

The Absorber



Edition 3, Summer/Autumn
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Welcome from your Chairman.....



In the last edition of the Absorber, I wrote about the challenges facing us, in the current turmoil of the business and financial markets.

Group sales so far this year have been 12% below plan, but 5% above last year, resulting in lower than forecast profit and cash generation.

The bigger picture is that trading conditions are tough, but we continue to grow and remain profitable.

As was often stated in my school reports, good but could do better.

In my experience, what really makes a difference is attitude, a positive conviction to get things done, and done well.

By way of example, let's consider a glass filled halfway with water. A pessimist will see the glass as half empty. An optimist will see the glass as half full. Whilst someone with a 'can do' attitude will see the glass as always being full (half water and half air), and most importantly would not have it any other way. By exhibiting this type of attitude, we will continue to make progress, even in the most challenging of circumstances.

Ian McKernan
Chairman, MP Group

SofnoDive®
DISPOSABLE CO₂
ABSORBER CARTRIDGE **797**

Post-Recall & Beyond

By Paul Falder, Marketing Manager

The current supply situation has caused some concerns among the end users who have purchased Poseidon Discovery MkVI Re-breathers. This article gives a short synopsis of the development process and how an inter-departmental team was formed to overcome the teething troubles of launching a brand new concept to the marketplace.

The product exited our development process in July 2008 and low rate production began in the autumn of that year. Demand was low because Poseidon was still heavily involved in eliminating final development bugs with the re-breather.

Meanwhile Molecular Products Ltd was installing medium volume production equipment and refining our processes but actually only producing fairly low volumes of canisters.

Despite many emails to the network, Molecular Products Ltd received low order volumes until February 2009. Larger scale deliveries began in April this year using production line equipment and in May we were notified of one incident with a canister in use and subsequently of two separate cases of canisters apparently under-filled which were spotted upon receipt by routine inspection as detailed in the 'instructions for use'.

This prompted us to issue first, a recall for a specific lot, and subsequently a total recall of all 11 lots released to the market thus far. The website was very useful at this stage providing us with a means to keep the worldwide diving community updated with specific lot numbers and advice.

A rigorous programme was initiated as soon as the first report was received and investigations revealed that previously unidentified component issues were causing the canisters to gain volume post filling and after QA had already passed them as 'good'. This increase in internal volume allowed voids to form when the material was agitated during transport.

To overcome this occurrence extra jigs have been installed as well as further QA steps to detect it and we are now completely confident that new production lots of SofnoDive® 797 canisters are safe to use and fit for purpose. However, we have had to reject large quantities of components and this has disrupted our production slots somewhat.

We are devoting a large proportion of our total production time in September exclusively to SofnoDive® 797. It is planned that this production run will enable us to replace all recalled material and meet all current outstanding orders.

We expect to begin despatches during the second week of September and we will keep you updated.

A lot of time and effort has been devoted to this product because this is part of our strategy to add higher technology and differentiated products to our portfolio.

Any questions? Email Paul pf@molprod.com



SofnoDive® 797



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Protecting life and the environment



Swedish Navy uses British Oxygen



Six months of sales effort was crowned in April this year with a significant order from FMV the procurement arm of the Swedish armed forces for EO2-26™ oxygen generators.

They are intended to be used aboard the Swedish Navy's two Sodermanland Class AIP boats which were first commissioned in the early nineties but which have subsequently undergone major refits.

The complement of around 27

persons will rely on Molecular Products Oxygen Generators in DISSUB (disabled submarine) conditions when NATO standards require oxygen and CO₂ removal supplies and systems in place, sufficient to allow survival for 168hrs.

Molecular Products is experiencing a significant increase in the level of enquiries for its self contained units as navies worldwide begin to appreciate the increased flexibility and safety that these self contained

generators provide compared to older generation bare chlorate blocks which require the use of dedicated 'burners' which are very large, too heavy immobile.

Together with the Canadian and French navies' new products, we are continuing to innovate by providing chemical oxygen in easy to use formats for both DISSUB and 'ready use' applications.

Molecular Products Inc. Open House!



On the afternoon of July 24th MPI held the official Open House event for its new manufacturing facility in Boulder, Colorado. Although the offices began operating at the new site on April 27th and production began May 4, this was an opportunity to celebrate the opening of the new MPI building with MPI customers, vendors, family and friends.

Around 60 visitors attended from around the US for the afternoon event which



included tours conducted by Engineer Matt Boucher and Operations Manager John Green as well as a slideshow chronicling the build-out of

the new spaces, some MP memorabilia, snacks and sodas.

Reaction by attendees was highly positive. Many, especially those familiar with the old building, were highly impressed by the scale, organization and presentation of the new MPI site. The event was organized by Kristen Rhudy assisted by Kelly Hebert and Sharon Emerson.

David Bostic, Sales Manager

"The open house was an opportunity to recognize a mile-



stone achievement for the company and have a bit of fun with our friends and family. It is particularly appropriate that attendees included key owners, employees and their families, vendors, and customers, as each have contributed to the company's success in establishing a higher platform of operations to support the continued growth of the company".

Troy Rhudy
General Manager

Molprod Exhibits at World's Largest Defence Show

Molecular Products Ltd is proud to be part of the world's largest fully integrated defence and security show, DSEi 2009 on 8-11 September. Excel London is the location where Paul Falder, Philip Ripley and Jo Shaw will be managing **Stand 2534** ready to talk to existing and new customers about our innovative product range and technical capabilities.



High numbers of delegates are ex-

pected to attend the Innovation Showcase on day two of the show, Philip and Paul will be presenting an interesting lecture on 'Breathable Atmospheres in AIP and Nuclear Powered Submarines'.

The presentation will explore the history and development of technologies used for conditioning atmospheres in submersibles and submarines in routine and emergency situations.

Look out for the show review on the website!



Do you have a newsworthy article for the next edition of the Absorber?

If so email, phone or see Jo Shaw in the Marketing Department and share your news!

js@molprod.com
Phone ext: 243

Next Edition due to be released late November.....



Medical Sofnolime® Extends Reach to Japan

Victor Wong, MP Asia hosted a stand at the International Modern Hospital Show in July. Supported by Philip McCarthy (Ltd), the team promoted both variations of our medical soda lime: pink to white and white to violet in differing packaging options. Their mission was to recruit a medical distributor for the Japanese market and approach local anaesthetic machine manufacturers for OEM opportunities. Victor exhibited both the GE multi-absorber and the compact absorber to draw attention to our capabilities and evidence of current OEM relationships.

Several key contacts were made from machine manufacturers to end users. Victor will be nurturing these relationships over the coming months. The event was also a great opportunity to build subsidiary interaction and communication.



The Website Works!!

Following the successful launch of the new website for Ltd, Inc and Asia, Molecular Products has received countless emails praising the site for its improved navigation, coherent product literature and overall the clean, modern style.

Here are just a few!

Congratulations with your fresh website. It really looks flashy and trendy but most important, it is well organised and easy to move around.

Gie A. Couwenbergh (QGM)
Triton Alfa Group

I would like to congratulate you and MPL on the new website. The site is very clear and yet striking (no pun intended). Navigation is very intuitive and the additional technical data from the case studies, Tech library and product sheets is excellent..

Alex Charlesworth B.Sc.
(Hons) - Account Manager
Chem-Supply Pty. Ltd.



Exciting New logistics Hub to Open in Dubai

Following the success of our externally managed logistics hub in Aberdeen – commonly called Pentagon – which services the North Sea diving industry we are opening a facility, identical in concept in the Middle East.

The facility will be managed by Panalpina (an international logistics company) and located in the tariff free zone called Jebel Ali within Dubai. It will stock a mixture of medical and diving grade soda lime and over time other products may be added at the request of customers. Therefore, the products will be available with very short deliveries and the cost of freight for small quantities will be greatly reduced.

The Pentagon warehouse has undoubtedly increased the service level and therefore positive customer experience which has fed through into greater demand for our products. We expect to duplicate this experience with Jebel Ali and the whole sales and marketing team is cooperating to ensure that all our existing and potential customers know about the facility.

Molecular Products is staging a seminar in the centrally located Al Bustan Rotana hotel, Dubai in October. There will be a 45 minute presentation to the invited guests followed by a short reception where refreshments will be served.

A series of email invitations, posted invitations and telephone canvassing will be undertaken to ensure a good turnout as well as a subsequent programme of visits.

We all wish this new venture run by the sales team great success!



Protecting life and the environment



Using Google analytics the marketing team are able to track the increasing traffic levels and crucially hit and bounce rates, indicating how long visitors are staying on the site.

Preparations for phase two of the website are well underway which will enable customers to order products online. It's a very exciting development and one which will aid the sales team in sales processing and of course provide customers with a quick, easy to follow method of placing orders.

Ltd & Inc Dive into Action at DEMA 2009



In collaboration with Molecular Products Inc, the team from Ltd will be exhibiting at this year's DEMA show in Orlando, Florida

between the 4-7 November, stand number 606. Following the SofnoDive® 797 product recall, the exhibition will be an excellent platform to talk to distributors and divers about the recovery process and confirm the future of the product in terms of its reliability and our commitment to satisfying order requests.

In partnership with Poseidon Diving Systems a seminar will be presented discussing the Cis-Lunar MKVI Discovery rebreather and its performance during the recent cave exploration in Oaxaca, Mexico. The performance of SofnoDive® 797 will be specifically examined in relation to the CO₂ absorption performance under the colossal constraints of the dive.

Look out for the show review on the website!

