon activation of the fire extinguisher, the vial containing the foam concentrate bursts and mixes with the water so as to be ready for use in case of need. This method constitutes a technology that allows the control center to perform checks and recharging on this type of fire extinguishers faster, at a lower cost and is even more environmentally friendly as the foam concentrate is contained in a separate container.

Our company, aiming at quality, efficiency and conversion into more environmentally friendly extinguishing materials, could not remain passive and opted to pioneer as its main direction is the saying **"Quality, the Key to Success"**.

The Importance of Product Packaging

BY ANDREAS
KLARIDOPOULOS
Mechanical Engineer
Exports Department,
Fire Fighting Equipment



First impression is very important and packaging is often the first introduction of a product to the consumer. Therefore, product packaging is a factor that manufacturers should never overlook. The importance of product packaging is multifaceted and can contribute significantly in the assurance of a good first impression and lasting trust in a brand.

Product Protection

At the most basic level, product packaging serves to protect the product contained. The packaging must keep the product safe during transit between the production unit and the end user. Therefore, product packaging must be durable and reliable. Consumers expect their products to work exactly as intended - safe, reliable product packaging is the best way to ensure just that.

Product promotion

Another functional aspect of product packaging is how the product is marketed. Many products include a description of the functions and features on the packaging. Other product packaging may contain instructions explaining how to set up and use the product. Promoting important information about the product helps manage user expectations and promotes customer satisfaction. The more users understand what they are buying, the more likely they are to be happy.

Buyers' Attraction

When considering the importance of product packaging, it is important to listen to the needs of the consumer. The ultimate objective of the creation of any product is to attract customers and encourage the purchase of the product. Considering that first impressions are so important, a well-designed product packaging can contribute to a great extent leading your product in the hands of buyers. The selection of a style and colors that appeal to consumers and encourage interaction with a product is very important, same as the selection of high-quality packaging materials.

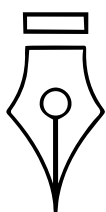
Product packaging is a reflection of the product contained and of the brand represented in its entirety. When designing the packaging of products, therefore, many companies conduct extensive research on the desires and needs of customers to ensure that their packaging is attractive and compelling.

The packaging must keep the product safe during transit between the production unit and the end user.



Greek Exports maintain their Dynamics

Greece has always held a strong position in the size of its exports to other countries, due to the extremely large variety of products produced in our country and are a source of supply for other countries.




BY KOSTAS PAPATHANASIOU
Environmental engineer
Exports Department,
Fire Fighting Equipment

The pandemic has significantly affected the lives of all of us since its occurrence and naturally it could not but affect the exports of all countries and global economy in general.

Nevertheless, Greek exports against this adverse environment maintained their dynamics, succeeding in the containment of losses from the global economy slowdown. In fact, in the first half of 2020, with the exception of petroleum products, exports managed - even marginally - to remain on the positive side, while in the first 9 months of 2020, they reached 17.5 billion, exceeding by 253 million the corresponding performance of 2019.

At the same time, Greek exports also retain their flexibility, as losses in some sectors (petroleum products) have been offset by a significant increase in the exports of other sectors such as medicines, foodstuffs, metallurgical products and chemicals.

The insight of Greek entrepreneurship and the correct and continuous work done in Greek exports, proves to be capable of preventing difficult global situations - such as the one experienced nowadays - from damaging the exports of our country, as it did in so many other countries till the day present. This in itself is, if nothing else, a very pleasant fact and shows once again the ability of Greek companies to adapt to all circumstances and survive despite adversity.



The insight of Greek entrepreneurship and the correct and continuous work done in Greek exports, proves to be capable of preventing difficult global situations...

Safety lights

Proper use and Features

BY GEORGIOS THEODORAKIS

Mechanical Engineer

Fire Protection Store Manager



Safety lighting (SL) is defined as the component designed to provide appropriate signaling and lighting, so that a building can be evacuated safely in case of emergency.

Safety lighting (SL) is defined as the component designed to provide appropriate signaling and lighting, so that a building can be evacuated safely in case of emergency.

Safety lights are usually equipped with the following features / functions:

- **Non-Continuous Operation Safety Lights** are the luminaires that only operate in the event of a power failure.

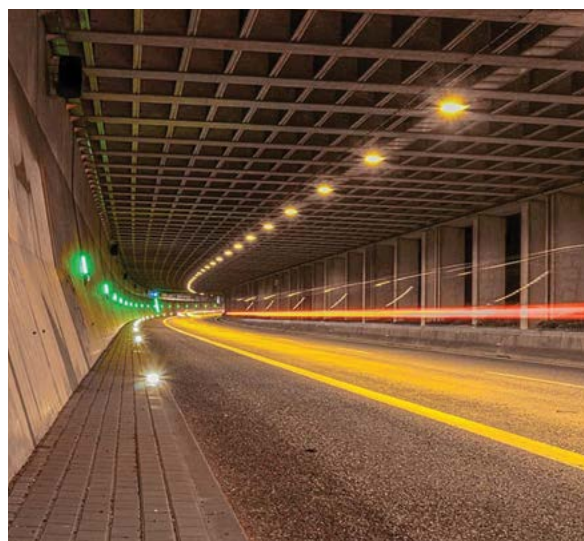
- **Continuous Operation Safety Lights** are the luminaires that operate either supplied by the power source or by batteries, in case of power failure, using the same bulb in both cases.

- **Composite Operation Safety Lights** are the same as those for continuous operation, except that they use a different light source / bulb for their operation using the mains and another for their operation using the battery.

- **Central Unit or Dependent Lights** are the luminaires that do not avail batteries for their operation, but depend on another power source; they feature a main power supply panel

Characteristics and Capabilities of Safety Lights

- **Self-controlled** safety lighting fixtures are those that have features such as proper charging, proper operation of their circuit and proper battery installation control.



They automatically check the operation of their bulb at regular intervals, perform full battery discharge at predetermined periods and, finally, they feature a status led.

- **Directional** safety lights are those having the capabilities and functions of the self-controlled ones, but in this case the controls are performed through commands issued by a central control panel

Installation of Safety Lights Depending on Use.

The uses for which safety lights are be used in a building are two:

The First Use is Signaling intended to provide information about the direction one must follow to exit the building safely; these are placed mainly near intersections of corridors and direction changes, above a door leading to the exit and above each exit.

The Second Use of Safety Lights is the Provision of Lighting, in order to safely evacuate the building in case of emergency. In this case they must be placed on stairs to adequately illuminate the steps, at every level change, inside the building and along the escape routes.

The areas that are not considered escape routes but require emergency lighting are the following:

- Lifts
- Public Toilets

Operation Duration (Autonomy)

The duration of autonomous operation of the safety lights shall be such as to ensure the safe evacuation of any building in case of emergency. The minimum requirement set by the Greek standards is 90 minutes. Exceptions are public buildings or hospitals where a minimum of 3 hours of autonomy is required.

When drawing up a fire safety study, the engineer shall ensure compliance with the legislation and shall specify the exact installation positions of the luminaires in the protected area.

MOBIAK is the Exclusive Representative of FIREBOY XINTEX

Those involved in Shipping Systems know that FIREBOY XINTEX is by far the leading company in its industry world-wide - and MOBIAK is proud to be the sole FIREBOY XINTEX Exclusive Representative in the world.



As Spring has already arrived and summer is around the corner it is a good opportunity to let you know about **FIREBOY** Systems because **a good Ship is a protected and safe Ship.**

As many of you know, MOBIAK is the Exclusive Representative of **FIREBOY XINTEX** in Shipping Systems for the Protection of Small and Large Vessel Engines

Those involved in Shipping Systems know that FIREBOY XINTEX is by far the best leading company in its industry worldwide - **and MOBIAK is proud to be the sole FIREBOY XINTEX Exclusive Representative in the world.**

What you do not know - and this is the reason of emphasis - is that FIREBOY XINTEX has not signed any Exclusive Contract with any Company in the world - only MOBIAK has managed this for Greece and Cyprus - this fact must mean a lot for you too, because such collaborations make one understand the size and dynamics of MOBIAK.

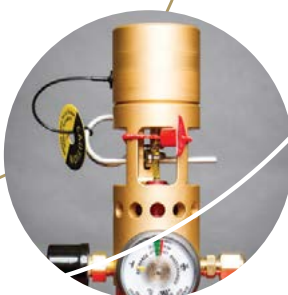
What you knew and is already featured on our relevant list is that MOBIAK was able to supply FIREBOY Shipping Systems with HFC-227ea, or NOVEC 1230 extinguishing agent

As of 01.01.2021 this changes - due to the withdrawal of England from the European Union, FIREBOY, which is based in England, no longer has the right to export HFC-227ea extinguishing systems to Europe.

What applies is that now all FIREBOY Systems are designed using only NOVEC 1230 extinguishing material

In conclusion, this change is considered a positive shift in direction because a) NOVEC 1230 extinguishing agent is far more Efficient than the corresponding HFC-227ea resulting in the use of a smaller container and b) it is environmentally friendly.

We are gladly anticipating your requests to always offer you the best!



BY STRATOS KORONIS
Mechatronics Engineer MSc,
Head of Fire Extinguishing Equipment Department

Fire Extinguishing System

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

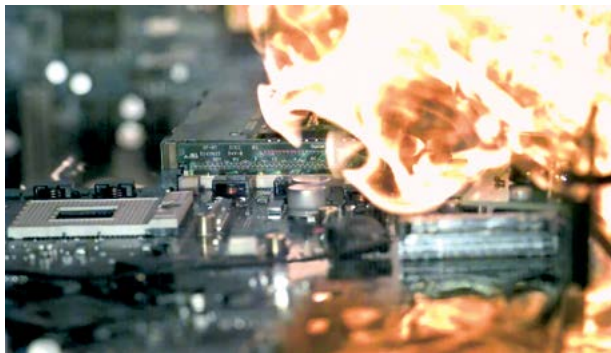
Did you know that more than 30% of all fires worldwide are caused by Electrical and Electronic Equipment and Facilities?



The Fire Extinguishing Bulbs contain a known extinguishing agent called "Novec" and aim at detecting and extinguishing fire exactly where it starts, inside the device.

Nowadays, the electronic devices used to facilitate the modern way of life are constantly multiplying. Computers, Entertainment and Lighting Equipment, Dishwashers and Dryers, Electrical Panels and Smart Home Appliances, are just some of them. Proportionally to the increase of the above devices around us, the risk of a fire occurrence, which may endanger human lives and property, also increases.

In order to protect against the above risk, there was development of a pioneering product, fire extinguishing heat bulbs. With the E-Bulb Fire Extinguishing heat bulb, MOBIAK provides you with a reliable product that detects heat inside an electrical appliance (i.e. from a fire), extinguishes the fire and prevents re-ignition by interrupting the power supply.



The Fire Extinguishing Bulbs contain a known extinguishing agent called "Novec" and aim at detecting and extinguishing fire exactly where it starts, inside the device. As soon as the triggering temperature is reached, the Heat-bulb erupts and Non-Toxic, Non-Conductive Fire Extinguishing Liquid is Released Inside the Device. After Activation, the Fire Extinguishing Bulb Extinguishes the Fire and Interrupts the Power Supply. The extinguishing agent immediately changes from a liquid to gaseous form and as a result of cooling and (partly) by the removal of oxygen, a fire on a printed circuit board is extinguished within seconds. And due to the fact that current flowing through the fire extinguishing bulb is interrupted, ignition cannot be triggered again.

Fire extinguishing bulbs are available in various sizes and electrical specifications, and are accompanied by a number of successful tests and certifications:

- Verification of effectiveness by the Certification Body MPA Dresden
- Verification of effectiveness by the Certification Body UL (UL Listed)
- Successful completion of VDE tests.
- UL Listed, VDS Certified

With the E-Bulb Fire Extinguishing heat bulb, MOBIAK provides you with a reliable product that detects heat inside an electrical appliance (i.e. from a fire), extinguishes the fire and prevents re-ignition by interrupting the power supply.



Materials Technology

INOX fire extinguisher

BY SOFIA STAMPOLAKI

BSc Materials Science and Technology.
Quality Department, Fire Fighting Equipment

Materials Science & Technology is the interdisciplinary field that studies the relationship between the structure - processing of materials and mainly deals with their design, control and modification. It is understood that fire protection and fire extinguishing are the subjects of extensive study, research and experimentation for the Science & Technology field.

Having unique production capabilities, knowledge and creativity, MOBIAK specializes in the entire range of firefighting equipment and is constantly evolving with new strategic business moves. It is one of the leading manufacturers and suppliers of fire extinguishing equipment, fire extinguishing and fire protection systems worldwide.

The constant aim of MOBIAK is to further upgrade the quality and efficiency of fire extinguishing means, in order to create products that are more durable and designed in such a way as to provide full usability and satisfaction to the consumer in an ever-increasingly competitive environment. The objective for each product manufactured is:

- Compliance with Specific Quality Specifications and Standards (EN3 Standard)
- Suitability for the Specific Use
- Satisfaction of the User's Needs and Expectations

A notable example as mentioned below is a 6Lt Stored Pressure INOX Fire Extinguisher.

Product Code: MBK04-060AF-P1S
Extinguishing Capability :
27A 233B



INOX stored pressure fire extinguishers are selected to extinguish or assist in extinguishing the types of fire presented below:

1. Dominantly in fires resulting from solid fuels or materials of organic composition such as wood, paper, tires, fabrics, etc.
2. In addition, for fires involving cooking oils and fats.

304 Stainless Steel

It is worth noting that one of the special features that contribute to the differentiation of INOX fire extinguishers is their design using iron alloys. More specifically, stainless steels are iron-carbon alloys with high corrosion resistance (rust), that can be used at high temperatures due to their resistance to oxidation and the preservation of their mechanical integrity. The predominant alloy element is chromium, where a concentration of at least 11wt% Cr is required. Chromium forms a micro layer (10–100 nm) of chromium trioxide (Cr₂O₃), which protects the metal substrate against oxidation and corrosion.

As mentioned above, stainless steel is a noble metal with special technical characteristics and due to its chemical composition it is suitable for a broad use in domestic and industrial applications. The addition of sufficient nickel to the chrome steel provides austenitic steels. Austenite is an allotropic form of iron, crystallized in the face-centered cubic system.

Type 304 steel is the most popular austenitic stainless steel containing 18% Cr and 8% Ni. It has excellent welding and molding capabilities, very good resistance to oxidation and high mechanical strength.

Most stainless steels are subjected to a process of annealing (heat treatment process) in order to configure their properties. Complete annealing is intended to soften the steel before any machining.

Therefore, the quality of steel is characterized by its composition. Stainless steel 304 has high anti-corrosion properties, as the balanced austenitic structure allows it to withstand high temperatures without changes to the properties of the metal.

INOX properties are summarized as follows:

- Strong Metal
- Absolutely Resistant to Rust and High Temperatures
- Reacts to Atmospheric Oxygen and Forms a Protection Film
- 100% Recyclable, Environmentally friendly.

Virtual Reports

BY ANTONIA KOUFAKI

Production & Administration Engineer
Exports Department,
Fire Fighting Equipment



We are all experiencing unprecedented times. Since the onset of the Covid - 19 pandemic everything that till now was a given fact, has changed radically. Global economy is tested on a daily basis, and businesses are required to cope with a reality they were not even prepared for. And while human contact is increasingly restricted, trade fairs are canceled one after the other, rendering the marketing and promotion of products even more difficult for every business. Nevertheless, it is the perception of the needs of the times and of all the situations we live in that will ultimately provide the solution to this problem.

It did not take long for **Virtual trade shows to emerge on the commercial "scene" of product marketing. These are held in many countries to date and from the beginning of the pandemic.** Thus and in an easy way, any company that participates in such exhibitions, all it has to do is enter the respective digital platform, design its electronic "booth" and wait for the participants to visit it.

A key advantage of these forms of exhibition is that it significantly reduces the cost of visiting or participating. Visitors or exhibitors do not need to spend money on their travel, accommodation and any additional expenses resulting from a trade show. It is enough to press a button to participate and attend a "digital trade show". In this way, anyone and from anywhere in the world can take part and attend speeches, presentations, catalogs and any other material availed by each participating company.

In addition, the visitors of **Virtual** trade shows can attend seminars and speeches, discuss with business members and even exchange business cards. During their visit to the booth they can also rate their experience with it, or leave a comment, which will help the next visitors to decide whether to visit the relevant booth.

Finally, another important element of such trade shows is that all presentation materials, whether these concern speeches, or catalog presentations, are stored, enabling all participants to watch them again or even better allowing view to participants who were not able to access them at the actual time of presentation.

The new reality is already here. **As conditions change, the human mind must also adapt to them in order to survive and thrive.** At the same time, however, questions arise: Is it possible for such forms of reality to replace human contact? Can a **Virtual** trade show be more effective than a physical presence trade show? Is this the evolution of entrepreneurship and marketing? All we have to do is try and see the developments.



Communication with customers during the pandemic

Undoubtedly, the situation created by the pandemic is unprecedented for all of us. Its evolution is unknown, but what is certain is that it has affected our lives and our daily routines to a great extent and it is something that we will remember for many years to come, even when it will be a thing of the past.

BY NATASSA TZEVELEKOU
Economist BSc.
Exports Department,
Fire Fighting Equipment

But life does not stop and our needs, both economic and social, the need for goods and services transit, continue to exist. Perhaps more than ever, however, stress and insecurity have affected consumer behavior. When operating under exceptional and unforeseeable circumstances, it is very important for a business not to be forced to suspend important operations in order to continue to be considered viable.

Due to the inability to travel from the beginning of 2020, business trips were also reduced to a minimum, creating a significant gap in the development of cooperation with active customers and in the search of new ones. Businesses that have traditionally developed a dynamic clientele and wish to establish a solid foundation of cooperation and maintain strong relationships with their partners have been forced to find alternatives to bridge this gap. In an effort to bridge this gap, there was need to organize Online Meetings. Teleconferences not only facilitate direct communication but can also become an important tool in the hands of businesses, even after the end of the difficult period we are going through. By organizing a targeted and comprehensive agenda, we can help providing information on developments and interesting news, conveying optimistic messages, and above all keeping in touch.

Online Meetings bring out the image of a business that does not rest and remains active, works, plans and organizes the next steps in the best way, even when the conditions are not favorable.

In this way, MOBIAK continues to serve customers, learns to listen to their needs and actively promotes development.

This crisis has shown that using technology we can be close to our customers, overcoming the obstacles. The companies that manage to survive are those that are proactive and employ human resources joined by their passion for work and their determination to find solutions. Our customers may feel insecure and uncertain due to the circumstances, but we can help them feel that we are standing by them and always support them and that we are together both in good times and the hard ones.



But life does not stop and our needs, both economic and social, the need for goods and services transit, .continue to exist

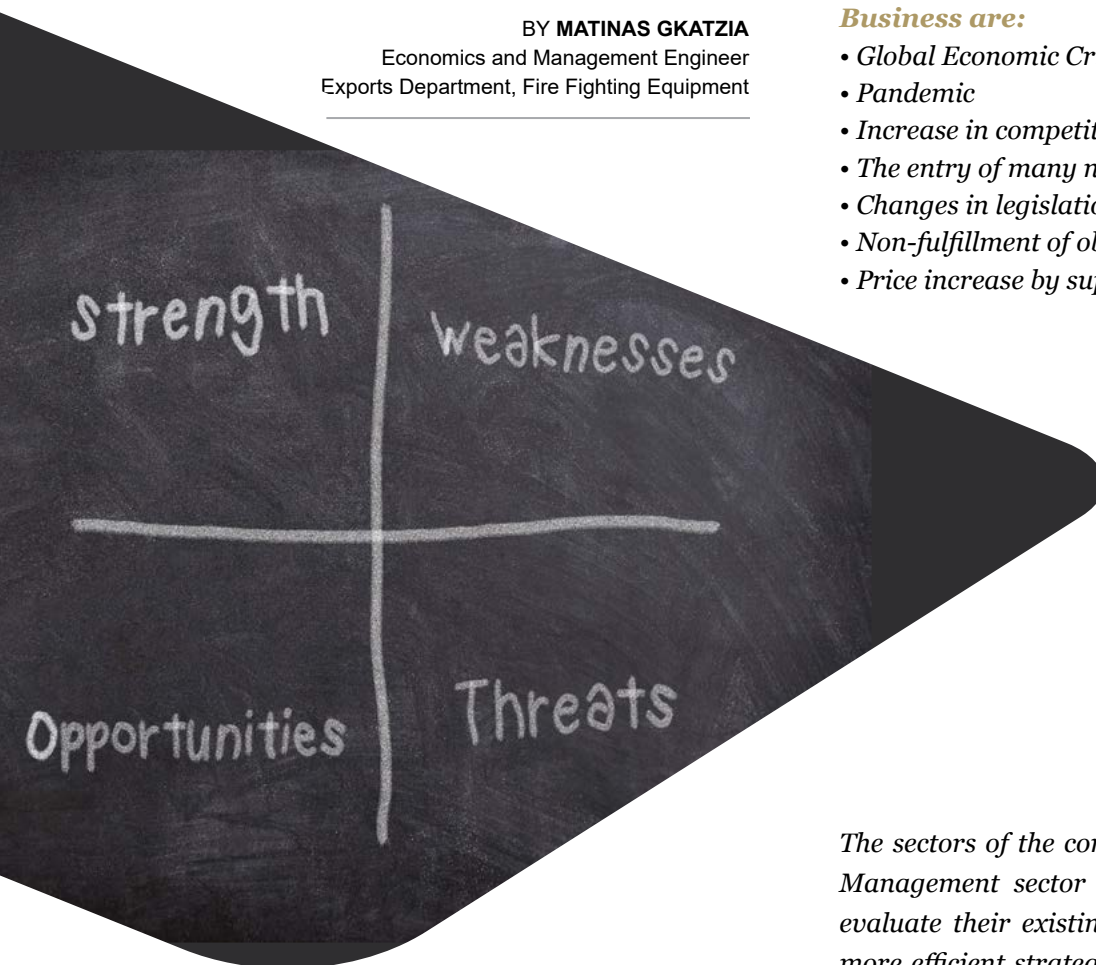
SWOT ANALYSIS

A Valuable Tool for Businesses

The analysis of the internal environment is the Strengths and Weaknesses of the business

BY MATINAS GKATZIA

Economics and Management Engineer
Exports Department, Fire Fighting Equipment



Swot analysis is one of the key strategic planning tools and examines the Strengths and Weaknesses of a business as well as the Opportunities and Threats from the environment in which the business operates.

The analysis of the internal environment is the Strengths and Weaknesses of the business, while the analysis of the external environment includes the analysis of Opportunities and Threats.

The Business' Strengths can include:

- The good location of the business
- Proper financial management
- Good reputation and Brand name
- Some exclusive products and services that no other business avails on the market
- The competitive advantage of the company
- Knowledge and experience on the subject

The Business' Weaknesses may be:

- Insufficient working capital
- Inability to collect customer debts
- Lack of marketing strategies
- Existence of non-specialized and unskilled personnel.

Opportunities for a Business can be considered to be:

- Changes in consumer preferences
- Market gaps that a business can cover
- Consumers' need for new products
- Technological progress

The Threats That Can Affect the Viability of a Business are:

- Global Economic Crisis
- Pandemic
- Increase in competition
- The entry of many new entrants into the market
- Changes in legislation
- Non-fulfillment of obligations by customers
- Price increase by suppliers



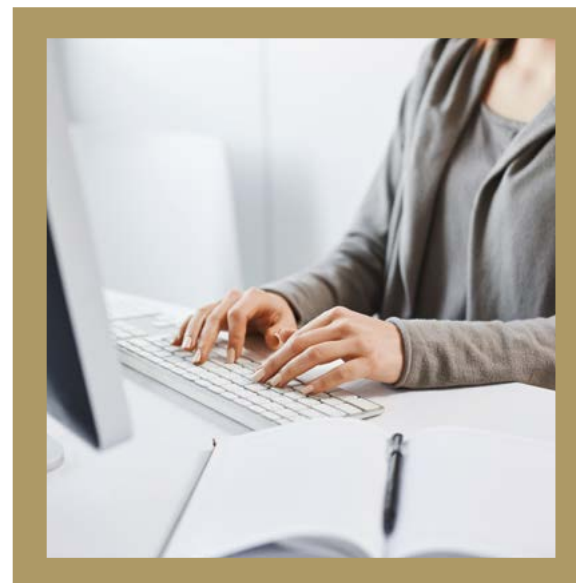
The sectors of the companies that utilize SWOT Analysis are mainly the Management sector and the Marketing sector. In addition, they can evaluate their existing strategy but they can create a new improved - more efficient strategy. Regarding the Marketing sector, Swot Analysis contributes positively to the introduction of a new product in the market and also to the evaluation and implementation of innovative ideas. Finally, it can help in cases such as the change of the organizational structure of the company, issues related to the company's reputation - strengthening of its brandname and the evaluation of the company's functionality.

Create a Positive Work Environment

BY SOFIA PSYLLAKI

El. Engineer & Computer Engineer
Head of the Fire Fighting Equipment Sales Department

When you have employees to manage, one of the most important things to do for them is to create the right work environment at work.



Honest Communication:

Good communication between the employee and the employer is of key importance for the employment relationship. The employees need to understand what you want them to accomplish and achieve, but at the same time you too need to have an overview of what they expect from you. There must be a balance in communication between you. The key to good communication at work is to be clear and straightforward. If there are issues, do not avoid them and ignore their existence. Raise the issue immediately and clarify why it exists. It is much better to be straightforward.

Listen to the Ideas of Others:

Each of the employees is employed by the company for a reason. Encourage them to share their ideas. Even if this idea needs work or is not entirely feasible. This will show them that each member of the team counts and any contribution made is important.

Encourage team members, especially the quieter ones, by asking directly to contribute; this will help them understand and accept that their opinion matters. This also keeps employees creative, and encourages them to search for better work improvement ideas.

Acknowledge the Work of Others:

It's a great idea to reward an employee who does a good job. Acknowledging the other person's work automatically helps this person to continue doing a good job. It also shows that someone's effort is generally recognized and helps everyone to aim at this direction.

Show your Confidence:

You may think you have to manage everything and make sure everything works as it should and you want to, but that can only bring negativity to your work environment.

Let your employees do their job. You have to trust them to do it well. Besides, that's why you hired them.

Of course you should, and it is recommended, to check them and intervene, but this should be performed periodically and not continuously, because it is an additional burden in their performance.

Have a Good Time:

Your employees spend many hours a day in the office. Maintaining a professional style is important, but that doesn't mean it has to be boring. A happy employee will perform much better than an unhappy one.

Be professional but at the same time have a good time. It is also important to encourage employees to take breaks during the day; this will make them happier and more productive. Finally, some group activities between colleagues, inside and outside the workplace will help relationships and everyone's mood and are considered good practice.

Lead the Way:

As a manager, you are the one who sets the tone and leads the way for the employees. If you are grumpy, suspicious and negative, everyone else will react in the same way. If you stay positive, your work environment will respond to it. Smiling is contagious, but so is a negative mood.



Creation of a Network of Partners

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

New Foreign Markets in Third Countries

As a company that one of its main fields of activity is fire extinguishing equipment export, over the last 10 years MOBIAK has managed to reach a point where **it has particularly intense export activity in more than 77 countries worldwide**, possibly being one of the largest companies in the world in the production and marketing of fire-extinguishing equipment. As it is easy to understand, MOBIAK is constantly faced with multiple and varied obstacles that it is required to overcome in order to enter a new market. One would think that some of these obstacles may be economic, accounting, developmental, commercial or even institutional, which are clearly important elements, but the truth is that there are other unbalanced factors that are closely related to the environment of the newly-entered market (society, expectations, technology, customs, etc.).

These factors greatly affect the result and the effort that the company makes in its development in new markets and in particular in third country markets where the absence of local legislation renders this task quite difficult.

CREATION OF A DISTRIBUTION NETWORK OF RELIABLE PARTNERS

One of the major challenges encountered is finding reliable partners - representatives who share a common vision and work philosophy with our company. Partners capable of embracing the high-level standards that our company follows in the design, manufacture, use and maintenance of equipment. For this reason, MOBIAK opts to develop and implement a planned strategic action to ensure a proper process of finding a strategic and reliable network of partners in these countries. More specifically, MOBIAK implements and avails a series of criteria for selecting the right partners in each of the new countries and markets in which it enters, always taking into account and respecting the diversity of each country in terms of connection with current trends.

Thus, our company, which attaches great importance to the provision and creation of a high level of products and services, always attends and invests in a partner who is competent and willing to follow the international standards and regulations on which MOBIAK has based its development.

CUSTOMER SELECTION STRATEGY

MOBIAK, following a well-designed customer selection strategy, has the know-how and methodology that guides the business development line and can clearly define which customers fall within the acceptable area and which do not.

Thus, our priority elements are the following and our objective is to find partners having those:

1. Properly skilled and trained staff
2. Compliance with the local legislation and international standards
3. Ability to establish a solid foundation for the future of actionable markets
4. Their name should be synonymous to reliability.

MOBIAK has reached the top of the fire extinguishing sector and is one of the most popular companies in the world, **investing in its partners, which for the company are much more than mere partners, they are part of the company itself**. Our objective is to continue investing in the quality of our products and services with the ultimate goal of upgrading Human Safety, which is our first concern, and this can only be achieved through collective work by trusted partners.

Understanding and assimilating the core values of our company is an important element for a successful and fruitful cooperation.

We continue our actions dynamically, investing in our work and even more in our people.



New Medical Products List

New Age!

Dear Partners,

We are pleased to present you our new MOBIAKCARE catalog with our new products.

The new version contains three separate issues, to improve readability and provide direct location of products with all technical features and individual details.

Therefore, they consist of the Company profile, the respiratory products and orthopedic products issues.

In this luxurious set of catalogs, MOBIAK made sure to enhance the variety of medical equipment products; the approximately 1600 codes of products offer a greater ability to meet the needs of any demand.

From a simple nebulizer filter to a sleep lab facility and from a C-Pap mask to a power-driven stand cart, MOBIAK's Partners have access to everything they need, in instantly available stock.

This is what characterizes the philosophy of our company Quality... the key to success and immediate delivery.

For the best possible support of all the above, we made sure to invest in:

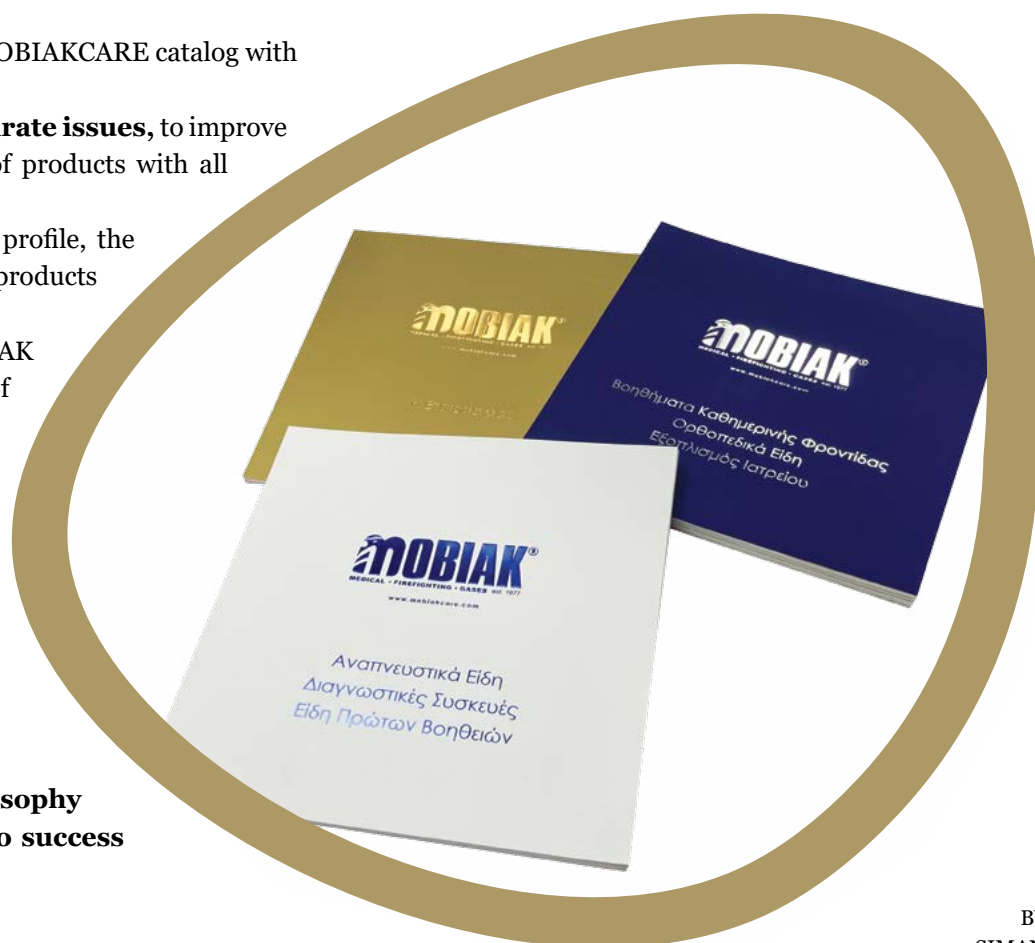
- 4 Distribution Centers (Aspropyrgos, Thessaloniki, Heraklion and Chania)
- Creation of 3 technical support departments in Aspropyrgos, Thessaloniki and Chania
- Human Resources for the sales department, with secretarial support and external sales force throughout Greece
- Weekly corporate itineraries at key points to meet your needs and decongest transports

Responding, thus, to the ever-increasing demands of the times, and backed by the experience gained from exporting to more than 77 countries, MOBIAK remains a leading company in our country, in the medical technology sector, providing a new catalogue that can fully meet any requirements.

However, the investments and the renewal of our catalogue are not limited to the above.

Research continues, the staff is increasing, new state-of-the-art facilities are prepared to meet all the needs and challenges of the time

Browse our new issue and discover the privileges available to you as partners of MOBIAK.



BY VASILIS
SIMANDIRAKIS
Medical Equipment Sales
Department in Greece



www.mobiakcare.com

MOBIAK[®]
MEDICAL • FIREFIGHTING • GASES est. 1977

Crisis Management

BY ALEXANDROS BOLANIS
Economist
Sales Department, Fire Fighting Equipment

The effects of the pandemic over time and of the application of successive lockdown measures are becoming more and more apparent worldwide, bringing about another crisis.

Economic uncertainty leads to a shrinking of consumption and the limitation of expenditure to the absolute necessities of the households. Many sectors of the economy have been affected, however, in our country the greatest blow was suffered by the tourism and catering sectors, while there are also a few sectors that have benefited in the current negative situation, such as the sectors of food (supermarkets) and technology (the implementation of e-training and e-employment have greatly increased the demand for the relevant equipment).

In general, the markets were led to a decline in orders - supplies and a consequent slowdown of activity for a very large number of companies, including even suspension of their operation.

In the light of the market conditions as these have been shaped by the current situation, we will attempt to summarize some very basic actions that a company can take to address the difficulties.

Proper and valid information is important

This must be performed through reliable sources and using the standard sources of information of the company, such as the internal auditor, the accountant, the lawyer, the chamber to which it belongs and others.



Cultivate a climate of safety for staff

The human resources of a business is a key driver of its development and therefore managers should create a sense of perspective for the future and security.

Recording of the company's cash flows

in order to allow a plan providing the company with the ability to meet its needs and obligations efficiently and consistently.

In the context of planning, it is now important to reduce the operating costs of the company by limiting variable costs and re-negotiating at fixed costs.



At the same time, actions should be taken to secure funds and create a "liquidity cushion" through working capital loans, tax exemptions, subsidies, etc. Also, actions should be taken to safeguard cash flows in ways such as the collection of unpaid debts, the deferral - regulation of tax liabilities, rescheduling bank facilitations and other.

All of the above are some very basic measures and immediate actions that a company can implement in order to address the negative consequences of crises such as the pandemic.

The human resources of a business is a key driver of its development and therefore managers should create a sense of perspective for the future and security

The Best Advertising of Your Store

BY NIKOS FRANGIOUDAKIS
Computer Engineer
Head of Medical Equipment Sales in Greece

The growth and development of the clientele of your store depends to a great extent on your good reputation, spread among retail customers.

Nowadays, through social media, retail customers can express their opinion and also interact with other customers' opinions about a product, a store or a service.

In addition, an orthopedic or respiratory store does not have many ways to "advertise" its store, thus a good testimony by customers becomes even more important.

The "reputation" of your store, but also your own as a health professional, is the most powerful tool to advertise the store and the services offered.

4 Factors Creating a Positive Reputation

According to studies conducted on retail customers, there are four factors that influence the reputation of a store:

- The overall visit satisfaction
- The quality of services
- The knowledge and skills of the healthcare professional
- Trust

If your customers are satisfied with all the above, they will definitely advertise your store to their friends and acquaintances.

The Age of Social Networks

In our time, social media is everywhere and interest the most important part of the consumer base.

Plus, everyone, whether a restless teenager or a mature 60-year-old has an account with **at least** one social platform.

This means that word-of-mouth advertising starts at and invades all social networks, for example, we write on social media what we like and suddenly our opinion and thought is available to millions of eyes.

Research shows that most people (over 70%) are affected by something they heard from their friends on **the** internet more than anything else.

On social media, everyone has unknown friends with whom they interact, without actually knowing them.

This interaction results in the user being affected by a very large number of people, a number that is largely different than that of the personal relationships of the same person.

Consumers show confidence in internet sources for a product, such as a friend's "like", a good or bad review, a positive comment and they are greatly influenced in shaping their personal opinion.

In conclusion, social networks have given a great deal of power in the formation of opinions, and when properly used by you, this can result in taking the reputation of your store to the next level.



BY FILIPPOS CHRISTODOULAKIS
Organization and Business Administration BSc.
Head of Medical Equipment Import



SWIEZ CANAL

History and the EverGreen "Incident"



The importance of the Suez Canal and its impact on the world economy following the immobilization of ship "Ever Give".

The Suez Canal is the largest canal in the world, with a total length of 162 km. while adding anchorage points and the length of the lake in-between it, its total length reaches 190 km. It has a maximum width, at some places, of 160-200 m. and the depth can reach up to 16-19 meters.

It runs from the North to the South along the Suez isthmus, joining the Mediterranean Sea and the Red Sea. It starts at Port Said, the port of entry into the Mediterranean, and ends at the port of Suez, which lies at the mouth of the Suez Bay at the Red Sea.

The Mediterranean and the Red Sea do not have an altimetric difference between them. For the most part, the canal is navigable in one direction, hence the hours when ships move from north to south and vice versa are specified.

Its importance in world shipping is enormous. By uniting the Mediterranean with the Red Sea, it creates a truly commercial artery of Europe - SW, South and SE - Asia up to the Far East. It is estimated that more than \$ 10 billion worth of goods pass through the canal every day, but also 12% of world trade, carrying all kinds of cargo, from fuel to end consumer products.

According to the Suez Managing Authority, 19,000 ships pass through the canal each year, with an average of 50 commercial vessels per day. In this way they shorten the travel time between the Red Sea and the Mediterranean.

In general, the use of the Suez Canal leads to the following distance reductions:
The distance between Persia or Arabia -Mediterranean Sea (via Cape Africa) is 10,800 miles and Europe's 11,100 miles. Via Suez the first is 4,700 miles and the second 6,400 miles.

The distance between the Mediterranean - West coast of America is 12,000 miles, while through the Suez Canal it is reduced to 8,300 miles.

From March 23 to March 29, 2021, the 400-meter and 224 thousand tonnes ship of the regular line of EverGreen company, **"Ever Given", was immobilized in the Suez Canal when it lost its ability to navigate amidst strong winds and sandstorms that diverted it from its course.**

The grounding of the gigantic cargo ship in the canal caused a great deal of turmoil in global shipping and it may take weeks or even months to fully recover from the problems caused, according to leading shipping companies.

Nearly 430 ships were waiting on either side of the canal for the restoration of its operation, and it is estimated that it will take at least a week to decongest the area.

For several months now, container shipping companies have been facing problems caused by the coronavirus pandemic, and the blockage of the canal will exacerbate existing global deficiencies in equipment, the congestion in ports and problems in ship scheduling.

For the shipping companies that chose the alternative route, that is the circumnavigation of Africa, is a route that adds about 3,500-5,000 miles from Asia to Europe and up to 12 days on their journey, passing through high-risk, weather and piracy areas and consuming more fuel.

The blockage of the canal and the congestion of ships will also affect the price of oil, as more than ten crude oil tankers were waiting to cross the canal.

Also, the supply chain of the containers is already under pressure due to the corona virus and delays and longer journeys will result in a greater shortage of ships and containers. This imbalance of supply (capacity and equipment) and demand combined with higher fuel consumption will lead to an even higher cost increase per transport unit. Which, as usual, is intended to be passed on to final consumers.



Sources / Bibliography: <https://el.wikipedia.org>, <https://e-nautilia.gr/>, <https://www.in.gr/>, <https://m.naftemporiki.gr>, <https://www.lifo.gr/>

When profits return to society

BY ANTONIS GEZEPIS

BSc in Applied Informatics in Administration & Economy
Marketing Department

It was at the beginning of the 21st century when a new term made its presence known in the business sector and started to be used by the CEOs of companies worldwide. "Corporate Social Responsibility" (CSR).

What does this mean in practice? The leaders of profitable businesses create strategies and policies, according to which companies are "required" to "return" part of their profits to society and citizens.

More than 44 years have passed since the establishment of the then Medical Gas Industries of Crete, which we all know today as MOBIAK. Since then, the company has grown - in fact it has boomed - it was modernized, gained extroversion by exporting to more than 77 countries worldwide, and all this employing more than 180 people at group level. This in itself escapes the context of a simple business and falls within the meaning of an organization that is part of society.

Today, we can proudly claim that MOBIAK has established an organized Corporate Social Responsibility plan which is based on three axes: Safety, Education, Society.

Through the above axes, we can "share" the benefits in key areas that are consistent with our object and naturally fall into groups of increased interest.

At the same time, we are effectively returning part of our profitability to society.

Only in the last period, we have included an annual scholarship of excellence at the Technical University of Crete, Published books of social interest (Redemption), support of social organizations in the fields of fire safety (schools, churches, public buildings), supplied equipment in the education sector (tablet donation to schools in Chania), while we support athletes who play a leading role in their field, such as Konstantinos Livanos (participation in the purchase of a track bicycle) **and the Champion Dimitra Gnafaki (400m hurdles) with whom we share the same dream on the road to Tokyo.**



Finally, it would be an omission not to mention the support to key non-profit organizations such as The Smile of the Child and Make-a-Wish Greece where we continuously support the needs that arise.

We thank the society for its trust in MOBIAK products. The fact that we offer the best products on the market does not deprive us of the passion to promise constant effort with the aim of becoming ever better as an organization, as a whole, as a society.

Value in Safety - Investment in Quality!



The leaders of profitable businesses, through the creation of strategies and policies, ensure that a share of their profits is "returned" to society and the citizens.



The extroversion in the new era

Digital transformation arrived earlier than expected ...

BY GEORGIOS CHOUDALAKIS

Computer Engineer

Department of Medical Equipment Exports

The pandemic, and the crisis it has brought, has caused unprecedented effects on public health, the economy, the daily lives, the jobs, the expectations and the future of all people. Few expected it - and ultimately, no state entity was sufficiently prepared for it.

All countries have tried, at different speeds, to address the immediate threat to the vital interests of society as a whole, the economy and their social institutions. **"Free trade" - as we know it - has been threatened by the urgent needs of the health crisis**, leading to new rules of health interest, very high transport costs, commodities "blocking", prohibitions and even confiscations.

*We are determined
to win the next
day, we are pre-
paring for it, but
we still have a lot
to do.*



A new normalcy is coming and we have to be prepared.

In both traditional and new ways. Based on the emerging needs. With new ideas. Constantly assessing emerging opportunities. Using imagination and boldness.

The digital transformation came earlier than expected, more as a necessity rather than desire, and it was thus willingly embraced by everyone.

Teleconferencing, digital platforms and virtual trade shows brought to the day present the normality of tomorrow.

Electronic channels and related trade, digital display, shortened promotion, retraining of employees via webinars are just some of the planned actions for the next day. Tangible and practical applications with implementation speed.

We are determined to win the next day, we are preparing for it, but we still have a lot to do.

The crisis is yet another turning point in the historical continuum.

The coronavirus epidemic brought about a concern for our health and anxiety for our jobs. But it also brought along a new professional model, it brought boldness, realism, confidence and new-era ideas. A new normality for all of us.

Lost Turnover 7 billion in 2020 for catering & accommodation sectors

Due to the pandemic, hotels/accommodation and businesses operating in the catering sector marked a loss of EUR 7 billion in 2020, with the majority of turnover losses being recorded in the provision of accommodation (EUR 4,7 billion), while in catering turnover loss amounted to EUR 2.3 billion, due to the benefit of delivery services.

BY ANDRIANA
BITZANAKI
Accounting and Finance
Accounting Department

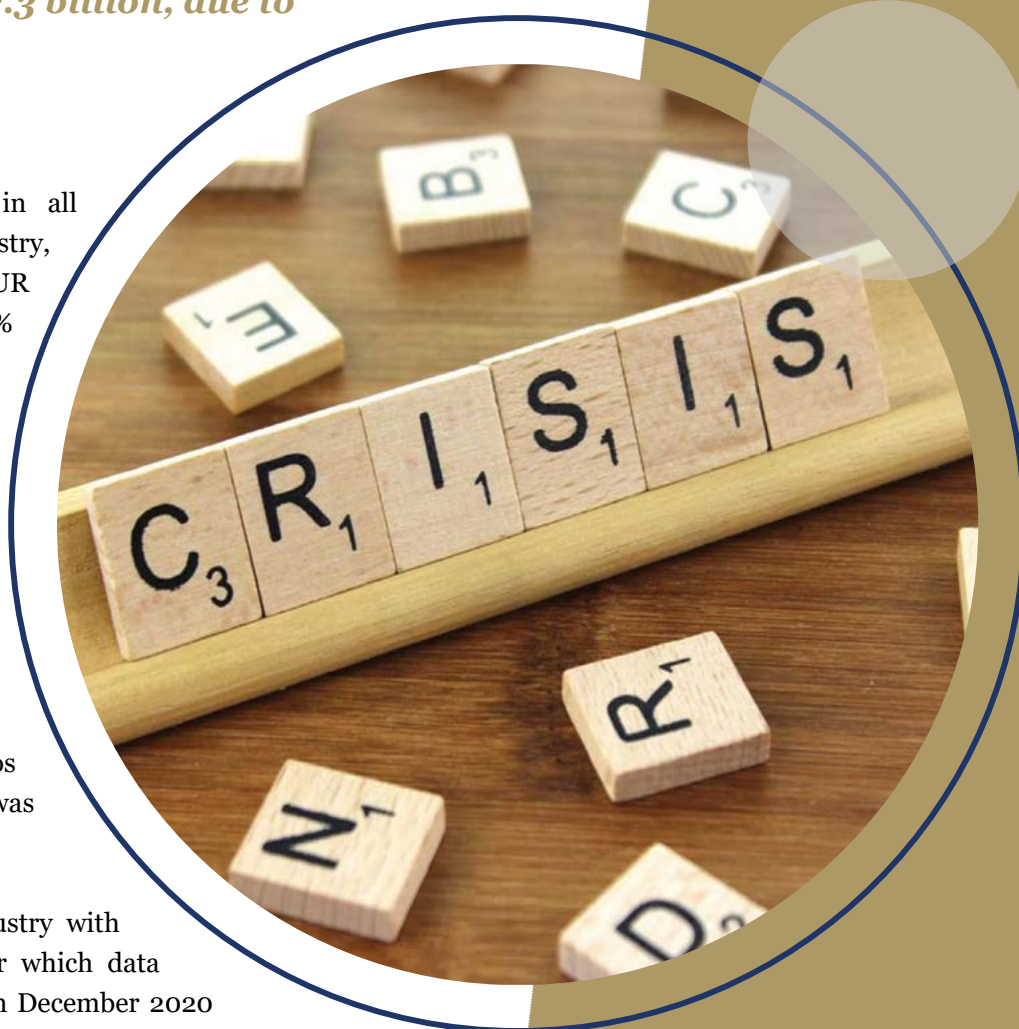
According to the data of ELSTAT, in all enterprises of the accommodation industry, the turnover in 2020 amounted to EUR 2,303,658,141, marking a decline of 67% compared to 2019, when it amounted to EUR 6,991,184,282. The largest decrease was observed in the Regional Unit of Karpathos (83.5%) and the lowest (14.3%) was recorded in the Regional Unit of Florina.

In all businesses in the catering sector, turnover in 2020 amounted to EUR 3,773,850,833, decreasing by 37.7% compared to 2019, when it amounted to EUR 6,059,184,851. The greatest drop was marked in the Regional Unit of Mykonos (73.3%), while the lowest decrease (17.3%) was recorded in the Regional Unit of Corinth.

For the businesses in the accommodation industry with the obligation to keep duplicate books and for which data are available on a monthly basis, the turnover in December 2020 amounted to 73,059,995 euros, marking a decrease of 45% compared to December 2019, when it amounted to EUR 132,846,595. For the enterprises of the Regional Units with a contribution to the total turnover of 2019 of more than 0.5%, the largest decrease in turnover was observed in the Regional Unit of Messinia (76.3%) and the lowest decrease (0.5%) was recorded in the Regional Unit of Lefkada.

On the other hand, an increase of 8.2% was recorded in the Corfu Regional Unit. For the businesses in the catering services sector with the obligation to keep duplicate books and for which data are available on a monthly basis, the turnover in December 2020 amounted to 59,433,225 euros, marking a decrease of 58.7% compared to December 2019, when it amounted to EUR 143,746,028. For the enterprises of the Regional Units with a contribution to the total turnover of 2019 of more than 0.5%, the largest decrease was observed in the Regional Unit of Magnesia (90.2%) and the lowest decrease (22.2%) was recorded in the Regional Unit of Xanthi.

SOURCE: HELLENIC REPUBLIC, HELLENIC STATISTICS AUTHORITY



The largest decrease was observed in the Regional Unit of Karpathos (83.5%) and the lowest (14.3%) was recorded in the Regional Unit of Florina.



The Sales Profession amid Covid

BY **MANOLIS GALANAKIS**
Civil Engineer
Medical Equipment Sales Department

In Greece, sales are the most popular job in terms of demand, ranking in the 1st place, as shown by the statistics of various platforms on job finding.

The demand for the sales profession always depends on the sales sector and the "eventual circumstances". For example, sales related to tourism have plummeted globally, after the blow suffered by tourism due to COVID-19, but in other commercial activities such as pharmaceuticals or home care products companies sales have risen sharply. Why is this happening? Because sales are intertwined with most, if not all, aspects of the economy and demand.

In order to gain a valid insight on the evolution of the sales profession, the approved Bureau of Labor Statistics gives the Sales Managers career field a growth rate of 4% - 6% from 2019 to 2029. And these data concern September 2020, which means that they are in line with the coronavirus data.

In Greece, sales are the most popular job in terms of demand, ranking in the 1st place, as shown by the statistics of various platforms on job finding. This is true even in the context of the current, financially weak months. IT and Customer Service rank in the 2nd and 3rd place respectively.

The Main Sales items

A first categorization that separates the items is the following: sales related to material goods and sales related to intangible goods.

- Material goods are all items that the industry offers, all the tangibles with which your customers can have an experiential experience: consumer goods, clothes, food, drinks, etc.
- Intangibles include services, life insurance, car insurance, etc., telecommunications, energy and related sectors.

The Sales are also divided into 2 main categories:

- B2C (business to customer, sales to private consumers)
- and B2B (business to business, refers to transactions between companies)

They can also be split according to channels.

Sales can be performed:

- Through the internet (through an e-shop for example)
- By telephone (Telephone sales)
- Via a TV network (sale slots have increased in recent years)
- Through physical presence in a store (sales' person in a physical store)
- Through visits to existing and prospect customers

Positions in the Sales Area

Indicatively, some jobs one will encounter on his/her "journey" through life are:

• Sales Assistant or Trainee

Sales Assistant or Trainee

• Sales Representative (or Rep in short)

Sales Representative. It is divided into inside and outside, depending on whether that person works on the basis of appointments inside or outside the office. Some representatives do both.

• Account Executive

Indeed, the so-called "Account" belongs to the broader category of Sales, although the responsibilities involve more the keeping and management of accounts with one or more customers, rather than actual "Sales".

• Sales Manager

Head of Sales or Sales Manager (may have under his supervision a large or smaller group or even a geographical area-Regional Sales Manager)

• Business Development Manager

Wherever terms business development or clientele development are used, this implies a very crucial role that is related to Sales.

• Sales Consultant, Sales Consultant

• Sales Executive, senior sales officer



The Importance of a Strong Logo

Can a logo strengthen sales?



Term "logo", defines the commercial symbol that represents a business without having to reference it. It usually consists of:

- The Name
- The Symbol
- A slogan

But how useful is it?

- Expresses the company directly
- Identifies the company
- Directly attracts buyers

What are the characteristics of a strong logo:

- The simpler it is, the more recognizable it is
- It must be original and above all unique

History has shown that particular and distinct logos have succeeded in identifying a product under a name.

This achieves the visibility of the company and the products it markets.

Summarizing the above, it is concluded that the strength of a logo alone can guide the consumer public towards the selection of the company product identified.

In conclusion, it is very important for a company to ensure legal protection of its trademark before the commencement of commercial activity.

BY MANOLIS STAVROULAKIS
Sales Department,
Fire Fighting Equipment, Greece

Covid19 - Oxygen Concentrator

BY MICHAEL VARDAKIS

Electronic Engineer

Department of Medical Equipment Imports

Ever since COVID-19 appeared in China and spread around the world, the medical community is facing a shortage in oxygen respirators and concentrators, which are sometimes vital for rescuing coronavirus patients. Approximately 5% of patients suffering from COVID-19 will need a ventilator, 15% will need additional oxygen via oxygen cylinders or an oxygen concentrator.

The oxygen concentrator achieves oxygen therapy without the need for cylinders and continuous fillings. **The concentrator utilizes the existing air of the patient's room and separates it from the nitrogen, providing oxygen at a 90% purity.**

One of the major problems faced by COVID-19 patients is shortness of breath. Therefore, concentrators can help provide the best possible care.

The majority of cases that are not very serious and do not require the assistance of a ventilator can be treated with respiratory therapy facilitated by the concentrator. With the help of this medical device, a patient infected with COVID-19 can receive oxygen therapy from the safety and comfort of their home, which is very important in our times, when movement and social distancing have become part of our lives in the effort to eradicate the pandemic.

The demand for this medical device is growing and it is certain that it is an important "weapon" in the battle against Covid-19.



The friction in World Trade

BY MAKIS GIANNOPOULOS
Electrical Engineer & Computer Engineer
Department of Medical Equipment Exports

The Support Required in Industries

On March 11, 2020, the World Health Organization (WHO) characterized the health crisis we are experiencing as a pandemic, stressing that it is the first one caused by a coronavirus. The impact on the economy was immediate: the stock markets were hit hard, unemployment is likely to become endemic. Governments are exhausting their solutions, thus the health crisis may have a significant impact on lifestyle.

In the light of this situation, it is reasonable to raise the question of its impact on World Trade as international economic figures are significantly affected by the healthcare system. The necessary measures to protect the global population have contributed to a declining trend in the economies, since their enforcement.

Governments are preparing for the next day. The primary objective of each country is to intervene in accordance with its rules to save the industries which are considered as a priority for its economy.

The economies are facing - at least in the short term - very high levels of recession and unemployment; the governments of all countries and the European Commission have already announced and are implementing huge monetary and budgetary support packages for the economies.

Furthermore, the asymmetrical development of the pandemic, i.e. the fact that it is in a different stage of development in the different countries, makes it difficult to regulate the world economy and especially international trade.

The Impact on World Trade

The World Trade Organization (WTO) estimated a large drop in international trade for 2020 as the pandemic disrupts normal economic activity. It is at the same time a health and socio-economic crisis that has affected millions of people worldwide in the field of work or even their income. According to information from the World Trade Organization (WTO), all regions of the world experienced a significant drop in the volume of trade in 2020 and it is estimated that 2021 will be the year of trade recovery with growth rates dependent on factors that have a direct impact on economy such as the duration of the pandemic and the effectiveness of the measures employed by each country.

Considering that 90% of World Trade is traded by sea, Covid-19 brought about a wide-ranging change in the entire supply chain, dealing a significant blow to maritime transport.

In conclusion, in order to reverse this situation, governments around the world can and must lay the foundations for a strong and solidary recovery. Trade and international coordination will be the cornerstones for the economic and commercial reconstruction of the global economy.



The necessary measures to protect the global population have contributed to a declining trend in the economies, since their enforcement.



Installation of the latest Sleep Technology Laboratory

Sonata by Lowenstein in a Clinic by MOBIAK

BY **DIMITRIS PAPAPANAGIOTOU**
Biomedical Technology Engineer
Department of Research & Development,
Medical Equipment

A valuable tool in the diagnosis of sleep disorders was installed in March, in a Clinic. The new Sonata Sleep Laboratory of the German firm, Lowenstein is the "State of the Art" version of the Lowenstein laboratories as it is complete in terms of recording Polysomnography Data. It can offer provide valuable diagnostic data in the Medical Specialties of Pulmonology, Neurology, ENT etc. Specifically: It features 65 parameter recording channels (EEG, ECG, EMG, Body Position, Snoring, Thorax, Abdomen etc.). Real-Time wireless data transmission. It complies with both recording standards, AASM (American Academy of Sleep Medicine) and R&K (Rechtschaffen & Kales). For better data evaluation it is equipped with a audiovisual night recording system (IR Camera) for the synchronized display of the snapshots. The installation and training in the use and evaluation of data (Scoring) of the Medical and Nursing Staff was performed by the Biomedical Engineers of MOBIAK: Papapanagiotou Dimitris and Andreas Mpadieritakis who are members of the Technical Support Department.



A "Breath" in fish farming!

BY EFI MANAROLAKI
MSc in Chemistry
Gas Department

Since 1970 approximately, aquaculture is the fastest growing industry in the global food industry and almost half of the fish supply chain is currently sourced from artificially farmed fish rather than the nature.

In order to meet the ever growing demand for seafood worldwide, more and more fish must be reared in fish farms. Aquaculture is an essential link in the agricultural chain as it protects oceans from overfishing and produces food at an extremely high yield and quality.



Typical oxygen consumption determines the quantity of oxygen consumed by fish, when not swimming or feeding (oxygen quantity necessary for living). The standard oxygen consumption does not depend on the oxygen saturation of the water, but is significantly affected by water temperature. The provision of proper oxygen levels, **improves the nutrition of living organisms, reduces the growth time, reduces the mortality of fish and eliminates the need for vaccination and antibiotics for the population.**

Some scientists support that fish are able to sense a decrease of dissolved oxygen content in water before it causes problems in their breathing and therefore seek waters with a higher oxygen content.

If this is not successful and the dissolved oxygen content of the water is further reduced, the respiratory movement of the fish is increased as long as the oxygen supply to the respiratory muscles allows so.

In aquafarming practice, oxygen deficiency has been deemed dangerous mainly due to the mass loss of fish. However, recent research has shown that reduced oxygen saturation can also have a serious impact on the economy of a fish farm. The increase of toxic effects of the various toxic materials cannot be neglected in low oxygen supply bodies. Low oxygen content adversely affects both food intake and food use. Research has shown that less than 25% oxygen saturation occurring before sunrise has adverse effects on fish farming. Maintaining the dissolved oxygen content of the water almost at the saturation level makes it possible not only to avoid massive fish losses, but to ensure better conversion rates and higher yields in intensive farming operations.

With the application of pure oxygen, the oxygen supply no longer limits the system's fish load. In addition, oxygen supply can be adjusted so as to increase the safety of operation.



Whether natural or artificial, aquaculture, in both 2 cases, depends on the pure oxygen supply.

Aquaculture in closed systems offers an ecologically acceptable alternative farming method. The fish live in artificial lakes where the water is cleaned and recycled indoors without any impact on the natural environment.

Whether **natural** or **artificial**, aquaculture, in both cases, depends on **the pure oxygen supply**. The dissolved oxygen content in the water tanks for the fish is one of the most important parameters of water quality, as oxygen is vital for all organisms living in water and have an aerobic respiration type. The solubility of oxygen is affected by several factors (i.e. air pressure, hydrostatic pressure, salt content). For artificial aquafarming, the level of dissolved oxygen in these waters is particularly critical, both for the health of the fish and for the surrounding marine environment.

In order to achieve the required oxygen content, the gas needs to be in its pure form. It is important to check the concentration of the dissolved in the water to ensure that the aquaculture is successful. Oxygen consumption by fish is generally provided in mg / body weight and kg / hour.



The major advantage of the pure oxygen application is the high mass transfer rate between the pure oxygen and water due to the high concentration differences. Pure oxygen is available in gaseous or liquid form. For intensive fish farming systems supply, **liquid oxygen is standard practice.**

Particular attention must be paid when using liquid oxygen as it is a very potent oxidizing agent, especially for organic materials. Oils and fats can ignite in direct contact with it and will threaten the health and life of the fish. This is why liquid oxygen is initially evaporated before application and then introduced into the water that has been depleted of oxygen with the help of metering devices, thus preventing the toxic effects of oversaturation. The oxygen supply is precisely controlled by a computer program during the day to make sure there is enough oxygen when needed, for example when demand peaks after feeding. Pure oxygen is also used in other areas, for example in emergency ventilation systems to supply oxygen to fish during power outages or during live animal transport. In principle, pure oxygen inlet systems work in exactly the same way as ventilators for "normal" air. The longer the contact time between water and gas, the higher the water pressure and the lower the oxygen bubbles, the more efficient the oxygen transfer.

The use of pure oxygen can reduce the production risks of aquaculture establishments and increase their profitability. This requires the use of appropriate technologies and proven metering devices, so that pure oxygen, which is not a substitute for water, does not cause harmful effects on living organisms!



Technology and humans

BY DESPOINA METAXAKI

Accounting
Accounting Department

It is known that, in the 21st century technology evolution progresses daily at a rapid pace demonstrating continuous changes both in it and in the daily life of the individuals. Mobile phones, tablets, computers, machines, various electronic applications, etc. **They are all now electronic, easier, faster.** Letting ourselves to be pro-technology victims, we forget to live, we forget our true part as human beings. Communication. Unfortunately, the evolution of technology and human behavior are inversely proportional.

People tend to move away from each other without realizing the consequences.

They "isolate", they are alienated. They are content to "play" an electronic game rather than take a walk to socialize, they prefer buying a faster mobile phone than spend money on a leisure trip, they love investing in an even bigger and smarter TV than investing in their health, they rely on their digital, virtual friends and get to know each other only through a photo on the internet rather than experiencing true companionship and friendship or anything else. **Morals, customs, traditions have already begun to deteriorate and be forgotten** as everyone now pay attention to meaningless technological means and cultural amnesia prevails. They focus on online chat with loved ones, relatives and friends instead of a physical presence where they would exchange ideas, thoughts and feelings. Of course, the economy is also affected, since now everything is performed online and through simple applications so that each of us can easily and quickly serve any need through electronic applications rather than visiting an actual public service, bank or shop in order to serve any everyday need. Unemployment is also a consequence of this, as the employees will no longer be needed by the services, who will no longer be required to avail staff with physical presence as everything is performed through simple internet applications.

In the long run we will all unwittingly accept to communicate with each other through a screen. Communication between people will not be part of daily routine. Unemployment will rise, mental disorders and physical illnesses will now be a natural and logical phenomenon and we will all be unaware of their origins, as the health of the individual is affected by many factors of daily life.

The evolution of technology affects the physical, mental, emotional and moral development of the human race. On the contrary, the results of this progress could, with the right use of technology and proper education, minimize the risks and abuse of technology by the human race, as its achievements ensure easy survival, sustenance and are not important for the individual development of human, mental clarity, peace of mind and culture.



Internal Business Environment

STRATEGIC ANALYSIS



BY
ANASTASIOS TSAGARIDIS
Sales - Head of Distribution
Center of Central
and Eastern Crete

the companies that manage to adapt effectively to a constantly changing business environment are the most successful.

What does the success or failure of a business depend on? Why do some succeed and others fail? What are the main reasons there are companies that have not only been successful but have been at the top of their success for long periods of time?

The above are some of the questions that constantly concern the administrations as well as the business executives. From time to time many theories have been developed.

One of the most popular claims that **the companies that manage to adapt effectively to a constantly changing business environment are the most successful.**

According to those who support this view, the companies should adapt their strategy to the external environment as they may fail if they are not able to anticipate and respond to its challenges and potential changes.

Is there anything different from the ability of successful businesses, something more than their adaptation and strategies in a changing environment?

The answer to this question can be given by the theory of resources and capabilities, which does not underestimate the importance of the external environment of a company, but is mainly based on its internal environment.

This theory argues that every enterprise differs from its competition in terms of resources and capabilities availed, as well as in the method through which it exploits the above. In particular, the resources and capabilities that are difficult to acquire or reproduce from other undertakings can lead to a strategic advantage and therefore to a predominance over the competitors of an company.

The proponents of this theory insist that at a time when the external environment of businesses is rapidly changing (technological evolution, etc.), the particular characteristics of each company are increasingly building a solid foundation for the design and implementation of its strategies.

An indicative reference of Corporate resources could be the following:

- 1) MATERIALS
- 2) HUMAN RESOURCES
- 3) INTANGIBLE RESOURCES
- 4) SYSTEMS

Undoubtedly some intangible resources such as reputation and clientele are of strategic importance. One major mistake a business can make is to ignore intangible resources. The following are indicative examples of intangible resources:

A) Innovation Resources (executives with significant skills, research potential)

B) Technological Resources (patents, trade marks-secrets, patent certifications)

C) Reputation (among customers - brand name, perceived value of products and suppliers)

A business is not just a combination of people, machines and capital. All these resources have no value if they are not organized in systems that ensure the necessary results such as i.e. control and planning systems for production, marketing, personnel, finance, general management, good quality of products.

RESOURCES RESULT IN CAPABILITIES

The resources of the company are not always sufficient to provide it with success and a competitive advantage. These undeniably valuable resources must be combined to create capabilities. The capabilities of a business are created by the right combination and integration of a group of resources. Capabilities can be divided into two categories:

A) Marginal Capabilities. They are the ones that competitors have too, or they can easily imitate them.

B) Fundamental Capacities. These are capabilities not available to competitors and which it is not possible to easily imitate.

These capabilities can provide a company with a firm competitive advantage and lead it to strategic competitiveness. For example, a technology or specific products may constitute marginal capabilities when they can be easily acquired by competitors; on the contrary, business culture and the daily working environment, as social products, may constitute fundamental capabilities and may not be easily copied by competitors.

Summary

The theory of resources and capabilities does not underestimate the importance of the external environment but essentially focuses on the internal environment of an enterprise. It relies more on the fact that truly successful enterprises, through the efficient use of their resources, achieve the creation of capabilities through some of which (the so-called fundamental ones) they can acquire sustainable competitive advantages.

One of the main objectives of a company should be to create fundamental capabilities faster than its competitors!

MOBIAK & Telemedicine Applications

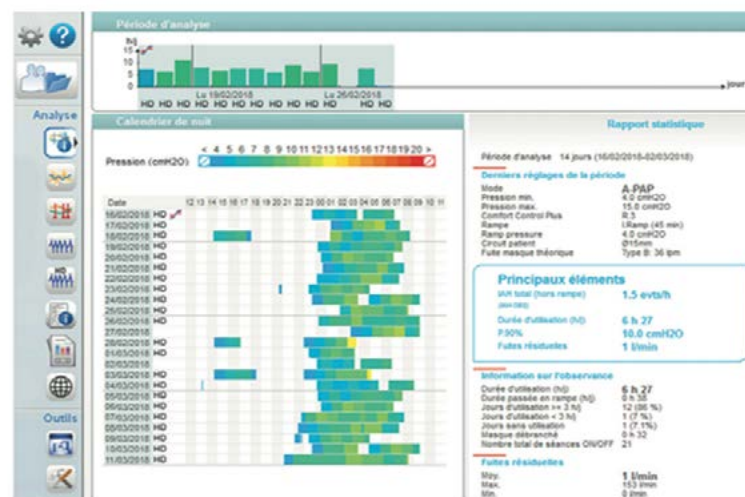
BY DIMITRIS PAPAPANAGIOTOU
Biomedical Technology Engineer
Department of Research & Development,
Medical Equipment

The use of new technologies in Medicine and their combination with Telecommunications applications now enable remote assessment of Medical Data. Telemedicine enables patients with the appropriate equipment to be examined by doctors in another geographical area or even in a different country.

Such a combination of technologies is now used by MOBIAK in Continuous Positive Airway Pressure devices known as CPAP or BiLevel. The cooperating company Sefam avails a Server for storing the Medical Data collected by the devices. The use of home Wi-Fi or GSM mobile network constitute the data gateway from the device to the Server.

The attending Physician acquires access via the Internet where he / she can search the patient data 24 hours a day and receive information on the treatment results. In addition, the physician is able to intervene remotely, changing the device settings whenever necessary. This procedure significantly reduces the number of doctor visits required and is extremely useful during the Covid period we are going through. It should be noted that Medical Data are confidential and require the written consent of patients for their preservation

The initialization of the device as well as the training of Health Care Providers and Physicians is performed through a Conference Meeting with the Technical or the R&D Department.



Decrease in Demand

in goods of a large economic scope

BY **THANOS MPADIERITAKIS**

Accounting and Finance
Accounting Department



Every day we hear and read that many companies are unable to meet the needs of consumers, as they cannot import goods

In times of global economic crisis due to the pandemic, the relationship between products supply and demand becomes increasingly difficult.

It is no coincidence that the demand for large economic scale products and goods has declined dramatically.

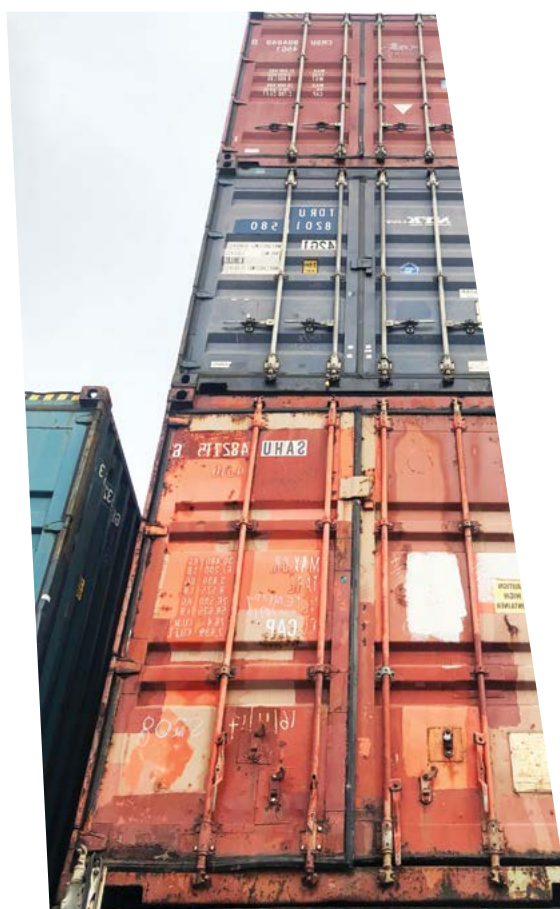
A typical example is that of oil, the demand of which reached its lowest level in thirty years!

The situation is evolving very rapidly and will continue to change, which does not help the stability of businesses.

It is a fact that the near future holds changes in consumer behavior, a fact which creates greater insecurity and concern.

A concern mainly on the continuity and sustainability of businesses.

We understand that it will be particularly difficult for some mainly small and medium-sized enterprises to continue to exist under the development of the current situation.



Demand is declining, and so is supply.

Many countries are closing their borders for fear of the spread of the pandemic, thus hindering the process of importing and exporting goods, resulting in the depletion of stocks and the lack of liquidity.

Every day we hear and read that many companies are unable to meet the needs of consumers, as they cannot import goods or do not want to engage in the process of new purchases based on the uncertainty of the sale.

A logical consequence is the lack of money circulation and the non-fulfillment of the daily financial obligations of the respective company. The problem is exacerbated when it is announced that many countries are forced to resort to emergency mechanisms to stimulate their economy, to meet their liquidity needs, but at a much higher cost.

In conclusion, it should be stated that, given the knowledge of technology and science, we should resort to cooperation so as to eliminate any similar incidents in the future, which may be far more devastating than the current one.

The supply-demand relationship is interconnected but unpredictable. Its curves determine the prices and quantities on the market and should be in balance.

It remains to be seen whether this will happen in the future.

Investment Completion

Transfer to the New Age!

BY NEKTARIA PSEGIANNAKI

Graphic Designer / Marketing Department

Digital Display of the
New Management Offices
(89 work posts)

In early May, the Management of MOBIAK S.A. (BoD and Administrative staff), will be transferred to the New Facilities, which are part of the Expansion that took place at Kathiana Akrotiri, Chania.

On a plot of 32 acres, in one of the most developing areas of the Prefecture of Chania (next to the airport), **MOBIAK created New Buildings, of Modern Aesthetics, with a total surface area of 3 000m², housing the New Products Distribution and Processing Center and the Modern Offices of Sales, Marketing, Quality, Accounting Departments, as well as the Conference Center, the Meeting Rooms and the Training Center.**

For the implementation of this ambitious project, Company MOBIAK invested more than 7 Million Euros in addition to the Land Purchase Cost, thus aiming at Better Organization and Management of Orders and the even faster Distribution of Products in its Wide Distribution Network.

The Excellent Infrastructures of the New Facilities are a model of Innovative Design and Functionality, as they allow the rational use of Storage means and Management of Goods.

Human Resources will work in a modern and fully organized environment featuring all the modern means that facilitate and maximize daily productivity.

MOBIAK, having completed **44 Years of Success** in the Fire Extinguishing Equipment, Medical Device and Industrial - Medical Gas Sectors, continues its dynamic course supplying Premium Products in the Greek Market and in **77 foreign countries!**

*Value in Safety...
Investment in Quality!*

Digital Display
New Conference Room / Training Center
(100 people)

Fire Points of Origin

Fire extinguishing in a home environment

... The portable fire extinguisher to be used should be suitable for the fire category.

BY BAGGELIS KARTERIS
Mechanical Engineer
Quality Department,
Fire Fighting Equipment

Within a house, fires can be caused by daily use and engagement with the household equipment. The possible causes of a fire that can be caused in a home are:

- **During cooking.** Some of these causes are the careless use of cooking oil. Also, the careless use of propane barbecues or charcoal grills which mainly occurs during the summer months.
- **The use of a fireplace,** a fuel oil heater or other heater and the careless use of candles can be the causes of fire.
- **Electrical appliances.** For example it is important to maintain the laundry dryer to prevent fire as it achieves high temperatures during operation.
- **Electrical wiring.** Overloading electrical circuits, bypassing fuses and using damaged or worn electrical cables are possible fire causes.
- **Finally, arson** and the reckless disposal of cigarette butts can cause a fire.

There are many ways to put out a fire in a home that can be caused by the above causes. An easy way is to use plenty of water, but it is not indicated in fires caused by cooking oils or electrical appliances. The best solution is to use a portable fire extinguisher.

The portable fire extinguisher to be used should be suitable for the category of fire. Also the size of the fire extinguisher (sizes of portable fire extinguishers: Dry powder: 1kg, 2kg, 3kg, 6kg, 9kg, 12kg Water based: 2lt, 3lt, 6lt, 9lt Carbon dioxide: 2kg, 5kg) plays a major role in extinguishing.

The categories that a portable fire extinguisher can extinguish are:

- **Solid fuels** (type A fires): these concern "common fuel materials" such as wood, paper, household waste, textiles, rubber materials and plastics.
- **Liquid fuels** (type B fires): these concern flammable liquids such as oils, greases, tar, oil paints, varnishes, flammable gases and certain plastics.
- **Gaseous fuels** (type C fire): Refers to fires caused by gaseous fuels (methane, propane, butane, acetylene, hydrogen, etc.)
- **Cooking oils** (type F fires): these refer to fires from cooking oils or fats.

- **Metal fires** (type D fires): this type of fire concerns fuel metals (magnesium, sodium, potassium, etc.). Such fires are more likely to occur in industrial or commercial areas. In essence, no fire extinguisher is designed for combating this fire because it is a special category in itself.

- **Electric fires** (according to the En3-7 standard for this type of fire; this is not a specific fire category): These fires relate to live electrical equipment such as household electrical appliances, televisions, computer equipment, wiring, power panels, circuit breakers, etc.

If the electrical equipment in a fire is not energized then the fire is considered a type A or B fire.



The above categories, the size and use instructions of a fire extinguisher must be indicated on its label in accordance with European legislation.

Before using a portable fire extinguisher it is imperative to know that it is functional.

Its maintenance is a basic concern of the owner and must have been carried out in order for the fire extinguisher to be functional.

For this reason the owner should pay close attention to the maintenance control label. Also, great attention should be paid to the visual control (control of the pressure on the pressure gauge, check of the conditions of the fire extinguisher and its components), which must be performed by the owner on a monthly basis.

Upon detection of a fire site, the user should keep in mind that it can only be extinguished with a portable fire extinguisher when it is in its early stages.

Important! The first action to be performed is to notify the Fire Department.

It is also suitable only for small fires (i.e. a fire in a hob) and not for a large fires (i.e. a fire that has spread to a room).

In case the user considers that he/she is not able to extinguish the fire, the area must be evacuated.

The operation of a portable fire extinguisher is divided into five main stages:

1. Pull the fire extinguisher pin
2. Remove the fire extinguisher pin
3. Aim at the base of the fire
4. Press the handle of the fire extinguisher
5. Move right and left to extinguish the fire

Below follows reference of the most common cases of fire at a residential environment and the method to deal with them.

Fat fire in a pan:

To extinguish a fire in a pan, the safest and easiest way is to cover the pan with a lid that fits exactly and then switch off the appliance (do not try to remove the lid from the pan and let the cookware cool down) in order to cut off the oxygen supply to the fire. The next step is to switch off the general mains supply of the kitchen. Attention! Never use water in this case as it will cause ignition rather than fading. The use of a portable dry powder extinguisher or F type fire extinguisher can extinguish the fire immediately. (But first the device power supply must be cut-off.)

Fat fire in an oven: The first action is to switch off the oven and then switch off the mains supply of the kitchen. Keep the oven door closed. However, given that the ovens feature a ventilation system the fire will not be suppressed. Fire extinguishing must be performed by opening the oven door slowly and using a portable dry powder powder extinguisher or F-type fire extinguisher.

Fire in a waste basket: Using water is a solution but you should stay away from flames until the fire is extinguished. Alternatively, using a Type A fire extinguisher will have better and more immediate results.

Fire on furniture, curtains and tablecloths: These are category A fires that can be extinguished with water. Unlike fires in waste baskets, fires in furniture, curtains or tablecloths are not "restricted" and can spread rapidly.

For this reason it is often preferable to treat them with a fire extinguisher load and not with water buckets. When the combustible material has been extinguished, you should remain in the area for any re-ignition event.

Fire in an electrical appliance: If you are able to do so, unplug the appliance (without approaching the flames) or switch off the relevant switch on the electrical panel. If you are not able to unplug the appliance from the socket or switch to off the relevant electrical panel switch, do not extinguish the fire using water or a fire extinguisher that is only suitable for Class A fires. Attempt extinguishing using a portable fire extinguisher of appropriate category (category: ABF, ABC)

Fire in a fireplace chimney:

If you avail the Smart Fire extinguisher for Chimneys MBK19 - CHIMNEY, activate it. Then, immediately call the Fire Department because it is particularly dangerous for non-professionals. If the fire occurs in the hearth of the fireplace you will be able to extinguish the visible flames with water or using of a dry powder extinguisher (the upstream air will carry the extinguishing material to the top of the chimney).

Fire in natural gas pipelines:

The only way to fight a fire in a kitchen, oven or radiator that runs on natural gas or propane is to completely shut off the gas supply. The same applies to any fire involving heating oil under pressure (oil burner). An open gas line entails increased explosion probability. You should know the location of the gas shut-off valves in your home so as to be prepared.

Gasoline fire: Use only fire extinguishers of class BC and ABC for extinguishing. Do not extinguish using only Type A fire extinguishers as you cannot extinguish the fire at all.

Fighting a fire is a difficult task that requires great attention from the user who attempts extinguishing it in order not to spread in the home environment.





Refrigerants

BY ARGYRO SCHOLINAKI

MSc in Chemistry
Head of Gas Department

The refrigerant fluids (liquid and gaseous form) are the means used in all cooling and air conditioning systems. Through the cooling cycle they bind the heat of the cooling chamber and expel it to the environment. The first references to refrigerants date back to 1860, when carbon dioxide (R744) and ammonia (R717) began to be used in cooling systems. Ammonia is one of the 'natural' refrigerants produced through biochemical processes occurring in nature. Natural refrigerants also include carbon dioxide (CO₂), propane, isobutane, etc. Ammonia, mainly due to the particularly disturbing smell, as well as some of the other natural refrigerants, were replaced in the early 1930s, when the production of the first synthetic refrigerants began.

Synthetic refrigerants are divided into 3 categories according to their chemical composition:

- Chlorofluorocarbons (CFCs), containing carbon, fluorine and chlorine
- Hydrochlorofluorocarbons (HCFCs), containing also hydrogen in relation to CFCs,
- Hydrofluorocarbons (HFCs), containing carbon, fluorine and not containing chlorine in relation to the 2 previous categories.

Refrigerants and Environmental Consequences (1)

Nearly 50 years after the production of CFCs, environmental studies blamed the chlorine contained in these compounds as the culprit for the destruction of the ozone layer. From the 1970s, when the first studies came to light, it took another 20 years until the Montreal Protocol was finally signed and entered into force in 1989, which gradually banned the production and marketing of ozone-depleting chemicals. The main refrigerants in this category are R11, R12 (commonly known as freon) and R115. Despite the ban, illegal production and sales continues and surveys show that only 50% of the systems using CFCs have been replaced or upgraded.

The answer in the replacement of CFCs was the next generation of refrigerants, the HCFCs, which contained a reduced amount of chlorine and thus lower ozone depletion rates. The HCFCs came as a temporary replacement with a view to being withdrawn by 2030. The cost of the upgrade and the ongoing pre-announcements of the removal of the HCFCs created a climate of distrust, and hence the expected results were not achieved.

This refrigerants' generation is represented by R22, R123 and R124. The next generation of refrigerants, still in circulation today, are HFCs - full name hydrogen fluorides. These do not contain chlorine and therefore do not have any effect on the ozone layer. Nevertheless, they contribute the most to the global warming phenomenon.

The most common of these refrigerants are R404a, R134a, R 407c and R410 a. The R 134 is used to replace the R22 and is considered one of the most successful in this category of refrigerants, since the units do not require any modifications. The significant drawback in this case is the performance which is reduced by 40%. One of the main disadvantages of mixtures such as R 407c is the different volatility, which means that in the event of a leak, the ratio cannot be restored. Unlike the previous ones, R 410a has a higher efficiency than the R22, there is no ratio problem of the mixture in case of leakage, but it requires a modification of the system as it needs a larger compressor, etc. Its operating pressure is almost twice that of R22.

Legislation (2) (3):

The latest legislation of the European Union on fluorinated greenhouse gases has been in force since January 2015 and imposes a number of measures intended to:

- Reduce the production and sales of the main fluorinated gases from 2015 onwards, with the ultimate objective of reducing them to 1/5 of 2014 sales by 2030.
- Ban their use in new equipment when alternatives that are less harmful to the environment are available
- Prevention of emissions from existing systems, requiring proper maintenance, continuous checks and recovery of gases at the end of equipment life.
- Sale of fluorinated gases only to trained and certified users
- And the new products are required to bear markings of the fluorinated gases contained in the installation and the GWP.

More specifically, it imposes (2):

- Ban of the use of HFC with GWP index ≥ 2500 in new cooling installations from 1/1/2016 (excluding systems that use HFC in applications with temperatures below -50°C)

their evolution, legislation and reality

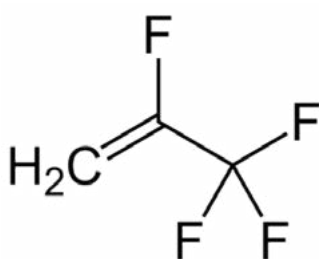


- Ban of the use of HFC in new refrigeration facilities from 1/1/2020 (excluding systems using HFC in applications with temperatures below -50°C)
- Ban of the use of HFC in new air conditioning installations from 1/1/2020
- Ban of the use of HFC with GWP grade ≥ 2150 in new professional cooling installations from 1/1/2015 (instead of 1/1/2017)
- Ban of the use of HFC in new professional cooling installations from 1/1/2018 (instead of 1/1/2020)
- Ban of the use of HFCs in cargo ships from 1/1/2020
- Ban of the use of HFCs in mobile refrigeration equipment from 1/1/2025

New Generation of Refrigerants

The new generation of refrigerants was designed to meet the needs arising from the legislation. The specifications of the specific refrigerants cover the environmental aspects of the legislation. The new generation of refrigerants is hydrogen fluoride alkenes (HFO).

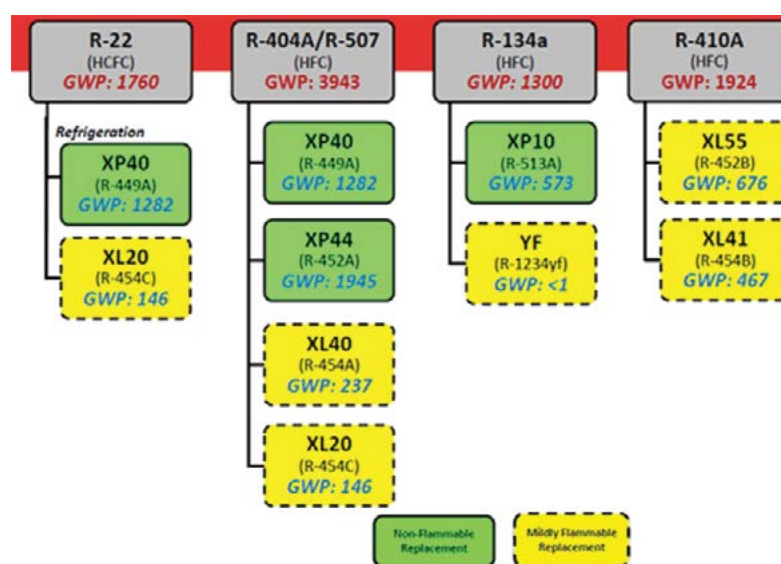
HFO-1234yf



CF₃CF=CH₂

An example from the new generation of refrigerants is the R 1234yf which is now mandatory on all air conditioning systems of new car models. Below follows a table with all the dominant new refrigerants, as well as the list of the older refrigerants being replaced. Also, the table indicates the global warming potential (GWP) for each of them.

* The Global Warming Potential (GWP) is a unit of measurement that calculates the energy absorbed by the emissions of one tonne of greenhouse gases relative to emissions of one tonne of CO₂.



Refrigerant selection

The basic requirements that refrigerants must meet are:

- **Safety**, i.e., there is no risk involved with their use. More specifically, they should be non-toxic, non-flammable and environmentally friendly
- **The chemical, physical and thermodynamic properties** of the refrigerant must correspond to the system and conditions at a reasonable cost. The efficiency factor must be satisfactory and at the same time no conversion of the equipment must be carried out resulting in increased costs.

Achieving all of the above is almost impossible, thus the selection of the right refrigerant is based on compromises aimed at the best result possible. One of the most essential characteristics is the chemical stability within the cooling system and the efficiency factor that depends on its thermodynamic properties (1).

Therefore, based on the above summary of the selection criteria and the table giving the characteristics of the new generation of refrigerants, the conclusion is that the advantages of the new generation in relation to environmental protection are encouraging for most of them and for some exceptions thereof, ideal. However, taking into account their other characteristics, such as flammability or decomposition into substances that are directly harmful to humans, it is concluded that further study and research is necessary. In the general conclusion, we consciously chose not to mention the cost; the cost of converting the systems or the cost of manufacturing new ones that meet the specifications, as well as the cost of refrigerants.

Bibliography:

- (1). <https://www.swep.net/>, (2) <http://opsiktikos.gr/>
 (3) <https://ec.europa.eu/clima/policies/>

Intra - company Training Seminars on Fire Extinguishing Products



In January at the distribution center in Aspropyrgos and in February in the corresponding one in Thessaloniki, training seminars were held for the company's personnel on the new fire extinguishing products that our company, MOBIAK, now has in its range.

MOBIAK does not stop the continuous training and education of its staff, despite the adverse conditions created by the pandemic and, employing all the precautionary measures provided, it held two intra-company seminars.

The purpose of the training - information was the training of all participants in the preparation of orders (order receipt - preparation-distribution) so that the result is the desired one and the company's products properly reach the partners of MOBIAK and the final destination that is the end customer.

BY ATHANASIOS BODOSAS

Head of the Distribution Center of Northern
Greece and the Balkans

The staff listened with undiminished interest to everything that was said during the seminar.

They exchanged views and suggested improvements to the company's products where possible, so that the result would be even better.

Similar information meetings will be held for the part concerning the medical equipment of the company.



BY MARIA VOURAKI
Graphic designer
Marketing Department

The Psychology of Colors

The perception of color by the human mind is a complex process, it is realized through the recognition of light diffusion waves and it is interconnected with the psychosynthesis of the individual.

How do colors affect the emotional composition of the human species? What feelings are evoked by the sense of color and how positive is their influence on the daily life?

Color psychology has a significant impact on personality and the adaptability to the environment as it constitutes a channel of externalization of the subconscious. Exploring human emotions and psychosomatic changes, there is understanding of the specificity and the clear complexity of the existing color shades. Psychology is an integral part of physical differentiation.

Thus, the interpretation of each color by the human mind leads to a particular psychosomatic reaction, positive or negative. Colors from the three distinction categories, warm, cool and neutral, will be used as examples to analyze the above.

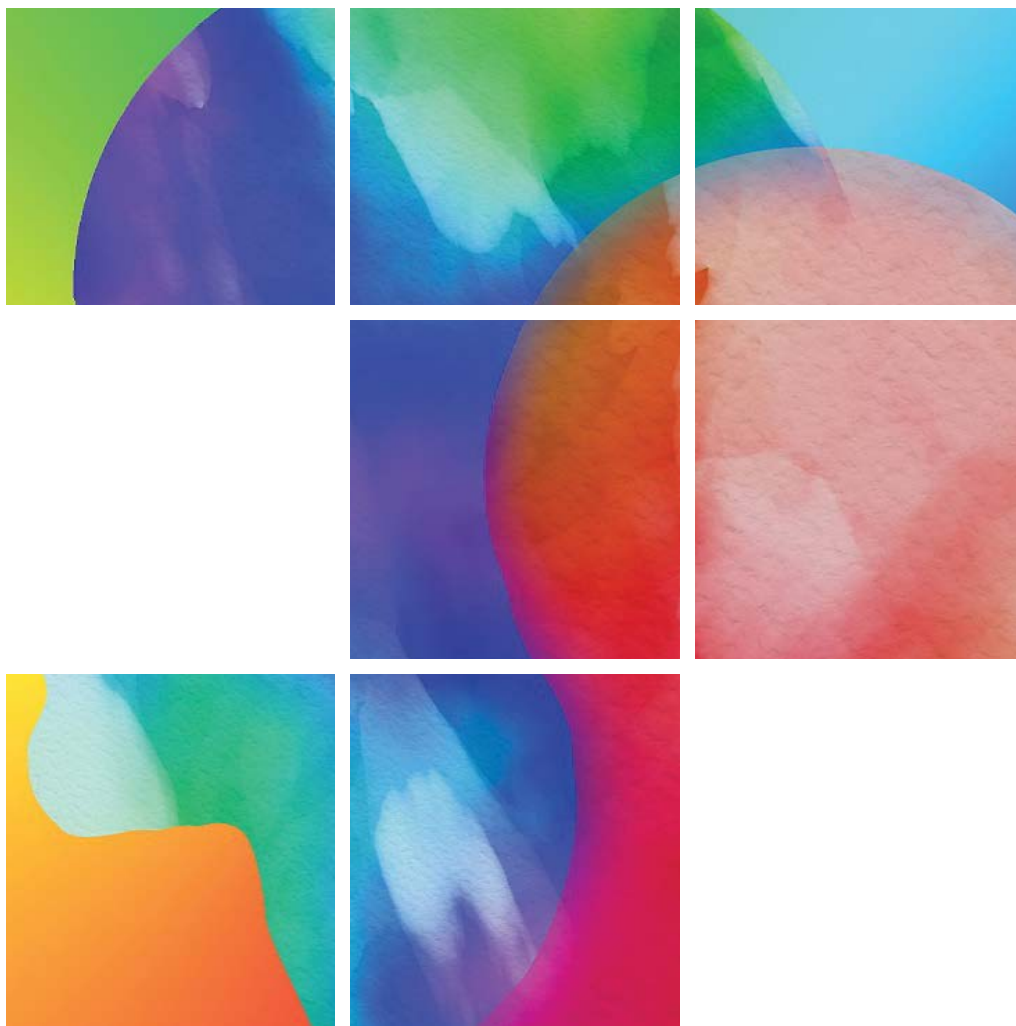
The category of **warm colors** features red, orange and yellow, shades that exude confidence, strength, dominance and at the same time contribute to the sharpening of imagination and energy. It is not uncommon for warm colors to cause negative emotions such as anxiety, a sense of danger and aggression.

The category of **cool colors** includes colors that stand out for the harmony of emotions they offer such as blue, purple and green. A person recognizing these colors is overwhelmed by the feeling of relaxation, faith and truth, while the use of purple exudes richness, prestige and spirituality. It is certain that the individual, depending on the psychological state of a certain time in ones' life, can perceive the cool colors in a more negative tone. Feelings that are usually observed are indifference, envy, loneliness and in more specific cases depression.

The last category, that of **neutral colors**, includes white, gray, brown and black. These shades are associated with a sense of serenity, spiritual clarity, comfort, compromise and often express prestige and grandeur. On the other hand, neutral colors, especially white and black, are inextricably linked to death, while brown and gray can cause sadness and melancholy.

Color psychology has always been a basic principle of every human preparation. The artists used the alternations of shades and tonality both to influence the viewer and to externalize the emotions and to indicate their psychological state.

In each work, the psychology of colors is used in an elaborate way **and the whole life of the human species revolves around colors and their individual interpretation by personal and mental composure.**



The people of MOBIAK



By **Dimitris Mousourakis**
Accounting and Finance
Human Resources Manager

Since its establishment in 1977, **MOBIAK** relied on values and ideals that keep it alive and guide it through its course to this day.

The investment in the people of MOBIAK, the front line executives was and continues to be placed high on the agenda of the Management.

The above is reflected both in numbers and in quality. Indicatively, in 2015 the company employed 90 employees, while today it has 161 employees. Of course, people are not just numbers. We are referring to people with culture and deep knowledge of their fields. **They are active scientists capable of continuing the vision that is constantly growing.**

Adding employees employed in group subsidiaries, **MOBIAK Group currently employs 180 people.**

All employees, each from their own position, are an important part of the success and we thank them for their contribution.

We go on. Dynamically!





2021

New Year pie at MOBIAK

The Chairman and Managing Director of MOBIAK cut the Customary New Year Pie for the New Year.

Mr. Svourakis thanked all the employees for their cooperation in a very special year like the one that passed, while emphasizing the importance of teamwork.

As he characteristically stated **"We are all part of the MOBIAK Family, we are part of the Gear that sets into motion the development of our Company"**. The Pie was decorated with the Company's Old Logo, in honor of the Founder of MOBIAK who passed away last year.

Happy and Healthy New Year to All!

CORPORATE SOCIAL RESPONSIBILITY

I feel deeply obligated to the Chairman of the company MOBIAK Manolis Svourakis and to his Mother of Rena Svourakis for the immediate response and sponsorship of the company amounting to 2,000 Euros for the publication of my book entitled "Lytriosi" (Redemption).

It is a firm policy of the company by its founder, the late Manolis Svourakis (father) for a social contribution to Chania and other areas. I would also like to express my gratitude to Antonis Gezepis, the company's Communications Manager and Graphics Designer, for the excellent cooperation and direct communication with me for all the details before printing.

Thank you all from the bottom of my heart, I wish health for you and your families and may MOBIAK always lead and contribute to the society.

Georgios Giannoudakis - Author of the book "Lytriosi" (Redemption)

Dear Mr. Chairman and distinguished members of the Board of Directors, we hereby express to you, with deep emotions, honor and joy, our gratitude for your gesture to support through a relevant decision the multifaceted work of our charity (...). Our thoughts are also in you in this hard times where the global community and each country faces Covid-19.

We wish you have the strength to continue in the field of entrepreneurship by investing in technology and infrastructure and above all in humans.

**Apostolos Forlidas - Chairman,
LIGHT OF HOPE - Urban Non-Profit
Company**

The Parish of the Holy Temple of Agioi Apostoloi Petros and Pavlos of Vatolakkos warmly thanks company MOBIAK S.A. for the donation of 4 6 kg of Dry Powder Fire Extinguishers for the needs of the Parish.

The Ecclesiastical Council

Dear Mr. Emmanuel

The Offer of the last few days, and not only this one, required us to express our gratitude to you for your support - donation of 100 pieces of disposable gloves

The Rev. Metropolitan Bishop of Kydonia and Apokoronas, Damaskinos

The Kalludiana Kindergarten would like to thank Mr. Manolis Svourakis and MOBIAK SA, who once again demonstrated their charitable nature by supporting our kindergarten.

MOBIAK responded promptly to the request for aid for the earthquake victims in the Region of Thessaly, by offering fire protection products for the camps set up and basic necessities.

Our dear Chairman of the MOBIAK SA Group, Mr. Manolis Svourakis, worthy successor of his late father Manolis Svourakis, a distinguished offspring of Kissamos, who throughout his earthly life has been a model of morality, modesty, humility and offering to fellow human beings, (...) We wholeheartedly thank him not only for his precious support to the welfare work of our Holy Diocese and the Annousakeio Foundation, as regards the donation of large quantities of fire-fighting equipment and medical equipment already provided to disabled and sick persons, relieving their hardship; we thank him mainly for his great and enviable by all success did not affect him and did not alter his nature and his heritage.

**Rev. Metropolitan Bishop of Kissamos and Selinos
Amfiochios**

Dear Mr. Svourakis.

The spread of the deadly virus renders extremely difficult to secure the necessary financial resources. Given our obligation to support our brothers in need, we hereby appeal to you to participate in this effort to provide support.

Thank you sincerely and I remain in your debt.

The Rev. Metropolitan Bishop of Kydonia and Apokoronas, Damaskinos

The Commander of the National Coordination Center for Operations and Crisis Management (ESCEDIK), Lt. Gen. Spyros Varsamis, would like to thank from the bottom of his heart company MOBIAK for its support in matters of fire safety. Specifically for the free maintenance and restoration works of the fire detection systems and the inspection of the coordination lines in order to render the system operational.

Lieutenant General Spyros Varsamis

The Association of the Coast Guard of Western Crete warmly thanks company MOBIAK for its contribution to our Union (...) by demonstrating in practice its support to the work carried out by its executives

On behalf of the BoD.

**Chairman Katsikandarakis Vassilios
The General Secretary Konstantinidis Vassilios**

We hereby express our heartfelt gratitude for the donation (...) to the department of Chronic Diseases of Thessaloniki "Agios Panteleimon"

**The Chairwoman of the KKPKM
Vasiliki Nakou**

► Partner Reward

By Vassilis Simandirakis
Medical Equipment Sales Department in Greece



The New Store of Orthopedic & Medical Supplies in Kozani opened at 16 Filippou B street. Visit our store and get information on Oxygen Therapy Products, Incontinence Products, Wheelchairs, Orthopedic Items, Hospital Beds, Air Mattresses, elastic stockings, Sports medical products, COVID-19 Products, Medical Consumables. Large range of products for the entire family and more!

Because Health is Above All!

*Dear Partners,
with this Opportunity we would like
Thank you for the excellent cooperation
all these years and to reward you with
Products of Value*

500€

www.medplace.gr



► Partner Reward

BY **SOΦΙΑ PSYLLAKI**

El. Engineer & Computer Engineer
Head of Sales, Fire Fighting Equipment



Company DESMOS E.E. was founded in 1982 in Ioannina by a group of people passionate about innovative technologies and high quality. Consistency, professionalism and impeccable service make our company the first choice both for the professionals and consumers.

One of our most important industries is fire safety. For many years we have been consistently offering high quality products, services and know-how to a large number of customers in Western Greece. Our vision is to expand this activity out of the narrow confines of the legal obligations. It is therefore an important objective for us to raise the awareness of the public in the field of fire safety and, above all, in the prevention and shielding against fire risks.

DESMOS avails state of the art and well-equipped privately owned facilities in Kardamitsia, Ioannina and the Industrial Area of Ioannina; such infrastructure constitute yet another guarantee in the provision of a high level of services and reliable products.

As a trusted companion, all these years, MOBIAK SA being our Exclusive Partner and Supplier, provides DESMOS EE, on a continuous basis, with the necessary means to maintain its leading position in the sector in Western Greece.

*Dear Stavros,
Thank you very much for the
excellent cooperation that we
have all these years.*

*MOBIAK Continuing its
Partner reward action with
each Journal,
offers you Products of Total
Value*

500€