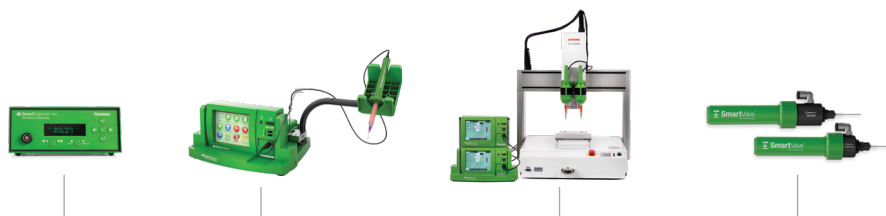




# Some Thoughts on What Makes a Price a Good Price

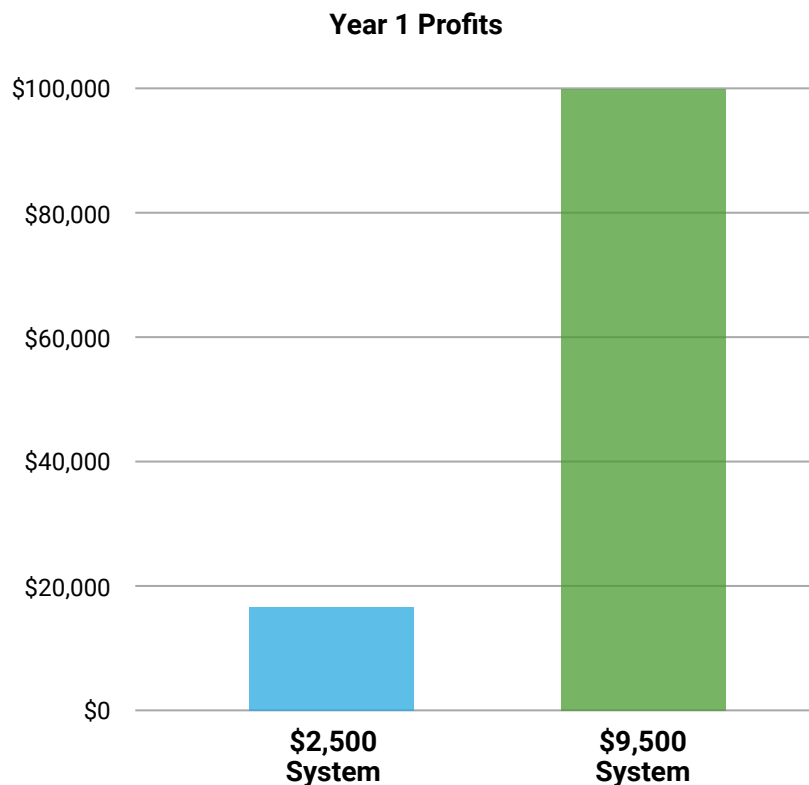
On the surface, a low price looks appealing. Why wouldn't it, everyone loves a bargain. This way of thinking can occur even when evaluating something as critical as fluid dispense systems. However, we urge manufacturers to conduct a thorough analysis, so they can truly ascertain what makes a price a 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

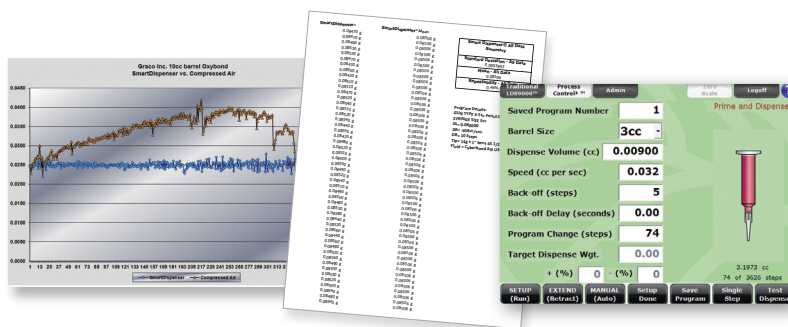
*from Fishman®*



## 1. Pre-Purchase Value

Fishman® delivers value at each juncture of the purchasing process. 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 is executed by Fishman® Engineers free of charge to the customer, and is a far more effective way to evaluate a fluid dispense system than are the costly 30-day product trials foisted on manufacturers by competitors.

- ▶ The Validation Support Program creates value by providing a baseline test, and is conducted at the Fishman® facility by an experienced fluid dispensing technician. Once completed, it offers proof beyond a doubt that the SmartDispenser® performs exactly the way the customer needs it to prior to purchase
- ▶ The results are documented in a fluid deposit weight study that presents the customer with a Validation Support Test Report featuring statistical analysis consisting of key criteria such as mean, standard deviation and repeatability
- ▶ The fluid dispense program that verifies validation is saved to the SmartDispenser®'s memory prior to shipping. This assures that when the SmartDispenser® arrives at the customer's facility it can go to work in minutes, instead of the days it would take if a manufacturer chose any of the low-cost fluid dispense systems offered by the competition



# The Triple Play of Value

## from Fishman®

## 2. Pre-Production Value

Lower validation costs start with the algorithm-controlled Linear Drive System that Fishman® employs with the SmartDispenser.®

- ▶ Once the first SmartDispenser® is validated through the use of algorithms, the numerical dispense program created can be quickly and easily loaded on multiple SmartDispenser®s
  - » The SmartDispenser,® via the dispense program, immediately sends algorithms designed to enable precise control of the Linear Drive System. This exact performance can be duplicated on all SmartDispenser®s which takes many hours off the validation process
- ▶ Successful Validation Process Transfer is assured with the SmartDispenser®
  - » 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
      - Moreover, machine generated daily production data can be automatically saved to a USB memory stick for recordkeeping and management review



 **AlgorithmicControl™**  
AirFree® Technology

# 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  
Since 1978

**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](http://www.fishmancorp.com)

**FISHMAN®**  
Dispensing Innovation®



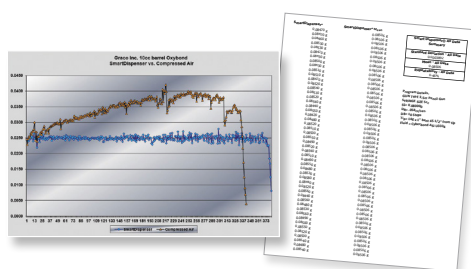
# Post-Sale Support

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

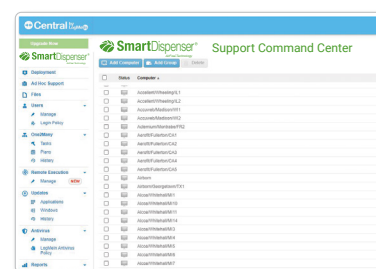
Besides the value gained from the many innovative features of the SmartDispenser®, manufacturers can also count on the Fishman® Tech Service Department to provide them with pre- and post-sale support that is, without question, the best in the business. Even before purchasing it, manufacturers will have 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**, [dthomasfishmancorp.com](mailto:dthomasfishmancorp.com), 508.686.5065 or **Meghan Malkin, Tech Support**, [mmalkinfishmancorp.com](mailto:mmalkinfishmancorp.com), 508.686.5066, or visit [fishmancorp.com](http://fishmancorp.com).

