Market perspective; A manufacturers’ point of view

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Market perspective; 
A manufacturers’ humble and naive point of view
Many impressive presentations;

- Research
- Testing
- Installations and applications

...from very knowledgeable presenters
<3% of sprinkler market

- Watermist is not the best solution for all applications, but 3%?
- Are we happy with that?
- What is the goal?
- Do we have a goal, or do we need one?
A larger market share is important to be able to fund further innovation, for better fire suppression systems, to save more lives and property.

It’s often easier to get from A to B, if you know where B is.

Someone smart once said
My paws are freezing!

Buddy, you think you've got problems!
The Financial Planning Process

1. Gathering Client Information
2. Establish Goals & Objectives
3. Analyzing Financial Situation
4. Developing & Presenting Financial Plan
5. Implementing Plan
6. Monitoring & Reviewing Financial Plan
Clip from South Park
How does this tie in with watermist?

Getting good advice is important – that is why we are willing to pay for it.

Our market also involves advisors – fire engineers, designers

Are they matching up the right solutions with the need for their clients?
Welcome to campus
The World Champion
5mm/m²/minute
Is it good advice?

Access to clean water is hard to come by in many places – and will not be easier.

We’re soon writing 2016, and the international standards require minimum amounts of water!
Really? From SouthPark Bank.
Role of the advisor – the fire engineer, designer

Extremely important role in our market

Educating them will be critical to gain market share

Every manufacturer do
- but subjective role

Credible organization for manufacturers to refer to
- IWMA, independent with professional weight
Statements we often hear

Yes, watermist sounds like a great solution, and it definitely is the future...

...but for this specific project we’ll go with sprinklers
Expanding global middle class

Source: The Brookings Institution
Life Expectancy

Source: United Nations, Dept. of Economic and Social Affairs
6 global trends that will benefit the watermist market tremendously if...

...we dare to communicate that we want a piece of this growth

...we level the playing field
Demystify the mist
KEEP IT SIMPLE STUPID

KISS FM
Proven and documented
Less water
Smaller dimensions
Higher quality
Competitive price
References
✓ International water mist standard
  ✓ EN 14972
  ✓ Inter Nordic Standard, Residential - 23 months

✓ IWMA’s phase 2 of the Ordinary Hazard- Project for watermist systems

✓ Advantages of watermist clearly and objectively communicated
  ✓ By the IWMA today - We have the experts, the research and the testing. References.
Imagine the conversation between buyer and sprinkler co after standards are in place;

B: So the watermist system is proven as effective?
SC: Eh, yeah...

B: But the sprinkler system requires more water?
SC: Yes, usually...

B: Larger pipe dimensions then?
SC: Yes, because...

B: Of lesser quality?
SC: Well, we don’t need corrosion free...
B: So if the system should operate, potentially more water damage, longer stoppage time?

SC: Well...

B: And the systems cost about the same?

SC: Apparently

B: So remind me why we should choose sprinkler?

SC: 140 years of experience
Do we believe him?
Absolutely!

I believe he is right, and the text is very simple

A lot of great work has been done...

Some hard work remains...

...but I am certain the watermist business will be a good place to be over the coming decades!
Thank you for listening!

...to this humble and naive perspective