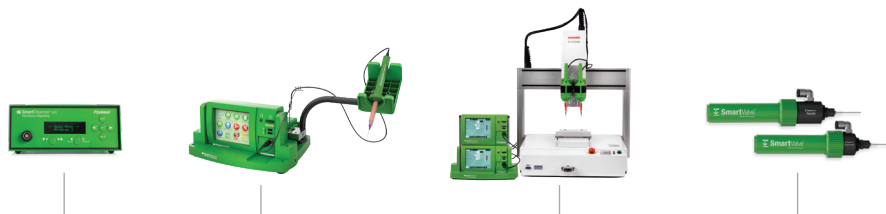




Some Thoughts on What Makes a Price a Good Price

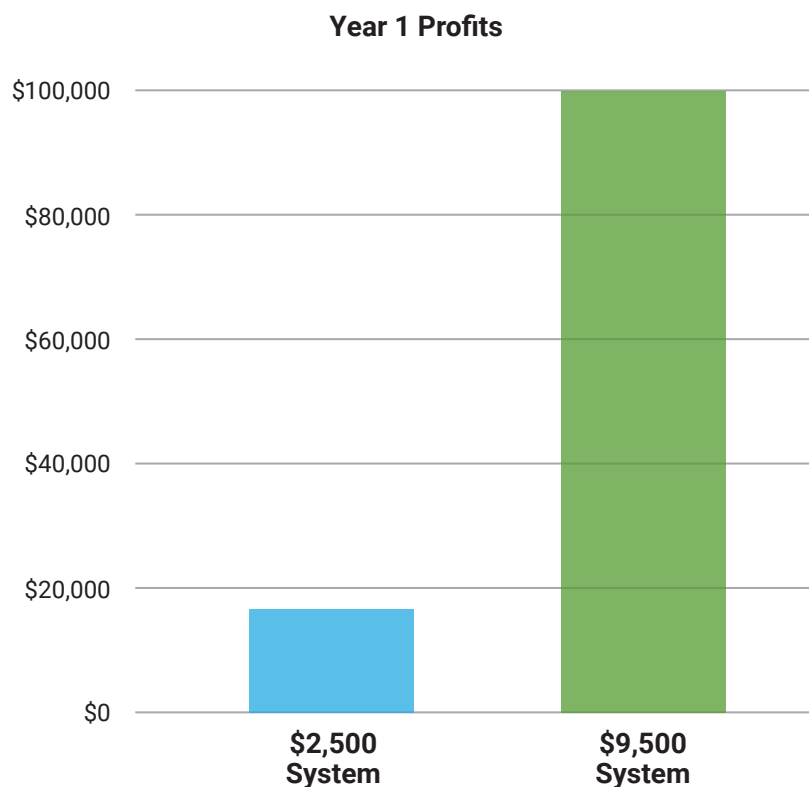
On the surface, a low price looks appealing. Why wouldn't it, everyone loves a bargain. This way of thinking can occur even when evaluating something as critical as fluid dispense systems. However, we urge manufacturers to conduct a thorough analysis, so they can truly ascertain what makes a price a good price. This document is created to help them do just that by bringing value, as it relates to Return on Investment and support, into the discussion. When these considerations are studied, Fishman® feels that price will be but one factor among several that will drive the purchasing decision.



It Pays to Look at Return on Investment When Considering price

It Pays to Look at Price in a Different Way

Price shouldn't always be viewed as just high or low. In the case of fluid dispense systems, it needs to be thought of differently. For instance, if a \$2,500 system provides a \$20,000 increase in profit at the end of year 1, and a \$9,500 system provides a \$100,000 increase in profit at the end of year 1, which one has the better price? When you think of it in terms of Return on Investment, the higher price is actually the better price. The numbers presented here have been borne out by users of the SmartDispenser® time and time again.



The Triple Play of Value

from Fishman®

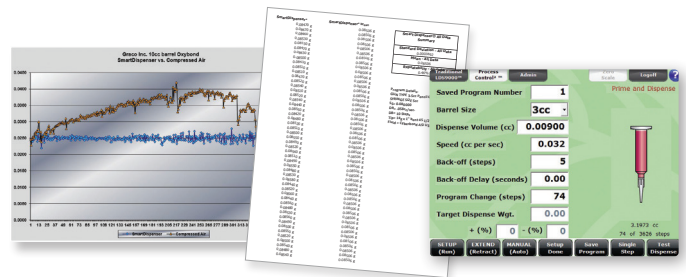


1. Pre-Purchase Value

Fishman® Corporation has a purchase framework that supports value. It begins even before a customer buys their SmartDispenser®. It's set in motion with the Validation Support Program. This one-of-a-kind plan of action eliminates the typical costly 30-day product trials foisted on product manufacturers by the makers of fluid dispense systems, and is performed at no risk to the customer.

The Validation Support Program follows five money-saving steps adding to the value of owning and operating the SmartDispenser®.

- ▶ It begins with the assignment of highly experienced Fishman® Application Engineers
- ▶ These professionals perform a weight study that documents statistical data used to validate the SmartDispenser® and gather customer parts for inspection
- ▶ Once everything has been approved, the Application Engineers prepare and engage the dispense program
- ▶ The dispense program, which is determined and verified through testing, is also saved to the memory of the SmartDispenser®
- ▶ With all this completed at no cost to the customer, the SmartDispenser® is installed and producing parts in minutes, not in the days wasted in a no-guarantee 30-day trial



The Triple Play of Value

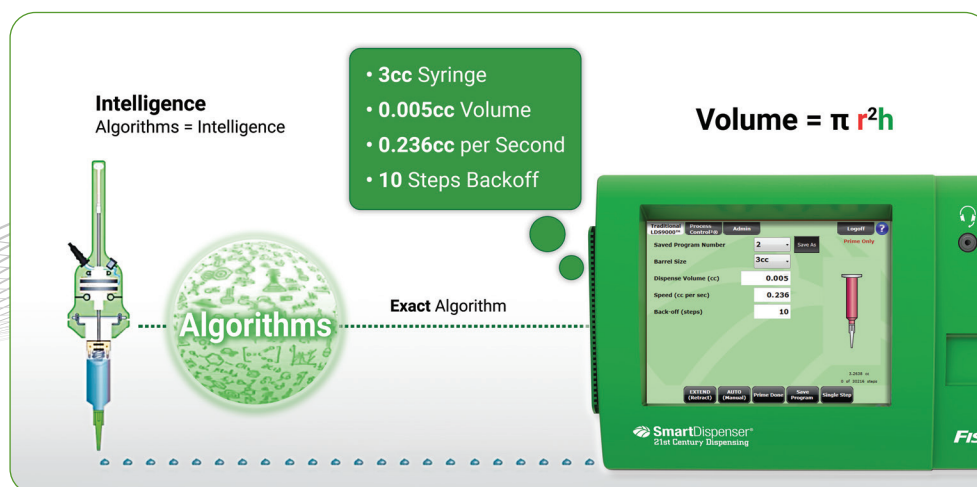
from Fishman®

2. Pre-Production Value

Drastically Lowered Validation Times and Costs

With the SmartDispenser® on the job manufacturers benefit from drastically lowered Validation Times and Costs. They're the direct result of the algorithm-controlled mechanical drive system Fishman® employs with the SmartDispenser®.

- ▶ These reductions arise because the first SmartDispenser® validated has a numerical dispense program that can be quickly and easily loaded on multiple SmartDispenser®s
 - » This produces results that are exactly the same time after time, ensuring positive displacement
- ▶ Successful Transfer from Validation to Production
 - » When validated, the performance of the SmartDispenser® will be exactly the same from the validation facility (e.g. USA) to the production facility (e.g. Costa Rica)
 - › Simply load the validated numerical program, which is documented on the work instruction, and product runs problem-free
 - No rework
 - No daily program adjustments
 - No retraining of operators
 - Elimination of human error
 - Receive machine generated production data daily



The Triple Play of Value

from Fishman®

3. Post-Purchase Value

Long after purchasing the SmartDispenser® and benefiting from the tremendous value it delivers, customers continue to gain additional levels of financial advantage with the Fishman® Buy Back and Upgrade Programs.

The Buy Back Program makes it easy and affordable for customers to upgrade their original purchase to the next level of production performance, here are the two ways this can be done:

- ▶ The SmartDispenser® MINI™ can be upgraded to the SmartDispenser® Benchtop System by simply taking advantage of the **Buy Back Program**
- ▶ Customers with the SmartDispenser® Benchtop System, who at a later point want to automate their assembly process, can easily do so by upgrading to and integrating it with the SmartAutomation™ Platform

With Fishman®, value is in play at every juncture, with an eye toward protecting the customers' initial investment in the SmartDispenser®. All of which confirms the fact that the SmartDispenser® is the most flexible fluid dispensing system available today.

SmartDispenser® MINI
AirFree Technology

Certified AirFree®
FISHMAN

SmartDispenser®
AirFree Technology

BUY BACK CERTIFICATE

★ FULL PRICE CREDIT ★

Enjoy the best of both worlds—when you're ready to move up from the SmartDispenser® Mini to the industry 4.0 ready SmartDispenser®, simply email the certificate and the serial number off the back of the MINI, and you'll receive a product credit for the full price of the SmartDispenser® Mini.

Fishman Corporation 192 South Street, Hopkinton, MA 01748, United States
US & Canada: 800.433.2115 | Worldwide: 1.508.435.2115 | www.fishmancorp.com

FISHMAN®
Dispensing Innovation®

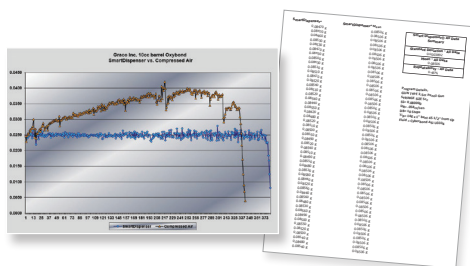
Post-Sale Support

More Good Things Happen When the SmartDispenser® is on the Job

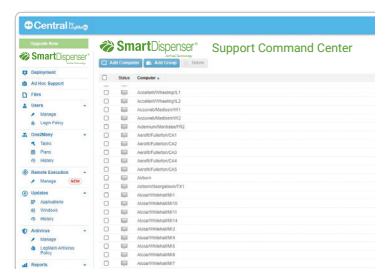
Besides the value gained from the many innovative features of the SmartDispenser®, manufacturers can also count on the Fishman® Tech Service Department to provide them with pre- and post-sale support that is, without question, the best in the business. Even before purchasing it, manufacturers will have proof that their SmartDispenser® will perform the same in their facility as it did in the Fishman's. Manufacturers will also be pleased to know that their SmartDispenser® will be up and running within 30 minutes of it being delivered and unpacked. And, on those rare occasions when they need assistance with a repair, skilled members of the Fishman® Tech Service Department will be there in a flash with numerous options to quickly get their system back online.



The SmartDispenser® can be Installed and Up & Running Within Minutes at Your Facility






Test Reports Provide Baseline Statistical Data & Proof that the SmartDispenser® Performs Correctly



Fishman's® Tech Service Department Can Successfully Troubleshoot Issues, Day or Night

Price, Value, Ease of Use & Support are All Yours With Fishman® Corporation

It's Important to Remember These Three Points When Evaluating Fluid Dispense Systems:

-  When Return on Investment is the greatest that is the better price;
-  When value received is the greatest that is the better price; and
-  When operation and set-up are the easiest that is the better price

For more information on what makes the price of a fluid dispense system a good price, please contact **Dave Thomas, Tech Support, dthomas@fishmancorp.com, 508.686.5065** or **Meghan Malkin, Tech Support, mmalkin@fishmancorp.com, 508.686.5066**, or visit fishmancorp.com.

