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We Wish you a very
Happy Easter



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EDITORIAL

Dear Readers,

When Spring barges in after a quite tough Winter, we definitely see the monotonous routine caused by these hard circumstances that have a major impact on our psychology. Going to work and then back home becomes a daily pattern, with days coming one after the other, and nothing new seems to turn up in our lives. Yet only few people have neither felt the need to escape, nor include new hobbies into their lives to change the scenery.

You go to work early in the morning, and get back home late in the evening. Obligations, things to do, loose ends, fatigue, pressure and anxiety take their toll on you. Days just come and go. Summer is coming, but our daily routine seems hard to break.

You promise yourself that things will change, but your everyday life won't

give you the freedom, time or energy to keep that promise. Every year you hope that when you get back from holidays you will do the best you can to keep this positive thinking in your everyday life, taking up new hobbies and pastimes. Yet the next holidays are coming and it's still the same, no major changes.

Your daily routine is ruthless, giving promises is just not enough. You need to take action.

It is important that we make what we want from our lives very clear to ourselves.

This will help us see things from a different perspective, plan our time better and become target-driven and motivated.

It all starts with all those "must-dos" that we have inserted in our lives, and will not let us take control of ourselves and our actions. We are exposed to a repetitious routine that do not give us the slightest pleasure.

The reason why most people are drowning in this routine is that they do not set clear goals to help the escape this rat race. They cannot find a way to combine things they must do with things they want to do.

It's true that obligations and problems are not that easy to forget, which overwhelms us during the course of the day, eventually draining us of our energy to do anything else.

Going to work from home and then back home becomes a daily pattern, with days coming one after the other and nothing new seems to turn up in our lives...

This is how we can set our priorities, by including our wishes in our daily lives, by taking pleasure in life's happy moments with our friends and family.

It's not easy, but it's possible. We just have to make that decision. All we need to do is set a goal and not stray away.

Some of these goals are as follows:

- Identify what bothers us and if we cannot change it, try to change the way we approach it to make it more pleasant;
- Take up a hobby we like, such as exercise, reading, walking, dancing or music;
- Create a life plan;
- Be optimistic and think positive;
- Be honest to ourselves;
- Set limits by learning to say "No".

We are responsible for our everyday lives, that's why we can change it and offer ourselves a more quality lifestyle;

Daily routine may have outpointed us, but making small changes in our everyday lives, even for a few moments, may help us overturn this routine that takes its negative toll on our psychology.

Routine is merciless. It devastates everything. Even relationships between friends, lovers, or family, no matter how strong they are. We need to work on relationships to help them prosper.

Routine is treacherous. It works in devious ways and causes trouble. We shouldn't let routine manage our lives. We have grown up knowing that routine is a bad thing. The word itself is clearly negatively charged: "humdrum routine", "stuck in a routine", and so on.

Daily Rituals: How Artists Work, by Mason Currey, is telling a totally different story.

Taking a close look at dozens of famous artists, authors, philosophers and so on, including Mozart, Voltaire and Kafka, and others who are still living, including Woody Allen, Haruki Murakami or Alice Munro, Currey's book praises the daily rituals of great historical figures, to finally conclude that routine is not as bad as we may think.

To quote author William James (1842-1910): By creating good habits, "our higher powers of mind will be set free for their own proper work". It is noteworthy that James himself suffered from chronic procrastination and always failed to follow a systematic plan.

So, probably from personal experience, he wrote that "there is no more miserable human being than one in whom nothing is habitual but indecision, and for whom the lighting of every cigar, the drinking of every cup, the time of rising and going to bed every day, and the beginning of every bit of work, are subjects of express volitional deliberation".

This is how we can set our priorities, by including our wishes in our daily lives, by taking pleasure in life's happy moments with our friends and family...



Therefore, Mason Currey is right when he writes that one's daily routine is a whole series of choices. "In the right hands, it can be a finely calibrated mechanism for taking advantage of a range of limited resources: time (the most limited resource of all) as well as willpower, self-discipline, optimism. A solid routine fosters a well-worn groove for one's mental energies and helps stave off the tyranny of moods."

By Manolis Svorakis
CHAIRMAN & CEO
OWNER OF MOBIAC S.A.

Fire Protection Fluids

By Magda Charalampaki
Chemist MSc, Quality Assurance Department

It is estimated that around 3,000-4,000 people die in fires every year in the USA, around 20,000 suffer from burns, and the annual cost of property damaged by fire amounts to approximately 11 billion dollars. According to statistics from a study referenced in a periodical publication for insurance companies, "Geneva Association Information Newsletter: World Fire Statistics", fires in developed countries alone claim the lives of more than 10,000 people every year, and the relevant cost (2002-2004) amounted from 0,01 to 0,03% of each country's GNP.

...fires in developed countries alone claim the lives of more than 10,000 people every year...

What's more, other than the high cost of lives and financial damage, fires produce high quantities of toxic and carcinogenic substances (such as dioxins, polychlorinated biphenyls and furans), pollute the environment and are harmful for human health due to toxic fumes and smoke.

Over the past decades, several fire safety measures, including flame and smoke detectors, automatic fire extinguishers and alarm systems, and several substances used as flame retardants have reduced the number of victims and

damage caused to homes, small enterprises, factories and various facilities. This is largely due to the application of stricter standards for numerous flammable materials used as construction materials (electrical wiring, thermal insulation) and in several consumer products (e.g. clothes, carpets, furniture, electrical appliances/electronics etc).

How flame retardants work in general

Figure 1(a) illustrates how a fire usually develops, as a function of the temperature of the closed space where it starts and time. The onset of a fire is usually related to an "incubation period", when a combustible object (e.g. an armchair cover) is locally heated by a small source of heat (e.g. a lit cigarette or candle).

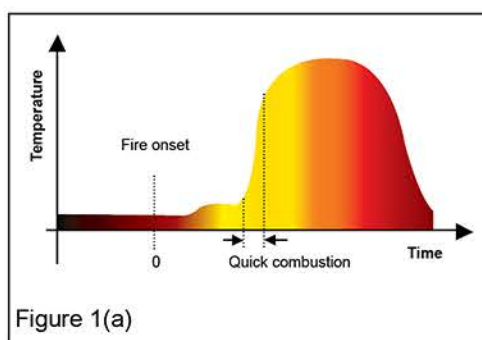


Figure 1(a)

Part of the heat emitted due to the ignition of gases accelerates the organic material pyrolysis, causing rapid spread of flames throughout the material (flash fire) and full development of fire.

The purpose of fire retardants is either to fully inhibit or delay the spread of fire, so as to allow more response time for extinguishing the fire or, at least, evacuation.

Depending on their nature, flame retardants may work in one or more of the following natural and chemical ways:

Natural ways

- (a) By cooling. Endothermic procedures involving retardants keep the substrate temperature lower than the temperature needed to keep the fire burning.
- (b) By thermal shielding. The substrate is isolated from its gaseous phase through a solid or a non-combustible layer (e.g. vapors), which removes heat from the substrate and reduces the emission of combustible pyrolysis gases that would keep the fire burning.
- (c) By dilution. When heated, retardants break down to release inert (incombustible) gases, which dilute combustible gases and keep them in lower concentration than that of the lower ignition threshold.

Chemical ways

- (a) Free radical quenching. The retardants prevent flames from spreading and developing through a free radical mechanism. All relevant chemical procedures in gaseous phase are interrupted, the system is cooled down, and combustible pyrolysis gases supply is gradually reduced till its termination.
- (b) Solid phase reactions. The decomposition of an organic substrate (e.g. a polymer) may be accelerated through a retardant, helping it flow away from the flame's area of influence. However, the most important way of action of a retardant is by forming a solid carbonized layer on the substrate surface through dehydration. This layer acts as thermal insulation to prevent pyrolysis combustible gases from being emitted (See Figure 2).

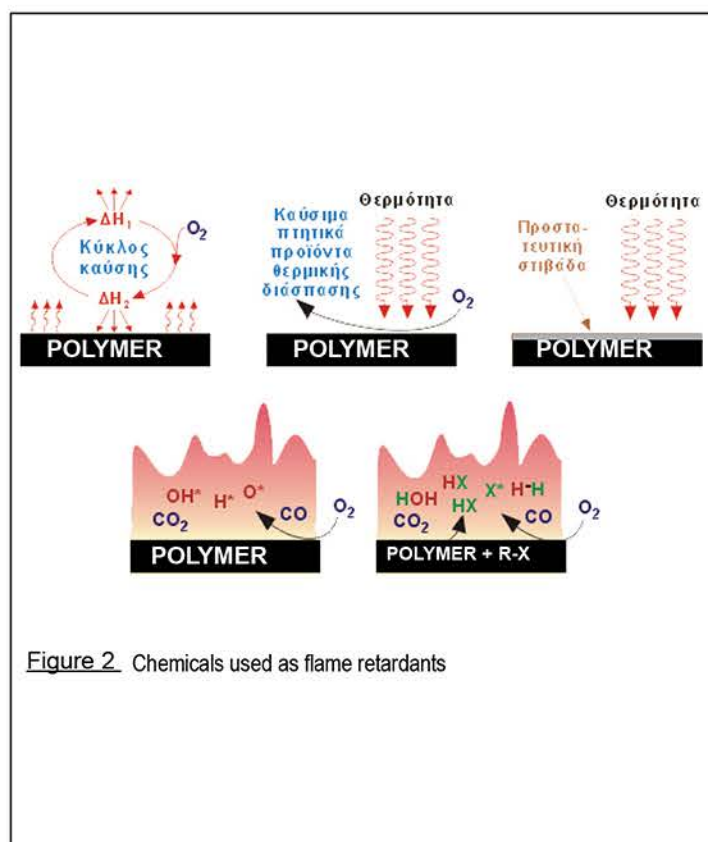


Figure 2. Chemicals used as flame retardants

More than 175 chemicals are used as flame retardants. Depending on their type or mechanism, they are distinguished into different categories:

Inorganic flame retardants

Organic flame retardants

Brominated flame retardants

Phosphorus-based flame retardants

Source

http://195.134.76.37/chemicals/chem_TBBPA.htm#07

AUTOMATIC

Ceiling Mounted Fire Extinguishers

By Stratos Koronis
Mechatronics Engineer MSc, MOBIAKFire Export Department

HFC-227ea fire extinguishing agent has great extinguishing properties for use in total flooding systems.

New HFC-227ea Automatic Ceiling-Mounted Fire Extinguisher series is suitable for the protection of engine rooms found on boats, servers in computer rooms, storage rooms and telecommunication facilities.

This fire extinguishing agent is suitable for A, B and C fire classes, and is also safe for use in energized electrical fires.

A ceiling-mounted fire extinguisher should be placed to fully cover and protect the entire volume of each space.

HFC-227ea Clean Agent

HFC-227ea fire extinguishing agent should not be used in fires including the following substances:

- Certain chemicals or chemical compounds, such as Nitrocellulose & Gunpowder, due to their fast oxidation in the absence of oxygen;
- Certain metals, including Lithium, Sodium, Potassium, Titanium, Zirconium, Uranium and Plutonium;
- Metal Hydrides;
- Thermally Degradable Chemicals.



An Environment
Friendly choice!

CE
Sprinkler



A pressure switch is available upon request, which may be connected to the extinguisher's sprinkler.

The device constantly monitors the pressure of the extinguisher.

If the extinguisher is activated, as soon as the pressure falls below 10Bars, the Pressure Switch is activated and transmits a signal to every possible Fire Alarm Device.

Optional Adjustable Mount



Technical Specifications

A/A	Capacity	Pressure	Dimensions	Discharge Time Act.	Temperature	Protected Volume
1	1,7Kg HFC-227ea	15Bar at 20°C	250 x 160mm	Less than 15 seconds	68°C	1.2m³ of Free Space
2	4,5Kg HFC-227ea	15Bar at 20°C	350 x 260mm	Less than 15 seconds	68°C	3.15m³ of Free Space
3	8Kg HFC-227ea	15Bar at 20°C	450 x 220mm	Less than 25 seconds	68°C	5.6m³ of Free Space
4	14Kg HFC-227ea	15Bar at 20°C	440 x 310mm	Less than 25 seconds	68°C	10m³ of Free Space

Greece's Economic Crisis

& its Impact on Business

By Ilias Drakonakis
Head of Heraklion Distribution Center

The global economic crisis delivered a major blow to the Greek economy, revealing long-standing weaknesses and the indebtedness of the Greek State, which failed to keep its swollen debt under control. Greece's credibility across international capital markets was shaken. Greece had to turn to the International Monetary Fund (IMF), the European Central Bank and the European Union for help to avoid default, by adopting a strict fiscal policy.

..Greece's credibility across international capital markets was shaken. Greece had to turn to the International Monetary Fund (IMF)..

As a result, the economic crisis caused a dramatic change in the market conditions where businesses are established, operating and growing, and receive a lot of pressure to adapt to these unfavorable conditions. They are often forced to cut down on their operational costs, review their corporate strategies and investments, or even resort to collective redundancies. Therefore, amid this complex environment, where rapid developments and high instability prevail, the most important issue is the crucial need for business survival.

The growth and productivity of the Greek economy are hindered by important chronic issues, such as the following:

- The structure of the Greek economy discourages investments;
- Business financing is getting more and more difficult during crisis. This is a major problem resulting in limited cash flow for customers/vendors. Other important financing problems include higher borrowing costs and the banks' refusal to approve new loans;
- The broader public sector is huge and inefficient;
- The structure and conditions of the labor market limit workforce flexibility;
- The legal system is a tough one, discouraging investments;
- Extensive black economy.

To emerge the least undamaged from the current crisis, companies must make several strategic moves, such as the following:

Businesses must implement appropriate strategies on how to place/invest their assets and utilize their human resources, and take appropriate measures to help each corporate department achieve their goals.

They should also adopt responsible and efficient business practices that enable financial viability in the middle of an economic crisis. They must concentrate on their business activities, especially those potentially profitable in the long run. A business should focus both on its most profitable business activities and customers, while trying to grow its customer base.

Viable businesses should innovate, adopt appropriate, environment-friendly technologies, develop skills and human resources, and boost their productivity to remain competitive across the domestic and international markets

Each company must be able to predict the future structure of its industry, understand the implications of state interventionism, in order to create an insight of its restructuring.

Furthermore, it is commonly accepted that there is a clear connection between working conditions, productivity and competitiveness for all types and sizes of businesses.

In such an environment of recession & tough competition, certain Greek companies keep their headquarters within the Greek borders, to support local workforce and the Greek economy. Moreover, they adopt appropriate strategies to meet market needs, by offering quality services and products, and achieve their goals despite the challenges.



MOBIAK is one of such companies that successfully operate in Greece and abroad, with persistence and a vision. Our management and people are focused on providing quality products and services, showing respect to our customers; boasting 40 years of experience, we have many reasons to be optimistic about the future.

Fire extinguishers & How to use them

By Sakis Bodosas

Head of Thessaloniki Distribution Center

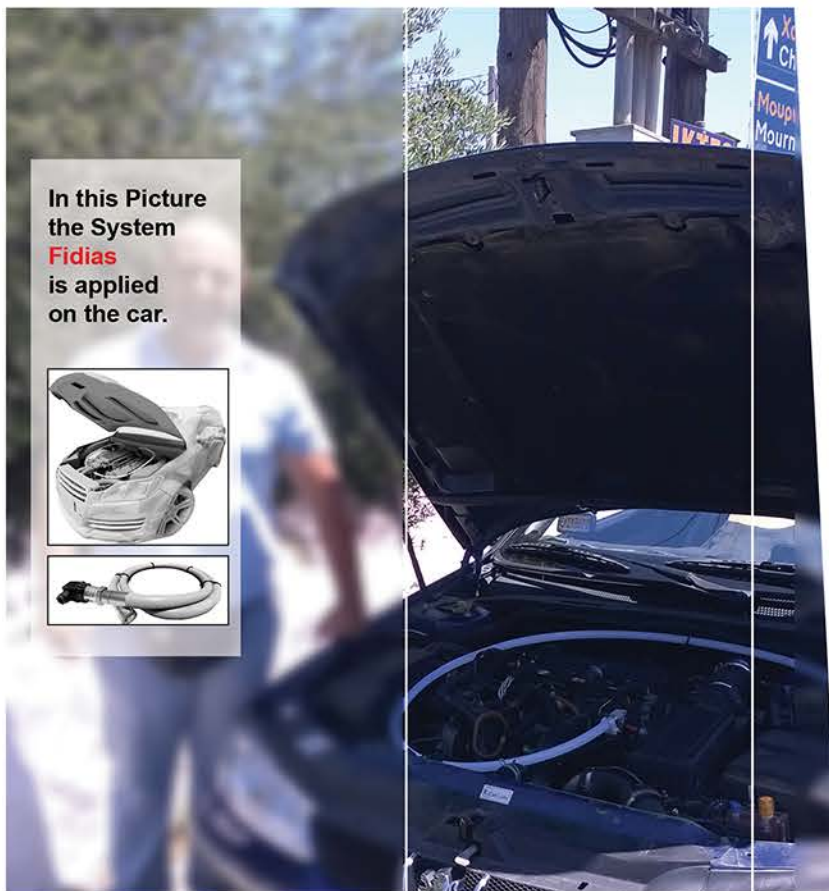
Fire extinguishers are an additional part of your vehicle's compulsory equipment, and we should not forget that they are used in emergencies, for example to extinguish a fire that has started in a motor vehicle. Vehicle fires are generally classified as dangerous fires. For this reason, the first method of intervention should be quick and efficient, and the means of extinguishment, especially those to be used when the fire has just started, should be efficient to achieve a quick extinguishment.

Gasoline or petroleum, oils and other flammable liquids are fuels that feed fire. Once a fire has started on a moving vehicle, passengers do not notice it immediately, and the current of air created by the moving vehicle helps the fire spread.

Every vehicle must be equipped with a properly maintained fire extinguisher, ready to use in case of fire.

We should point out that the proper place of a fire extinguishers in not the car's trunk, but the cabin.

The law identifies 3 types of fire extinguishers, and vehicles should be equipped with one, according to vehicle category.



• Type 1 Fire Extinguishers:

Portable dry powder fire extinguishers for class A, B and C fires, and electrical fires involving voltage up to 1000V, with minimum extinguishing capacity 8A, 34B, C.

• Type 2 Fire Extinguishers:

Portable dry powder fire extinguishers for class A, B and C fires, and electrical fires involving voltage up to 1000V, with minimum extinguishing capacity 13A, 55B, C.

• Type 3 Fire Extinguishers:

Portable dry powder fire extinguishers for class A, B and C fires, and electrical fires involving voltage up to 1000V, with minimum extinguishing capacity 21A, 113B, C.

Converting leads into customers in today's marketing environment

By Alexandros Bolanis

Sales Department, MOBIAC fire

The main purpose of all businesses is to grow their customer base and increase their turnover, yet very few seem to actually know and take advantage of the possibilities offered by today's marketing to make it happen.

To achieve those goals, one of today's most important marketing tools are customer satisfaction surveys, which are part of the quality research category. Customers are surveyed face to face, by phone, email, online or by filling in hard copy questionnaires.

Customer satisfaction metrics provide objective information not just on the quality of services offered by a business, but also on its overall image, structure and operation, to help identify the pros and cons of the policies implemented by this particular business (Kotler, 2000).

However, in addition to this procedure, the investigation of converting leads into customers is a similar tool of targeted research.

This survey seeks to identify the reasons why an order was not placed after an offer was given upon a customer's request, that is why a sale did not take place. The advantages of this procedure are similar to those of a customer satisfaction survey.

In particular:

- It is an easy, quick and cheap survey;
- It demonstrates a business' interest in and commitment to its customers;
- It enables a business to base its business choices on "countable", realistic conclusions, not assumptions;
- It is a valuable decision-making tool for modern managers;
- It is a safety net for businesses against competition, by safeguarding their relationship with customers.

Therefore, monitoring the conversion of leads into customers helps us learn from our customers the reasons why they did not proceed with a purchase, and thus identify any weaknesses or elements that may be improved to boost our sales.

So, everyone must understand that we must follow-up with offers made to potential customers; this follow-up must be consistent and coherent to achieve the desired results and lead to reliable and safe conclusions.

Recognizing the benefits of this procedure and aiming at the constant improvement of our services and products, for the benefit of our partner network, MOBIAC has been implementing relevant procedures since 01 January 2017. Mr Alexandros Bolanis from MOBIAC fire sales department is in charge of this entire effort.

Mathematics

& their Value

By Giannis Christakis
Mechanical Engineer, Balkan Area Manager

We live in a world of practical applications, where young people absorb or at least want to absorb all the knowledge they can use. This means that they value anything tangible, rather than abstract.

Mathematics is all around us, we just have to try a bit to see it. This happens for the following reasons:

The role of mathematics in science has always been subsidiary. Other scientific disciplines have been using mathematics to solve problems, which downgraded the significance of mathematics.

Had it not been for geometry, the ancient Egyptians would not have managed to identify the boundaries of their fields every time the Nile flooded, nor would they have built the Pyramids; had Columbus not used trigonometry to read the stars, he would never have discovered America; had it not been for imaginary numbers, alternating current would have never been invented; and spaceships would have never reached Mars if their trajectories had not been described in detail with math equations. Nor would have computers been invented had it not been for the binary number system and Boolean Algebra, nor doctors would be able to predict the risk of a heart attack were it not for statistics (and much more).

... we wouldn't have computers were it not for the binary number system and Boolean Algebra, nor doctors would be able to predict the risk of a heart attack..

Mathematics is a science that doesn't make a lot of fuss. Math doesn't need labs and expensive machinery, or guinea pigs, and math research does not cost much. It only needs paper, a pen, a book and an inquisitive mind. However, it doesn't take much to see that mathematics is all around us; the global language of mathematics helps us better understand the world that surrounds us. A few examples are always handy. What we need to realize the most is that the most useful thing about mathematics is necessity.

Some of the most frequent questions students ask their teachers include "Why do we learn Math?" or "Where do we need Math?". The most usual answers include "Because it's useful" or "In all aspects of life" respectively.

But if we ask students, we will find out that none of them are satisfied with those answers.

Indeed, one may say that Mathematics is not so useful, as most people only need four operations for their daily math and calculations.

Then why do we learn all this Math, which only a few people use in their jobs? What is the purpose and objectives of teaching Math?

We can define three axes to state the purposes of math education. In each axis/purpose we will describe the relevant objectives. So, the purposes of teaching Mathematics are as follows:

1. Practical purposes

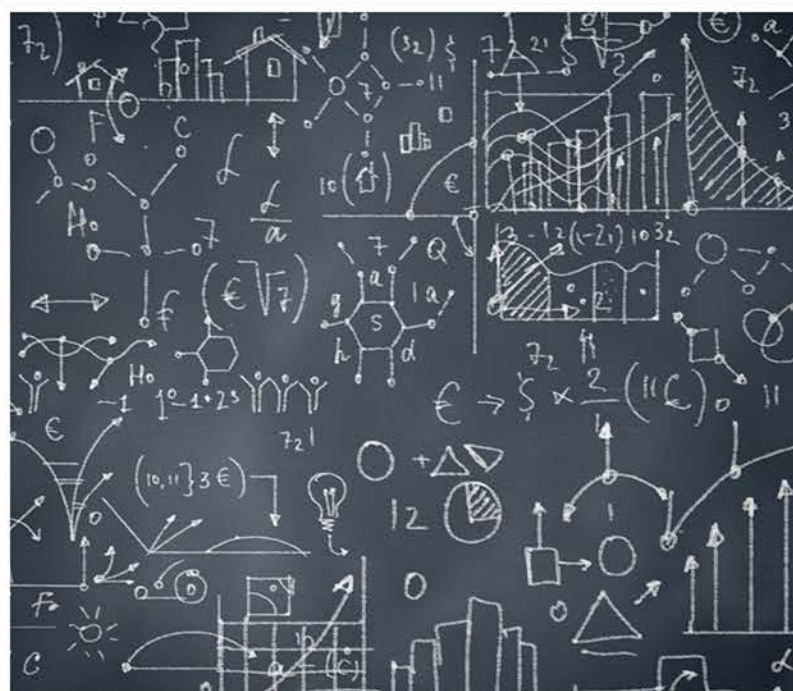
The practical purposes of mathematics education are fulfilled by achieving the following objectives:

- Students should understand basic algebraic operations and practice in calculations.
- They should learn to draw geometric shapes to depict our surrounding space in a graphic way.
- They should be able to interpret graphs and charts.
- Students should also acquire a scientific way of thinking and addressing actual situations, by developing their critical skills, imagination and evaluation abilities. This objective may be achieved through problem-solving procedures, which are greatly emphasized by the new math education reform. Through problem solving, students indirectly learn to address many of the daily challenges that will come in the future.

2. Educational purposes

Educational purposes can be fulfilled by achieving the following objectives:

- Learning and proper use of the strictly structured language of Mathematics, to help students acquire a positive mental attitude in life, including precision, clarity, discipline, etc.
- The teaching method of Mathematics should not offer easily digestible knowledge, but help students discover it themselves. So, through observation, exploration, detection of the laws and rules of Mathematics and the recognition of common relations in different fields, children will develop logical thinking and judgment skills and find out how to recognize logical relations between independent events.



3. Cultural purposes

Cultural purposes are fulfilled by achieving the following objectives:

- Students must learn about the historical development of Mathematics, to realize its inclusiveness and potential, and its role in shaping society.
- Finally, great emphasis must be placed on the subjects of Geometry, Trigonometry and Stereometry, to help children recognize the beauty, harmony and symmetry of shapes in nature.

At this point, we should note that the above purposes of math education vary in different countries. They depend on the social, economical, political and cultural background of each place and time. Furthermore, the analysis of the above purposes into objectives is not univocal. Instead, they are influenced by the educational system and socio-economic conditions in each country, specific characteristics of student groups, student age, etc. But regardless of all this, the purposes of math teaching are neither sufficient nor adequate arguments. The reason for this is that the different sets of skills and attitudes developed as a result of –mainly– educational purposes have not been proven to derive from studying Mathematics alone. However, psychological studies have shown that certain skills are developed only through Mathematics. In any case, one thing is certain: mathematical education is necessary for a person's fulfillment and development. This means that it has great value both for society and the human. That's why Mathematics is and will be one of the most significant academic disciplines a country offers.

Permanent Fire Extinguishing Systems

with SPRINKLERS

By Giorgos Theodorakis
Mechanical Engineer, Fire Protection

Permanent fire extinguishing systems are part of a building's active fire protection. We will talk about fire extinguishing with fire sprinkler systems.

Below you can see a picture of a sprinkler, that is a device which discharges fire extinguishing material under pressure, when sufficient heat reaches the bulb and causes it to shatter.

The most important element in such sprinkler systems is their fire detecting technology, as the less time has passed since a fire started, the less damage will be caused:

The color of the sprinkler's glass bulb indicates the operating temperature;

in particular:

Orange: 57°C
Red: 68°C
Yellow: 79°C
Green: 93°C
Blue: 141°C
Purple: 182°C
Black: 250°C



Each bulb seals the sprinkler outlet and its content is dilated and shatters the bulb with its special liquid to release the outlet; this creates a water umbrella that locally reduce the heat release rate of the fire.

Some sprinklers may create a water mist; the purpose of these systems is to create a sufficient water mist to suppress the fire in a specific area and prevent the fire from spreading.



The efficiency of these systems depends on:

1. Sprinkler density;
2. Sprinkler capacity;
3. Available water volume

A properly designed system must take the quantity and type of equipment to be protected into consideration, and these elements must not be altered arbitrarily, as the system must be maintained as per the manufacturer's instructions.

Statistics have shown that in 80% of fires up to 5 sprinklers were activated to suppress the fire and 95% of those fires caused only minor damage.

The standard design of these systems is usually based on the following principle: **A source of water provides the necessary water volume for 5 heads for 30 minutes to one hour.**

When designing the above fire extinguishing system, the fitting should allow for a fire engine to add water to the fire extinguishing fitting. (This is done through wye valves usually installed in a safe spot outside the fire protected area, where the fire brigade fits the fire hose to supply additional water to the fire fighting network.)

The Harmful Effects of Smoking

By Dimitra Markaki
Pyromedical

Medical conditions caused by smoking that affect the cardiovascular system include the following: heart failure, peripheral artery disease (carotid artery stenosis, intermittent claudication), and cerebrovascular accidents.

The risk of heart disease is higher even for non-smokers who are exposed to passive smoking (due to people who smoke in indoor places).

The benefits of quitting smoking are more obvious to those who do not suffer from diabetes, but patients with diabetes will also benefit if they stop smoking (those who suffer from diabetes should pay great attention in controlling their weight). Nicotine suppresses appetite and often slightly accelerates calorie burn among smokers, but when one quits smoking, their metabolism might slow down a bit, causing some gain weight.

As obesity is a risk factor for heart disease (together with cholesterol, blood pressure, diabetes, smoking, etc.), earlier studies had wondered whether quitting smoking –which could cause weight gain– partly cancels the cardiovascular benefits gained from this decision.

What are smokers inhaling?

Cigarette smoke contains more than 4,000 chemicals. In general, most people know that cigarettes contain tar (carcinogenic) and nicotine (addictive). Very few people know that smoke contains several other chemical substances.

These substances include the following, among others:

- Acetone (a substance also found in nail polish removers)
- Ammonia (used in floor cleaners and added in cigarettes to increase nicotine absorption rate)
- Arsenic (the well-known poison used in rat poison)
- Carbon monoxide (main ingredient of fumes that binds hemoglobin and deprives cells of oxygen)
- Aniline (main ingredient of dyes)
- Naphthalene (the well-known substance used to protect clothes from moths)
- Cyanide compounds
- Propane
- Methane
- Formaldehyde (a known carcinogenic)
- Radioactive remains (from crop contamination)
- Formic acid
- Bleaching agents, etc.

STOP



How does the human body react to smoke inhalation?

Nicotine permeates the lungs and reaches the brain through bloodstream in less than 10 seconds. Due to this high speed, smokers feel the effects of nicotine almost instantly. Nicotine affects different parts of the brain and causes changes to the entire body. Heart rate rises, blood pressure increases, etc.

How to Attract New Customers

By Sophia Psyllaki
Sales Department, MOBIAK fire

Searching for new customers might be the most crucial part of our days for the prosperity of most businesses. These days, due to the recession, customers are always on the lookout for new products and services. For this reason, businesses need to try hard to make up for the lost customers and keep their customer base intact.

Common practices to reach new customers, including phone calls or presentation of products and services in "blind dates", that is by visiting the customer's establishment or hoping that a passerby will enter the store, are challenging, especially for small business owners who have no experience in sales and marketing techniques. However, there is a number of other ways you can use to find new leads, and improve your chances of success by thorough planning.

..These days, due to the recession, customers are always on the lookout for new products and services

It is important that your effort to find new customers does not prevent you from providing quality services to your existing customers. Satisfied customers who are offered quality services bring more sales and help you find new leads to a large extent through recommendation.

Below you may see some efficient techniques to help you find new customers, after determining the identity of our customers.



First, you will have to identify your potential customers and their specific features. In today's highly competitive market, most SMEs work really hard to find new leads and make them buy their products or services. The key to more efficient sales is finding people who need their products or services, who can buy and actually value them. Do not lose your precious time over customers who are not interested in your products or services, cannot buy them or do not realize their value.

Growing the perfect market-target

You need to determine your market-target that would be interested in buying one or more of your products or services to meet a certain need or wish. Once you create the profile of your ideal customer, you will be able to solicit customers more efficiently. In other words, you have to do some market research to identify the ideal customer profile with the following characteristics:

- Geographical characteristics: Which people or businesses could purchase something from you based on your location? Do you own both a physical store and an online store? If so, are you planning to sell in Greece and/or abroad?
- Demographic characteristics: What type of people might purchase something from you, including their age, gender, income, profession, education, cultural background, and family status (e.g. married, families with children, single, etc.)?
- Psychographic characteristics: social factors, such as lifestyle, interests and hobbies, opinions, one's sense of self-esteem, etc.
- Purchase decision: Who makes decisions on purchases? For instance, baby products are for babies, but parents are those that decide which products or services they will purchase.
- Buying ability: Which of your potential customers have the ability to buy? Perhaps you should consider adopting a group-specific pricing policy, for example on the unemployed or college students?

After determining the profile of your potential customers, let's have a look at some ways to approach them.

- Have your business listed in online business directories, allowing consumers to find out about the products or services you provide.
- Offer motives to your customers, encouraging them to recommend you to friends and family.
- Boost your online presence, by using your website, blog or other social media, like Facebook.
- Ask your existing customers to share feedback on how satisfied they are with the products or services they purchased from you, and post that feedback on social media (Facebook, Google+, etc.) and your website.
- Post articles on third-party websites or blogs on subjects relevant to your products.
- Network with your local community, through organizations, newspapers, magazines and other businesses.
- Take advantage of direct marketing, by sending personalized letters, texting or emailing about contests or promotions or motives for purchase within a short period of time.
- Make sure to use Google's AdWords or Facebook's online advertising tools, by using keywords relevant to your business.

To get better results, you need to draw a plan of the actions you will take to solicit customers and how to follow-up with those actions

Finally, to get the most out of the strategies you implement, you should know and follow this advice:

- Build a proper customer and lead base, and update it on a regular basis, as needed, to help you monitor what has paid off and what hasn't.
- Offer meaningful deals, addressed to certain groups of potential or existing customers. To offer tailor-made deals, you need to focus on the specific needs of each target-group.
- Avoid sticking to stereotypes, for example "Once a customer always a customer", or failing to adjust your pricing policy and offer deals because you've been 40 years in this business.
- Listen carefully to your customers and try to make questions to get feedback on how to get better and offer customers what they want.

Efficient Customer Service

By Manolis Stavroulakis
Sales Department, MOBIAC fire

In this article, we chose to talk about the art of efficient customer service.

But how can you provide customer service on a daily basis? Take a look at the following advice:

Pay attention to your personal appearance
Dress like successful people do.

Pay attention to the appearance of your workplace
If you were a customer of your business would you like being in this environment? If the answer is not yes, improve it. Think of the first impression you want to give to your customers. Pay attention to the reception area: Make sure it is clean, set the proper lighting, avoid loud noises, put some soft music, provide sufficient seating, and have advertising and promotional material available.

- Address your customers by their name
No word sounds prettier and better in our minds than our names.

- Say "please" and "thank you"
They are wonderful words. Think of how rarely we hear them these days, and how few people truly mean them. Be one of them.

- Use focus groups
Gather your big clients in a meeting room with the presence of your senior managers, thank them for their loyalty and ask them to suggest ways that will help you get better! Yes, the impact of this action is exactly what you're thinking: they will remain your loyal customers for life and become your best advertisers.

- Communicate regularly
Ask them how they're going. If they have any questions about the use of a product, if they have encountered any problems during operation, if they need any upgrades, additions or modifications, etc.

- Record any negative incidents
What are the most common problems your customers encounter? What does usually displease them? What do they usually complain about? What is the most common cause of misunderstanding? Draw up a correction plan immediately.

- Providing explanation
When talking to a customer about your product and how it works, do not use technical terms, but words the customer can understand. Provide clear explanation again and again until you make sure that the customer has fully understood everything and you now "speak the same language". If a customer is not sure what he/she wants provide proper assistance by asking clarifying questions.

- Give dissatisfied customers what they want
You can regain their trust with simple and honest actions. What they want is to be heard, make sure that the current situation will be fixed, that the company's employees take them into serious consideration and treat them respectfully, that they receive immediate help, that their problem is understood, and get reassurance that the person responsible for the problem will be notified and trained not to repeat it, and that this will not happen again.

..Personal appearance...
Nice workplace...
Proper communication..

Fair & Unfair Competition in Business Today

By Manos Stefanogiannis
Sales Department, MOBIAC fire

A major feature of today's market is competition among businesses. Each company tries to use every possible means to impose on competitive companies and acquire the highest rate of the available customer base. For this purpose, today's businesses take a number of actions, whether fair and for the benefit of final consumers, or aiming at deceiving and exploiting consumers, always for the sake of profit maximization.

Examples of fair competition actions taken by a business include constantly upgrading product quality, providing an increasing variety of goods (which also helps business differentiation compared to competitors), keeping prices low, and offering deals to customers. The improvement of customer service, consistency and reliability, as well as promotion and advertising activities are also important. This way, a business manages to solicit new customers, while keeping its existing ones, for the benefit of the business and customers alike.

..Each company tries to use every possible means to impose on competitive companies..

On the other hand, many companies do not have the opportunity or willingness to adopt the above philosophy; for this reason, they try to lower their prices by lowering the quality of the products and services they provide.

This way, consumers are attracted by low costs to buy low-quality products, which might even be unsafe for use.

Furthermore, companies often provide incomplete or false information to consumers regarding specific products, while trying to disparage products offered by their competitors. As a result, the real losers in this affair are final consumers, who are misled regarding the quality of the product and services provided.



Even at these hard times for our country, companies must keep the quality bar high and treat customers with honesty and truthfulness. This attitude will earn customers' trust and respect, which will build solid and long-lasting partnerships, minimizing the risk of disrupted relations. For their part, consumers should research and get as much information as possible on the goods they purchase, in order to get the whole picture of the market and avoid being misled by unfair competition.

Visiting our Partner in Cyprus

By Metaxas Drakopoulos

Production & Administration Engineer MSc, Export Department, Moblak Fire

After a long time, we had the chance to get back to our dear Cyprus, and visit MOBIAK's dealer on the island.



We have been running a successful, long-standing business for several years in Cyprus, and the future is expected to bring nothing but the best! Our three principles "QUALITY – LOW PRICES – PRODUCT DIVERSIFICATION" have helped our partner rank among the biggest and fastest growing companies of Firefighting Equipment in Cyprus and abroad, and make us truly proud.



Our wish to be close to our partners as often as possible is for granted, that's why we've already started planning our next visit to Cyprus. Until then, we're looking forward to welcoming them in Chania in April and return their hospitality!

Trade Fair in Serbia

By Metaxas Drakopoulos

Production & Administration Engineer MSc, Export Department, Moblak Fire

Following a number of participations in several international trade fairs, we recently participated in 112 EXPO, Belgrade, together with our partner from Serbia. This trade fair is one of the most important exhibitions in the Firefighting Equipment industry in Serbia, attracting all businessmen from the wider area.



During this exhibition, we had the chance to present all our new products and discuss with old and newer partners, getting very positive feedback from our visitors.



In addition, as part of the trade fair, our visitors got the chance to try our Foam and Water Mist Extinguishers in real life, to obtain detailed information about the advantages of each type of fire extinguishers.



Hundreds of companies visited our booth, we talked with a lot of people and we received their feedback. Our presence was a huge success for our company, and we're looking forward to the next trade fair.

Trade Fair

in Romania 4th FAIR SECURITY 2016

By Apostolos Diamantopoulos
Economics MSc, Export Department, Mobiak Fire

MOBIAK is happy to present our participation in an international trade fair on Safety and Fire Protection Services for the Romanian market. This fair presents the results of research and technological innovation and provides actual potential for international expansion.



MOBIAK attended the fair and successfully addressed the biggest challenges, by offering innovative solutions to provide sufficient safety at home and business and in crucial infrastructure facilities.

4th FAIR SECURITY 2016 offered real opportunities on training and providing information about private security, fire protection, planning, design, installation, operation and maintenance of firefighting systems, consulting and risk assessment.

The ultimate goal was to promote an overall "safety culture" at public and private level. MOBIAK focused particularly on the presentation of ZEUS permanent systems for professional kitchens, in CO2 / IG 55 / IG 541 and FM 200 local or total flooding systems, for use in water mist applications and in our company's aerosol generators.



In addition, trade fair visitors provided very positive feedback both on MOBIAK's permanent fire extinguishing systems and our portable and wheeled fire extinguishers, for their high quality, wide range and diversification, boosting our exports to the Romanian market.

Expanding

in Morocco

By Panos Krikos

Production & Administration Engineer MSc, Export Department, Mobiak Fire

At the beginning of this year, as part of our exporting activities growing across Africa, we launched a partnership with a construction company to distribute MOBIAK products in Morocco.



It looks like the quality of our products in combination with our low prices and our dealer's passion will help spread the use of MOBIAK fire extinguishing equipment (portable fire extinguishers and systems) both in large-scale projects and across the Moroccan retail market.

We wish him a good start from the bottom of our hearts!

MOBIAK in Dubai

INTERSEC 2017 Trade Fair

By Panos Nikos

Production & Administration Engineer MSc, Export Department, Mobiax Fire





40 YEARS OF EXPERIENCE

Value in safety ..
.. Invest in Quality

MOBIAK S.A.
FIRE FIGHTING EQUIPMENT
INDUSTRIAL AND MEDICAL GASES
MEDICAL EQUIPMENT - HOME CARE

Export to 70 Countries

HALL 3 / STAND - B34

Facilities

www.mobiak.gr







The Desert Bazaar

Lots of lads took part
In the desert bazaar
And they were all looking
Gazing with pride!

Standing there and gloating
Like peddlers
Arabs and pashas
From all around the world

Were standing in line
Thousands of visitors
Only Ali Baba
And his forty thieves
were missing

People who were seeking
To put out the fire
Believed in the Greeks
To make lots of money

Our President was there
Stratos and Panos
And Lefteris for support
And the Captain came too

Their passion for work
Is intoxicating like the wine
They sold fire extinguishers
Even to the Bedouins

If you're wearing a long
White burnoose
We won't take
A small order

Even a pigeon
Came from the desert
They say it's an omen
That's bringing good luck

And all you who read this
And you may have doubts
Take my word that
any time soon
We'll be exporting
over the seas and
further away!







Historical Background of Olives

By Efi Manarolaki
Head of Agriproduct Promotion

A symbol of peace, wisdom, fertility, luck and victory. No other fruit tree has been praised, painted, or sung as much as the olive tree. This tree loves the sea and the Mediterranean sun, grows even on rocky, barren lands, and survives through dry spells and strong winds.

It has been the locals' partner in times of prosperity and destitution alike, and has left its imprint on the cultural traditions of the Mediterranean people. According to Greek tradition, an olive tree is planted when a child is born. The olive tree and the child will grow up together, and the child gets 6 years old the tree will bear its first fruit. It will grow up alongside the family, it will survive and be there for generations to come, as a reminder that life keeps rolling on.

... So, consumers must know that high-quality, extra virgin olive oil is a unique functional food with huge contribution in the prevention of oxidative stress and the protection of our health..

Olive trees usually live from 300 to 600 years, although there are few olive trees over 1000 years old. The history of olives dates back to 7,000 years ago, in the Mediterranean and mostly the Eastern Mediterranean. Based on representations on vessels and the legends of people living around the Mediterranean, it is assumed that olive trees first appeared in Syria. But they reached the Mediterranean from Phoenician traders, who brought them to Greece, and from then on to Italy, France, Spain, Portugal, the Americas and Australia.

Olive Oil as a Functional Food

The term functional food refers to certain foods or even ingredients that have a positive effect on human health. Functional foods may prevent or delay the manifestation of certain medical conditions and diseases, but do not cure them.

This is because they contain compounds that bind with free radicals that are harmful to the human body. These compounds, known as antioxidants, feature a phenolic structure and are found in abundance in high-quality extra virgin olive oil. Recently, there has been much talk about the phenolic compounds of olive oil, including oleuropein, oleocanthal and oleacein, and several research data have been found on their role in health promotion.

Olive oil is thus included among basic functional foods, and rightfully so. Functional olive oil features antioxidants that inhibit oxidative stress caused when harmful free radicals are created in the human body for several reasons. More than 100 diseases are associated with oxidative stress.

So, consumers must know that high-quality, extra virgin olive oil is a unique functional food with huge contribution in the prevention of oxidative stress and the protection of our health.

For all these reasons, our main concern is providing excellent quality of organic extra virgin olive oil, and therefore, of the extra virgin olive oil we offer.



The Importance of Quality in the Competitive Field of Exports!

Quality is the sum of independent characteristics, which are very important in determining a product's rate of acceptance among consumers.

Latest trends in research on this valuable natural product and its ingredients with great biological function, and in technological methods of production.

The unique features of olive oil:

Bioactive compounds

Certain properties are almost generally accepted by the scientific research community. Studies in the field of biosciences have confirmed epidemiology findings associated with cardiovascular diseases, vascular health, and high blood pressure. They indicate that a slight change in the Mediterranean dietary pattern may be related to lower risk of cancer, arthritis, diabetes and neurodegenerative diseases.





Fatty acids

- Monounsaturated fats (oleic acid 63-83%) help reduce bad LDL cholesterol in blood and maintain a normal concentration of good HDL cholesterol
- Polyunsaturated fats (omega-6 linoleic acid 6-8% and omega-3 alpha-linolenic acid 0.8%) that cannot be composed by the human body and reduce the risk of coronary artery disease, atherosclerosis and heart disease

Additional Health Benefits

The daily intake of a reasonable quantity of olive oil:

- Helps keep blood pressure to normal rates
- Helps the digestive system function properly and prevents gastric and duodenum ulcers
- Helps gradual digestion of carbohydrates and prevents the rapid rise of glucose in blood, protecting against diabetes
- Helps brain and nervous system development in infants (when consumed by a mother when breastfeeding)
- Helps improve fatty liver
- Prevents gallbladder stones
- Helps control body weight

Fat soluble provitamins and vitamins

Vitamins E (α -tocopherol), Provitamin A (carotene), Vitamins D and K.

Antioxidants

Phenols and tocopherols (oleuropein) work in synergy to slow down the human body's aging process and they protect against cancer by binding with free radicals created during metabolism and prevent the creation of carcinogenic peroxides and hydroxyl peroxides.



Bioactive Compounds

- Oleocanthal: a compound with significant anti-inflammatory properties, which lowers the risk of dementia and Alzheimer's.
- Oleacein: a derivative of phenol oleuropein, it is the most powerful antioxidant found in olive oil.

With a view to developing our company's agriproduct department, we are taking part in the 2017 Greek Graphic Design and Illustration Awards (EBGE), under the auspices of the International Council of Design (ICOGRADA) and the Greek Graphic Designers Association (Ico-D), with our new product: Thyme Honey.



Thyme Honey

Category: 13.5 General Packaging Company: MOBIAS S.A.
Client: MOBIAS S.A.



Meanwhile, we are boasting a constant growth in the exports industry across more and more countries in and out of the European Union!

New KIWA EN671

Certified Fire Hose Reel Series

By Stratos Koronis

Mechatronics Engineer MSc, Export Department, MOBIAK Fire

Apart from our Certified LPCB Fire Hose Reel Series, an integral part of our current Fire Fighting Equipment Catalog, we are proud to present you our new KIWA (EN671) Certified Fire Hose Reel Series from Dutch certification body KIWA.

TYPE: Fixed Manual
Disc Diameter 600mm



TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ25mm	Φ19mm	
FM	MBK16-HR600-001	600	20m		610x215x610
FM	MBK16-HR600-002	600	25m		610x215x610
FM	MBK16-HR600-003	600	30m		610x245x610
FM	MBK16-HR600-004	600		20m	610x175x610
FM	MBK16-HR600-005	600		25m	610x175x610
FM	MBK16-HR600-006	600		30m	610x215x610

*Working Pressure 12bar; Test Pressure 18bar

TYPE: Fixed Manual
Disc Diameter 500mm

TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ19mm	Disc x A	
FM	MBK16-HR500-001	500	20m		510x175x510
FM	MBK16-HR500-002	500	25m		510x245x510
FM	MBK16-HR500-003	500	30m		510x245x510

*Working Pressure 12bar; Test Pressure 18bar

FEATURES

Steel Discs painted with RAL-3000 Powder Coating
Brass Water piece
Jet-Spray-Off Nozzle
EN694 Certified Hose
Wall-Mounting Bracket
Wall-Mounted Hose Guide
CE Certified as per EN671

OPTIONS

Stainless Steel Discs
Disc Size & Reel Depth
Hose Direction of Rotation Option
Black Hose

kiwa
Partner for progress



New Series is ideally designed to offer instant Water Supply for Fast and Easy Fire Extinguishment

Fire Hose Reels are installed at strategic points inside and outside buildings to provide fast & easy access to water supply in case of fire.

TYPE: Swinging Manual
Disc Diameter 600mm



TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ25mm	Φ19mm	
SM	MBK16-HR600-007	600	20m		645x210
SM	MBK16-HR600-008	600	25m		645x210
SM	MBK16-HR600-009	600	30m		645x240
SM	MBK16-HR600-010	600		20m	645x170
SM	MBK16-HR600-011	600		25m	645x170
SM	MBK16-HR600-012	600		30m	645x210

*Working Pressure 12bar; Test Pressure 18bar

TYPE: Rotary Manual
Disc Diameter 500mm

TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ19mm	Disc x A	
SM	MBK16-HR500-004	500	20m		545x170
SM	MBK16-HR500-005	500	25m		545x240
SM	MBK16-HR500-006	500	30m		545x240

*Working Pressure 12bar; Test Pressure 18bar

FEATURES

Steel Discs painted with RAL-3000 Powder Coating
Brass Water piece
Jet-Spray-Off Nozzle
EN694 Certified Hose
Swinging Bracket
Wall-Mounted Hose Guide
EN671 Certified

OPTIONS

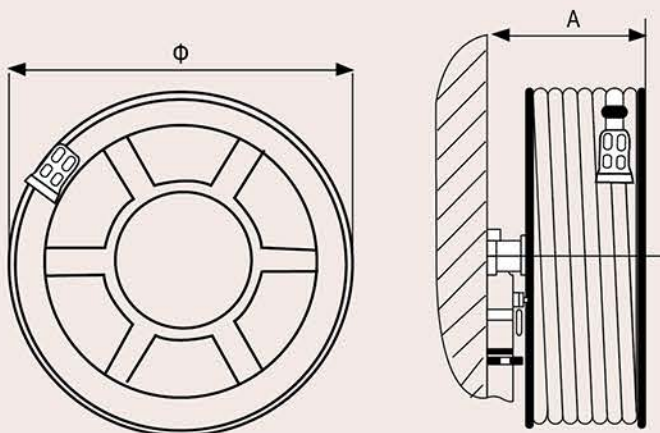
Stainless Steel Discs
Disc Size & Reel Depth
Hose Direction of Rotation Option
Black Hose

TYPE: Fixed Automatic
Disc Diameter 600mm



TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ25mm	Φ19mm	
FA	MBK16-HR600-013	600	20m		600x210
FA	MBK16-HR600-014	600	25m		600x210
FA	MBK16-HR600-015	600	30m		600x240
FA	MBK16-HR600-016	600		20m	600x170
FA	MBK16-HR600-017	600		25m	600x170
FA	MBK16-HR600-018	600		30m	600x210

*Working Pressure 12bar; Test Pressure 18bar



TYPE: Fixed Automatic
Disc Diameter 500mm

TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ19mm	Disc x A	
FA	MBK16-HR500-007	500	20m	500x170	510x175x510
FA	MBK16-HR500-008	500	25m	500x240	510x245x510
FA	MBK16-HR500-009	500	30m	500x240	510x245x510

*Working Pressure 12bar; Test Pressure 18bar

FEATURES

Steel Discs painted with RAL-3000 Powder Coating
Brass Water piece
Jet-Spray-Off Nozzle
EN694 Certified Hose
Wall-Mounting Bracket
Wall-Mounted Hose Guide
EN671 Certified

OPTIONS

Stainless Steel Discs
Disc Size & Reel Depth
Hose Direction of Rotation Option
Black Hose

TYPE: Rotary Automatic
Disc Diameter 600mm



TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ25mm	Φ19mm	
SA	MBK16-HR600-019	600	20m		645x210
SA	MBK16-HR600-020	600	25m		645x210
SA	MBK16-HR600-021	600	30m		645x240
SA	MBK16-HR600-022	600		20m	645x170
SA	MBK16-HR600-023	600		25m	645x170
SA	MBK16-HR600-024	600		30m	645x210

*Working Pressure 12bar; Test Pressure 18bar



TYPE: Rotary Automatic
Disc Diameter 500mm

TECHNICAL		SPECIFICATION			
Model Number	Order Number	Disc size (mm)	Hose (Diameter x Length)		Packing Size (LxWxH) (mm)
			Φ19mm	D x W	
SA	MBK16-HR500-010	500	20m	545x170	520x180x520
SA	MBK16-HR500-011	500	25m	545x240	520x250x520
SA	MBK16-HR500-012	500	30m	545x240	520x250x520

*Working Pressure 12bar; Test Pressure 18bar

FEATURES

Steel Discs painted with RAL-3000 Powder Coating
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EN694 Certified Hose
Swinging Bracket
Wall-Mounted Hose Guide
EN671 Certified

OPTIONS

Stainless Steel Discs
Disc Size & Reel Depth
Hose Direction of Rotation Option
Black Hose

New MOBIAK GAS Services

By **Marios Lolis**

Chemist MSc, Liquid-Gas Sales Department, Mobiak Gas

Our main concern being the handling of challenges emerging from the constant refinement of MOBIAK GAS' department, including the efficient inspection of bottles/tanks, this department managed to successfully develop and apply an online system that perfectly ensures collection, inspection, maintenance, filling and delivery to the lawful owner.

Through a flawless system that includes more than 25 entry fields, the 12-digit code or serial number inscribed on the neck of the bottle/tank may reveal the owner, capacity, date of next inspection, type of bolt, type of gas, etc. at any time.

This is the only thing the owner of a bottle/tank needs to know. Once a person provides the above details to MOBIAK GAS' trained staff, they are granted access to the history of a bottle/tank to trace back all steps that have been followed.



The process to include a bottle in the system described above is as follows: first, MOBIAK GAS' expert staff collect the bottle/tank to find out whether it is ready for filling or needs maintenance.



Next, all labels inscribed on the neck of the bottle/tank, and the owner are entered into the online system, followed by logistical delivery, physical and online sorting, filling, analysis and release. The bottle/tank is now ready and may be returned to its owner, while all its history has been recorded.

There are multiple benefits from using a bottle monitoring system, the most important of which is the protection of our fleet (bottles/tanks).

As most of you may already know, the value of packaging is far greater than that of the content in our site. Therefore, it is absolutely necessary that we know where we have delivered, and withdraw immediately, if needed.

Medical Gases & Good Manufacturing Practices

By **Argyro Scholinalli**

Chemist MSc, Gas Department, Mobiak Gas

Since its first day, MOBIAK's Gas Department has been constantly growing and expanding its range of products and services.

From 1977, when our company started as a production and bottling unit for Acetylene and Industrial Oxygen, to this day, that it has expanded and consists of three sectors –Firefighting Equipment, Gas Bottling and Medical Equipment, our Gas Department remains the cornerstone of this company.

Today, our Gas Department is bottling a wide range of Industrial Gases, Liquids, and Compressed and Liquid Medical Oxygen. It also sells High-Purity Gases for use in laboratories, Specialty Gases for specialist applications (e.g. mil – Nitrogen for aircraft tires), Medical Gases (e.g. Dinitrogen monoxide, compressed air for medical applications), and Refrigerants and Dry Ice.

Medical liquids and gases are a particularly demanding sector where the company invests on a constant basis to comply with the requirements of the Greek and European Pharmacopoeia. Our commitment for continuous improvement starts for our management and is embodied by our people at all corporate levels.

Medical Gases are different from our other products in that they may pose a risk for patients, which means that they must always be manufactured with quality, purity and efficiency in mind.

All the above are ensured through procedures (methods), facilities and inspections implemented during production, packaging, storage and distribution, and through strict compliance with Good Manufacturing Practices throughout all stages and across all sectors.

MOBIAK pays great attention to applying Good Manufacturing Practices in the manufacture of Medical Liquid and Gases, as well as the rest of our products. **The four main axes of Good Manufacturing Practices are the following:**

- Facilities and Equipment
- Human Resources
- Production and
- Quality Check



Image 1. Medical Oxygen Production Unit

In particular, Good Manufacturing Practices define that production facilities must be of appropriate size and their arrangement must facilitate cleaning, maintenance and proper function. MOBIAK facilities are adequate, properly arranged for the manufacture of Medical Oxygen to minimize the risk of mixing, and maintained on a regular basis to keep them in good working condition.

Furthermore, our equipment is suitable and subject to all maintenance and replacements required for the compliance of Medical Oxygen bottled in MOBIAK's facilities with all quality and purity standards.

Moreover, all necessary calibrations are regularly implemented, as determined either by quality systems, by the equipment manufacturer, or based on studies carried out inside the company.

Calibrations are not only limited to laboratory equipment, but also extend to production equipment, including pressure gauges, vacuum gauges, etc.

However automated they may be, most production processes depend on people. According to Good Manufacturing Practices, sufficient and properly trained staff is required for the performance of all individual tasks.

MOBIAK features highly skilled and perfectly trained people to perform their duties. Furthermore, all people involved in the production process have many years of experience, which helps them prevent situations and handle problems before they affect the production process or final product.

Medical liquids and gases are a particularly demanding sector where the company invests on a constant basis to comply with the requirements of the Greek and European Pharmacopoeia...

The purpose of each production process is to manufacture a product that complies with all standards as defined from the start. When it comes to Medical Gases, the production process must comply with strictly defined written guidelines and procedures to ensure their quality, purity and efficiency until their expiration date.

MOBIAK's quality system is constantly developing and updated to include all necessary guidelines for all production stages, and all forms developed for the documentation of compliance with Good Manufacturing Practices.

The production process also includes inspection of raw materials. For example, pressure vessels are reused for many years; therefore, they play a key part in preserving the quality and purity characteristics of a Medical Gas.

MOBIAK's suppliers are subject to constant control, to ensure the quality of raw material, such as vessels, bolts, etc.

Quality check is about sampling, specifications, analyses, planning, documentation and release, which all together ensure that no pharmaceutical product will be released for use or sale without previously checked for compliance.

MOBIAK features an EOF Expert (Greek National Organization for Medicines), who is independent from the production process for impartiality reasons. This Expert is responsible for approving or rejecting raw material and the final pharmaceutical product, Medical Oxygen in this particular case. He/She is also responsible for approving procedures and checking production forms for any mistakes.

The quality check also includes the traceability of Medical Gases, which allows for immediate withdrawal in case of an adverse event, as required by EU regulations. This year, traceability in MOBIAK has been made easier and simpler, with the installation of software which enables bottle tracking.

In compliance with the requirements of Good Manufacturing Practices and the requirements of the European Pharmacopoeia, MOBIAK's Gas Department is able to assure the quality of Medical Gases and Cryogenic Fluids supplied to hospitals and private individuals.

The updated procedures implemented by our people at all levels and production stages in combination with our long experience, ensure that the Medical Gases that reach patients meet all required standards.

The Hanjin Shipping case & the subsequent crisis at global scale

By Letteris Kiralakis

Production & Administration Engineer MSc

South Korean shipping industry has taken a heavy blow from the bankruptcy of Hanjin Shipping company, as world class shipping companies seem unwilling to build new ships, while suspending the execution of orders placed over previous years.

The reason why shipping companies are not building new ships is that it's cheaper for them to charter ships managed by Hanjin Shipping before going bankrupt, now chartered at much lower cost. Maersk Line is one of the companies that decided to charter Hanjin Shipping ships, instead of building new vessels.

In July 2015, Maersk Line ordered nine 14,000 TEU container vessels with Hyundai Heavy Industries, with a value of USD 1.1 billion. The newly built ships were expected to be delivered by late 2017, but the Danish company decided to accept only half of these container vessels this year, suspending delivery of the rest for 2018.



Due to a loss of USD 376 million in 2016, Maersk Line is trying to cut down on costs and payments related to shipbuilding. For this reason, Maersk Line has chartered ships from Danaos, Kmarin and Seaspan shipping companies, previously chartered by Hanjin Shipping. The crisis in the shipping industry is not only affecting Korean shipyards, but has worldwide implications.

World class shipping companies seem unwilling to build new ships

According to Clarkson Research estimates, worldwide orders of ships 8,000 TEU and above have fallen to USD 500 million, compared to USD 16 billion in 2015. Interestingly, no ships with cargo capacity of 8,000 TEU and above have been ordered from July 2016 until January 2017.

Euro VS Dollar

By **Thanassis Badieritakis**
Accounting Department

The answer is difficult and a major cause of concern. This is due to the fact that currency exchange rates are influenced by constant political developments across the globe.

For the first time in more than 14 years, the euro is likely to hit parity with the dollar in 2017, which will probably benefit the Eurozone. On the other hand, the European Central Bank (ECB) is expected to keep interest rates at very low levels until the inflation goal is achieved.

It is clear that investments will be negatively affected by exchange rate fluctuations, mainly due to the ECB's loose policy. It is almost certain, if not inevitable, that the euro will further sink, owing to the overall macroeconomic and political situation in the Eurozone.

According to a newspaper report, the Fed will raise interest rates in June, September and December 2017. Therefore, dollar is expected to hit parity with the euro in 2017.

..For the first time in more than 14 years, the euro is likely to hit parity with the dollar..

If this happens, interest rates will rise more than the market anticipates, which would be disastrous for Greece.

Several market analysts explain that the fall of the euro is the result of pressure caused by the overall macroeconomic and political situation in the Eurozone, with the

economies of Greece, Portugal, Spain and Italy being quite far from pre-financial crisis GDP levels.

Trade is one of the major industries affected by exchange rates. The relation between export prices and import prices determines the terms of transactions associated with current accounts and balance of payments.

If a country's exports are growing more than imports on a percentage basis, terms of trade have been positively improved.

This, in turn, increases export revenue, which means higher demand for this country's currency and higher currency value. If export prices are growing less than import prices on a percentage basis, currency demand will fall, and so will its value.

As a result, foreign investors are seeking stable countries with strong financial performance to lay out their capital.

A country with such positive features is considered as less risky in political and financial terms, and will attract investment from foreign countries. A political turmoil, for example, may limit confidence in a currency and lead to outflows towards currencies of more stable countries.

Exchange rates (forex) play a key part in global economy, given that they influence the trade levels of each country.

In any case, analysts agree that the biggest risk for euro is a political surprise coming from planned or expected national elections in Europe this year (2017). This raises certain important questions, such as:

- Can the market always depend on political developments and turmoils?
- Will the euro-dollar exchange rate improve, as certain optimistic analysts believe?
- Can businesses exist, run and grow playing the weird game of exchange rates?

These questions are hard to answer and even harder to predict.

Financial Ratios & Liquidity

By **Giannis Kassimatis**
Accounting Department

Financial ratios are one of the most useful tools for the financial analysis of corporate financial statements.

This technique is a reliable and useful method to evaluate the financial position of a company either over time, at a point in time, or compared to the financial position of its competitors.

Therefore, a financial ratio is a relative magnitude of two or more figures (funds) in financial statements.

It may be expressed as a ratio compared to one, as % percentage, in days, or in currency values. In terms of financial ratio comparability, some of their main features include the following:

- Comparison with previous years
- Between different parts of the same financial unit (entity)
- Between group companies
- Comparison with budget
- Comparison with objectives (sales, purchases, expenses)
- Comparison with competitors or industry average as a total

There are several pros and cons in using financial ratios as a tool to study and interpret a company's financial figures.



PROS

- They assess the performance and financial position of a financial unit
- They help interpret financial figures
- They are a relation among the funds of a financial unit
- They help in the business decision-making process
- They indicate trends
- They are a tool to predict business risk

CONS

- They refer to elements of the past
- They require specialized knowledge, proper application of formulas, and critical skills for a proper assessment
- They are influenced by accounting policies adopted by each entity at any time, e.g. depreciation valuation methods leading to discrepancies when calculated
- The favorable value of an index number may often be unimportant compared to a less favorable value of the same index number

The major types of financial ratios are the following:

- Liquidity Ratios
- Activity Ratios
- Profitability Ratios
- Debt Ratios
- Operating Expense Ratios
- Market Ratios

In this analysis, I consider it appropriate to talk about Liquidity Ratios as one of the main tools for corporate managements.



1. Working Capital Ratio

Current Assets / Current Liabilities

Current Assets: any company asset expected to change places and forms once or more within a business operating cycle (usually one year).

Those assets include accounts receivable, cash, demand deposits, mature coupons receivable, reserves, securities, etc.

Current liabilities:

Are liabilities due by the end of the following year, including suppliers, bonds payable (short-term), banks, current liability accounts, various creditors, obligations from taxes and duties, insurance organizations, transitional liability accounts, etc.

This particular ratio expresses to what extent a company's convertible assets are sufficient to cover its debt obligations within a specific period of time.

The higher this ratio, the higher the safety margin for covering a company's current liabilities. Many analysts argue that the ideal value of this ratio is when the current assets are twice the current liabilities.

This analysis demonstrates the crucial role of using financial ratios when managing a financial unit as a tool to predict liquidity risks, perhaps the main concern of a business throughout the financial crisis

This, however, may entail the risk of being the result of high stock purchasing among current assets (raising current assets), rather than the presence of cash and cash equivalents that will satisfy obligations towards business creditors.

Of course, when this ratio is greater than 1, it is evidence of smooth operation for any business, but there is an optimal amount of current assets and current liabilities.

This analysis demonstrates the crucial role of using financial ratios when managing a financial unit as a tool to predict liquidity risks, perhaps the main concern of a business throughout the financial crisis

2. Quick (Acid Test) Ratio

Cash + Securities + Accounts Receivable / Current Liabilities

Accounts receivable are free from risky accounts, and the numerator does not include assets that cannot be quickly converted into cash, such as inventory and transitional asset accounts.

This ratio is an alternative version of the WCR, but includes the most easily-convertible assets.

Large deviations between the Working Capital and the Quick Ratio indicate the risk described above, i.e. a company's high magnitudes.

3. Cash Ratio

Cash & Marketable Securities / Current Liabilities

Like the other two ratios, this ratio also indicates to what extent a business can meet its current obligations.

4. Defensive Interval Ratio

(Cash + Marketable Securities + Net Receivables / Daily Operating Expenses) * 365 (days)

The DIR is considered to be the most useful liquidity ratio, due to the fact that it is expressed in days, counting for how many days a business can meet daily operating expenses without relying on operating income from sales.

Defensive assets mean cash, marketable securities and receivables.

Operating expenses exclude those that not imply cash outflow, depreciation, prepaid expenses, deposits for the purchase of raw and auxiliary materials.

The average daily operating expenses can be found if we divide the total operating expenses (cost of sales + administrative expenses + marketing expenses + miscellaneous daily payments) / 365 days.

The above analysis demonstrates the crucial role of using financial ratios when managing a financial unit as a tool to predict liquidity risks, perhaps the main concern of a business throughout the financial crisis.

New Procedure for Executing EOPYY Medical Assessments

By Giorgos Choudalakis
MOBIAP Care Export Department

The Greek National Health Care Organization (EOPYY) has given new instructions on the compensation of patients/insured and providers for medical supplies.

According to EOPYY, all beneficiaries, namely the insured, should not visit their local EOPYY offices to receive compensation for medical assessments carried out in 2017. From now on, assessments will be executed only with EOPYY contractors, and the Organization will announce in detail all contractors per Prefecture to inform beneficiaries about points of payment. In particular, as EOPYY points out, the insured and providers must follow certain steps under the new compensation process, based on contracts. In any case, the new system has raised concerns among the professionals of several industries, who refuse to sign contracts with EOPYY.



For providers

Application for Contract and Approval

According to EOPYY instructions, eligible providers should follow the instructions available on <http://apps.eopyy.gov.gr/> to register as eligible provider (Eligible Provider/Distributor) and submit an application to sign a contract with EOPYY. The competent agency will receive the application and later the physical file (folder) with all supporting documents, check them, and recommend to EOPYY's Board to sign a contract with the eligible provider. Next, upon approval by EOPYY's Board, the provider is notified of the approval and signing of the contract, and is automatically granted access to e-Dapy, EOPYY's online platform, based on the information they have provided during their application, to enable the execution of medical assessments and the submission of expenses to be compensated.

For the insured

Product / Material Supply Procedure

Following assessment, the insured/beneficiaries may procure materials, as announced and included in new types of contracts, exclusively from EOPYY contractors, easily and without any paperwork, which is expected to boost the industry of medical products.

Medical Assessment Execution

Contractors shall execute assessments issued for Beneficiaries and comply with the type of products/materials referred to therein, and they may not change the type of products/materials or cash them in. When executing an assessment, a provider must provide Beneficiaries with products that have been included in the new EOPYY-EKAPTY Registry, approved by EOPYY for compensation, and have received a unique bar code per item. Both the EKAPTY registration number and each item's unique bar code are recorded in the Execution form. Providers shall print the Execution form, have it signed by the Beneficiary or recipient of the products, and they shall issue an appropriate invoice to

the Beneficiary for copayment, where required, from product procurement and/or for the difference between the price and the maximum compensation provided by EOPYY. In case of product/material shipment, providers shall issue a Dispatch Note in the name of EOPYY, indicating the Beneficiary as the recipient (Full name, Social Insurance Number, Delivery address) accompanied by the Execution form (to be returned signed by the recipient) and the relevant invoice for copayment and/or price difference, where applicable.

..Following assessment, the insured / beneficiaries may procure materials, as announced and included in new types of contracts..

Pricing with EOPYY

On the first day of each month, providers must access EOPYY's online platform (e-dapy) and confirm executions entered in the system until the end of the previous month.

At this point, providers may review executions in the following cases:

- Product Returns (for various reasons)
- Failure to execute (e.g. incomplete delivery, death before delivery, or other reasons)
- Other corrective measures as may occur during a month.

Next, and after completing any possible reviews, by clicking Submission all executions will be completed and the system will inform the Provider on the total quantity of executed products and their total value, to issue the relevant invoice to EOPYY. By clicking Complete, the system will enable the provider to issue the special envelope mailing form with the invoice and accompanying documents to the EOPYY headquarters (Aspropyrgos). The invoice must list the products (items, price of unit, etc.) in detail and the invoice amount must correspond with the amount issued by EOPYY's system.

Accessing EOPYY's platform (eDAPY)

Contractors must Register as Users in EOPYY's site (www.eopyy.gov.gr) > Applications > eDAPY > Authorization of Doctors and Providers) and visit one of EOPYY's offices with their ID card or a relevant authorization form, to receive their key number and activate it in the application (User Activation), to be able to log in and submit EKPY assessment executions, through the new EKPY Services eDAPY application. From now on, Pharmacies and any Contractors who had previously received a key number, will keep using the new codes in the new application.

Source: www.eopyy.gov.gr

Visit from the 1st High School of Kounoupidiana to MOBIAK's facilities

By Apostolos Diamantopoulos
Economics MSc, Export Department, Mobia Fire

Following MOBIAK's model training seminars on fire fighting offered to students of primary and secondary education, aiming at sharing basic principles of fire safety and fire fighting, we were happy to welcome the students of the 1st High School of Kounoupidiana in our company's site.



The training program included a guided tour through the company's facilities, presentation of a robotic fire extinguisher assembly line, and demonstration of the annual fire extinguisher inspection procedure, to help students understand why fire extinguishers need to be checked on an annual basis to remain functional in case of emergency. Finally, the students used fire extinguishers themselves.



A lunch break followed next, and then, in the conference hall, students attended a presentation about fire safety products they encounter every day, including in school, and alternative fire extinguishing methods. On behalf of MOBIAK management, we would like to thank the future heroes of life for their thirst for knowledge.

Voluntary Blood Donation

By Chrysa Kozonaki
Head of Mobia Care Sales Department

Blood shortage is a situation that may directly threaten the lives of people who need blood as a means of treatment.

For this reason, voluntary blood donation is a gesture of good will, affection and love towards fellow human beings. There is no more precious gift than voluntary blood donation, as it actually is a gift of life for those who accept it.

Sadly, in Greece, blood shortage is still a real situation that poses a direct threat to the lives of those who need blood for treatment purposes.

Blood cannot be stored for an infinite time period. Therefore, there is an urgent need for regular blood donation, given the short lifespan of blood and its components.

Blood can be donated with safety every three months, if the donor is not in risk of anemia, especially due to iron deficiency.

As premenopausal women run the highest risk of iron deficiency, blood donation intervals usually last longer.

Voluntary blood donation is perfectly safe and donors do not run any risk of contracting any infectious disease.

Blood is collected using sterilized equipment. A donor may be 18-60 years old and runs no health risk whatsoever.

..Blood
Donation
saves lives..



By donating 1 unit of blood...

- You offer priceless help to a fellow human being who might need it right now, and this is your greatest reward.
- You are entitled to blood any time you or your family need it.
- You are entitled to free blood tests once a year.
- You are entitled to two days off from your work.



Social Responsibility

Donation of a Wheelchair from MOBIACARE to Elderly Day Care Center.



We would like to thank MOBIAC company for its generous donation to the High School of Kounoupidiana. In particular, we express our gratitude for the fire fighting and medical equipment they have provided.

The Headmaster

The Teachers' Association of the High School of Kounoupidiana

Although the memories of our late husband, father, and grandfather ANTONIS KLOTHAKIS are still fresh in our minds, we would like to thank pneumonologists Minas Voulgaridis and Miltiadis Markatos, and the doctors and nurses of the Oncology Department's Pneumology Clinic and the Artificial Kidney Unit of the Chania General Hospital for everything they offered him during his hospitalization. We would particularly like to thank Mobiac for supplying oxygen all those years. Finally, we would like to thank our friends and relatives who stood by our side at this time of grief.

Thank you.

The wife, children, grandchildren

We would like to express our gratitude to MOBIAC S.A. for the donation of a necessary breathing machine.

The family of

Nikolaos and Evaggelia Fragkioudaki

We feel obliged to thank you warmly for checking & refilling 13 fire extinguishers for free, as per the needs of our station, which has been of extreme help to us.

FIRE STATION OF VRYSES

The Station Commander

Theodosios I. Chasapis – Battalion Chief

Dear friends and partners,

The children and people of the Organization "The Smile of the Child" all thank you once again for your regular, priceless contribution to our efforts, particularly for the recent donation of a fire extinguisher for our van.

For a voluntary organization, like "The Smile of the Child", which runs exclusively on private initiative, however that may be translated each time, your contribution is a true treasure.

Thanks to you and with you, "The Smile of the Child" manages to survive year after year and expand its action, enabling the protection and care of thousands of children who have lost their smiles.

Thanks to you and with you, we are provided everything we need to keep our work running, and the necessary moral support to get through the hard (at times) task you have entrusted us.

Once more, thank you from the bottom of our hearts, and we hope you'll always be there for the children, as a member of our big family.

The Smile of the Child (15/02/17)

Thank you!

On behalf of the Board

Kostas Giannopoulos – Chairman

The Municipality of Kissamos, the Public Utility, and the Carnival Committee 2017 all thank you deeply for the support you provided in the Carnival Festivities and the 11th Carnival of Kissamos.

We wish you health and professional prosperity. We go on hoping that you will keep contributing to our efforts to upgrade the Carnival of Kissamos, as sponsors in all our actions.

Kind regards,

Theodoros Stathakis – Mayor of Kissamos

Emmanouil Deroukakis – Public Utility Chairman

The Management of the 7th Healthcare District of Crete would like to thank you deeply for refilling for free all fire extinguishers of the 7th Healthcare District of Crete, the Healthcare Department of Estavromenos, and the Healthcare Department of Alikarnassos.

Eleni Mavrommati – Chief of the 7th Healthcare District of Crete & Eleni Yakoumaki – Deputy Chief

Dear friends,

We think that a formal letter cannot reflect what your donation made us feel. Your action is a great honor to the Fire Service.

The flattering remarks we received from our officers confirm your recognition in society.

For your gesture, I myself and all our officers would like to express our gratitude and we wish you all the best for your business.

CHIEF OF THE FIRE SERVICE OF THE CHANIA PREFECTURE

Commander Dimosthenis D. Bountourakis

Colonel

The Public Utility of Culture and Environment of Chania – Center of Mediterranean Architecture and the Elderly Day Care Center of Chania, would like to express their gratitude to MOBIAC SA, for their kind gesture to donate a wheelchair and a folding walking frame to meet the needs of beneficiaries, once more demonstrating its social sensitivity towards the problems of the elders.

MOBIAK S.A. TO SPONSOR DIMITRA GNAFAKI



From right to left Emmanouil Svourakis, Dimitra Gnafaki, Michalis Manousakis

Through a post on her personal Facebook page, Dimitra Gnafaki, athlete with Kydon Sports Club, thanked Manolis Svourakis and MOBIAK SA for supporting her efforts during the new sports season.

Dimitra Gnafaki and her coach Michalis Manousakis visited the company's offices and discussed this matter, for which MOBIAK is soon expected to release an official announcement.

Note that Gnafaki holds the Greek national record for girls' 400m hurdles (58.48), and last July she participated in the World U20 Championship in Bydgoszcz, Poland, and ranked 10th. In 2017 she's changing age category, and hopes to participate and win a medal in the European Athletics U23 Championship in Bydgoszcz, from 13-16 July 2017, while it is highly probable that she continues her studies in the USA.



Partner Reward

by Sophia Pavlaki

Electrical & Computer Engineer, Sales Department



HIGH & LOW PRESSURE FIRE EXTINGUISHER
RETESTING CENTER
FIREFIGHTING PRODUCTS – EQUIPMENT –
REFILLS COMPANY PROFILE

"PYROPROSTASIA" – THOMAS MALAMIDIS SA was established in 1998. It is based in Larisis 261, Volos, Greece, and provides its services to the sensitive industry of fire safety, meeting all needs in the prefecture of Magnesia and the district of Thessaly in general. The company was initially involved in the maintenance and sale of low pressure fire extinguishers. Later, it expanded in the industry of fire detection and fire extinguishing, and then in safety and CCTV closed circuit systems.

In 2008, the company invested €200,000 in proprietary facilities, becoming the only Center for Retesting low and high-pressure welded, unwelded and compressed air cylinders for Magnesia and the entire district of Thessaly.

In 2009, the company established branches for the sale of personal protective equipment, representing big brands, including DELTA PLUS – INDUSTRIAL – GIASCO – PENTAGON, etc.

In 2013, it became official partner and maintenance service provider for Greek Army Leopard tanks, fitted with German Deugra fire suppression systems.

In 2017, after 19 years, the company changed its name to Fire & Work Safety Equipment – Malamidis.

The philosophy of "PYROPROSTASIA" has always been this: "Whatever customers need, whenever they need it, at the lowest possible cost, immediately searching and finding solutions for the most complex needs".

Dear Thomas, we seize this opportunity to thank you for our excellent cooperation all these years and reward you with products worth €500.

