COMPANY PRESENTATION

Dafo Brand is one of the leading Nordic suppliers of fire and safety products.

Business concept – high technology and comprehensive product range

Our business concept is to provide modern, effective fire protection. We offer the broadest range of fire safety and rescue products on the market. Everything from fire extinguishers and fire alarms for the home to complex technical solutions for industry and fire and rescue services. As a natural complement to this, we offer advice, planning, installation and training, of course backed up by regular maintenance.

History - Danielson & Forssberg becomes Dafo

The company was founded in 1919 and is Sweden’s oldest manufacturer and wholesaler of fire equipment. Over the first fifty years, fire extinguishers were just one of many industrial commodities in its product portfolio. Its range also included Black & Decker tools, catalytic heaters and technochemical products such as Permatex car care chemicals.

The business concept of today was formulated in the early 1970s. With the motto “full hand mot brand” [A winning hand against fire], Dafo became a full range wholesaler of fire safety products in the 1980s. From having been a purely trading company, Dafo also began manufacturing its own products.

In connection with this change of direction for the company, it changed its name to Dafo Brand, "Dafo" being an abbreviation of DAnielson and FOrssberg, our original name.

Until 1969, the company was located on Klarabergsgatan in Stockholm City, near Sergels torg. The company then moved to more appropriate industrial premises in Tyresö which have since been extended twice. In 2010, Dafo is taking an even bigger step forward and moving to new premises with more than twice the space.

The company has undergone massive expansion over the past decade, its turnover increasing several times over, and now the company focuses even more on its own production and export operations.

Products

No other supplier on the market in Sweden has the same breadth in its range of fire safety and rescue products. A lot of the company’s equipment is produced in-house. In other areas, we outsource to leading foreign manufacturers.

Our product range consists of:
- Fire equipment such as fire extinguishers, fire hydrants and other extinguishing equipment. Among others, we represent Gloria, Europe’s leading - and biggest - manufacturer of fire extinguishers
- Safe evacuation systems, such as signs, emergency light fittings, project planning and installation of fire alarms, as well as evacuation plans, fire detectors and ladders
- General warning signs plus first aid equipment, defibrillators, etc.
- Fixed extinguishing systems designed for industry, computer rooms, telecoms, heavy duty vehicles, boats and ships. Automatic systems for protection of hoods and appliances in restaurant kitchens
- Rescue equipment for fire safety and rescue services. Our product range includes fire hoses, nozzles and fittings, pumps and rescue tools, etc.

Services

Good fire safety is much more than just red canisters... In parallel with product sales, we offer extensive supporting services and consultancy expertise:
- Maintenance of fire extinguishers, emergency lighting, fire hydrants, first aid and other fire safety equipment
- A separate department provides servicing and maintenance for fire alarms and extinguishing systems
- Fire seals and maintenance of smoke hatches and other building fire protection
- Training – a very broad range of courses including ten or so refresher courses for fire safety managers and system maintenance staff, courses on fire alarms and hot work, CPR, etc.
- Consultancy work – risk assessment inspections, fire protection documentation, etc. Each year, we run 100 or so fire safety control projects together with our customers
Organisation
Our business is organised into five sales departments.
Alongside these are the departments for logistics and production, plus central functions for quality and environment, finance, IT and marketing.
The company’s head office is in Stockholm Tyresö, with sales offices in Sundsvall and Katrineholm.

Research and development
As one of the major players in our industry, we consider it important to drive technical development forwards. Dafo invests major resources in product and method development.

We have a number of patented products and unique designs. Examples from recent years include:
- Positive pressure ventilators for more efficient smoke evacuation
- Waterfog fog nails for efficient extinguishing below ceilings and inside walls
- Products and technology relating to fire safety in vehicles
- New extinguishing agents designed for Scandinavian environmental and temperature requirements

In-house production with custom solutions
More and more of our products are developed in-house; mainly various types of extinguishing system and equipment for the rescue services. Manufacturing takes place on our own premises or is subcontracted to Swedish and foreign suppliers.
The heavy duty vehicle industry has been one of our main customers since the 1970s. We work in close co-operation with their development departments, where our design work acts as an integral part of our customer’s CAD/CAM work.
Most of our designs are custom solutions which are supplied for installation directly to customers’ production lines.

We apply modern logistics solutions with the support of EDI, CanBan and Web commerce. Production takes place under our own supervision, in our own workshops.
This, combined with good storage facilities and rational logistic procedures, has resulted in very short lead times. Equipment in stock is supplied the same day if orders are placed before 12.00.

We also implement prototype installations together with customers and prepare manuals and instruction documentation in a number of European languages.

In 2003, we also started Dafo Fomtec AB, a subsidiary for the manufacture of fire extinguishing foam.
Today the company has a turnover of EUR 7 million and exports foam to Europe, Asia and the Middle East.

30 % share of the wholesale market
Dafo has a market share of around 30 % of the wholesale market for fire equipment in Sweden.

We are the biggest and the leading supplier to the fire services in Sweden. We visit and work with all fire brigades and major industries in need of large scale extinguishing equipment.

We are also the biggest supplier of fixed extinguishing systems in the country. We have installation and maintenance capacity from Kiruna in the north to Ystad in the south.
Fire extinguishers and other first-hand fire protection devices are distributed via shops, service partners and other resellers. We have a chain of more than 40 independent fire service companies that offer local service and delivery of Dafo products.
The export share of our business is growing steadily and currently stands at just over 15%.

Brandsam – fire companies in collaboration
We work in co-operation with a chain of fire service companies all over Sweden.
These service companies provide a local service and offer Dafo’s broad range of products. These dealers are trained by us and work to our system of checklists, work instructions and procedural descriptions. All work is reported using Iris, service system.
Customers working with national agreements are guaranteed the same high service level and the same outstanding quality for all their facilities all over Sweden.
COMPANY PRESENTATION

FACT SHEET

Iris ensures higher quality and safety in fire protection work
Iris is a service and maintenance program for fire protection work. Service engineers and inspectors use the Internet and PDAs to report their work as they do it. Fire safety officers receive immediate fault reports in the event of defects in fire protection.

Iris also provides support for our customers’ internal fire protection work. Self-inspections and follow-up work by fire safety officers can take place in Iris.

Customers can constantly monitor work and the status of their fire protection on the Internet, an important feature for chain customers and major property owners.

References and typical customers
Apoteket.... We perform servicing at more than 700 pharmacies in Sweden. Reporting takes place via Iris
SEB .......... Fire safety inspections and planned safety at the bank’s offices are registered and reported via Iris
McDonald’s Extinguishing systems for deep fat fryers and in ventilation ducts are maintained by Dafo
Atlas Copco We supply fire extinguishing systems for Atlas underground machinery
Coromatic.. Sweden’s biggest supplier of physical IT security relies on gas extinguishing systems from Dafo, including installation and maintenance
Like many other rescue services in Sweden, the Södertörn Fire department Association - our own local fire brigade - uses Dafo as its main supplier
Ovako Steel in Hofors purchases Dafo extinguishing systems and fire equipment for its fire protection

Financial data
Dafo is the fastest-growing fire equipment company in Sweden.
The company is demonstrating stable development, and has maintained financial strength through a decade of rapid and continuous growth.

The company is a family business, now in the hands of the third generation. It has been run and owned by Thomas Sparring since 1992.

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Quality and reliability
Fire equipment products are rarely used and users have little opportunity to verify their function. Therefore, their design and manufacture must guarantee quality and reliability.

Our quality work takes place according to a quality programme and a quality policy in which yearly action plans establish scheduled objectives and activities. Dafo holds accreditation to the quality assurance standard ISO 9001.

The company is also accredited by SBSC, Svensk Brand- och Säkerhetscertifiering, as an approved installer of gas extinguishing systems, extinguishing systems for vehicles and fire alarm installations. SBSC is the certification body owned by The Swedish Fire Protection Association.

Our products are designed, manufactured and approved in accordance with international norms and standards.

Our products hold third-party accreditation where systems are in place for this; for products such as fire extinguishers, fire alarms, fire hoses and most of our extinguishing systems.

Quality policy
- Dafo Brand AB strives to ensure enhanced customer satisfaction by always using our products and services to provide the best solution for fire protection: "Proper protection against fire"
- This work is carried out by people with top skills and in such a manner as to meet both in-house and external requirements and wishes. Obviously, everything we do is compliant with environmental requirements, laws and regulations.
- We monitor and review our working methods and objectives regularly with a view to becoming an even better partner to work with.
Environment

We focus strongly on environmental issues; by both working actively within the company and working externally on a number of different organisations and committees.

Among other things, Dafo has been responsible for the trade organisation’s working team on environmental issues and formulated the collective guidelines for the industry on hazardous waste and eco-friendly handling of extinguishing agents.

We are members of or work actively on environmental issues within the following organisations:

- Branschkansliet, fire detector team – We participate in the industry's working team, which works together with the Swedish Environmental Protection Agency to examine the radioactivity of fire detectors, plus regulations on handling, environmental toxins, etc.
- Elkretsen – This organisation deals with collection and destruction of electrical equipment such as emergency light fittings and fluorescent tubes
- REPA-registret – Trade and industry's system for recycling of packaging
- Swedish Environmental Protection Agency – We pay transfer and environmental charges for equipment sold with batteries and reserve power, such as torches, emergency lighting and fire alarm centres
- Swedish Radiation Safety Authority – is responsible for dealing with ionising fire detectors
- Our products are covered by the Swedish Chemicals Agency product register, and we pay a chemicals fee once a year for the fire extinguishing powder and foam that we manufacture or import

Dafo has been running its environmental work since 1996, with a well prepared environmental programme with an environmental policy, action plans and scheduled environmental objectives.

Environmental range

Dafo has a very broad range of fire and rescue equipment, and it can frequently be difficult to choose products which are preferable from an environmental standpoint. Therefore, we have put together a selection of products with green features which make them a better choice. We call this our environmental range, and the products and marketing materials are specially labelled. This also applies to products such as:

- Fire extinguishing foam – We have extinguishing fluids which do not contain PFOS and containing smaller quantities of glycols, fluorosurfactants and solvents
- Extinguishing systems which use Inert Gas and Novec 1230® – Instead of using HFC compounds, that contributes to global warming. We sell only systems that we believe will be accepted not only today but also in the future.
- Emergency lights – Low consumption lights which use LEDs. The environmental benefits: reduced energy consumption and fewer fluorescent tubes to destroy
- Fire seal equipment – None of our sealing panels, fire-resistant paints or sealants contain silicones or solvents
- Signs made from PVC-free materials. Our fire equipment signs are made from environmentally friendly PET instead of PVC
- Foam extinguishers with foam in a separate cartridge. Emissions of film foam to purification plants and the sea are one of the main environmental problems faced by the industry, and the best way to avoid this is to use extinguishers with the foam in separate cartridges with 20-year recharging intervals

Environmental policy

- Dafo shall strive in everything it does to enhance environmental awareness and pursue stringent environmental requirements
- Dafo and its staff shall remain abreast of and maintain supreme skills with regard to environmental issues and future rules and recommendations in the field
- Dafo’s environmental work shall be applied in-house at the company and in its contact with customers and suppliers
- Dafo’s environmental work shall be characterised by constant improvement with the aid of action plans and specified objectives