

Company Profile

Process Optimization | Factory Design | Project Management | Advanced Visualization



Your interim process partner



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About Pescatech

Pescatech is an Esbjerg based company from 2008. Key persons from leading companies within the fish and seafood industry found together in this team of highly specialized consultants.

We understand the actual conditions in the fish and seafood industry, where we as consultants have gathered extensive knowledge during many years of optimizing production methods in hundreds of production plants.

Pescatech can deliver consultancy and specialist assistance in many levels especially within the fish and seafood industry all over the world. We support all the different segments in their needs right from receiving raw materials to shipment of finished goods. We consider ourselves the neutral advisors in a consolidating industry, where vendors and production units merge and the options are reduced. We can deliver knowhow in highest technical level

and we can from our position assure a safe way to the ideal production scenario for each customer.

Pescatech aims at a position as the preferred sparring partner for processes and vendors within the fish and seafood sectors by delivering the highest level of honesty and integrity. We work under non-disclosure agreements with our customers and guarantee discretion regarding obtained knowledge through our efforts making our customers better in what they do.

Pescatech is subject to "Foreningen af rådgivende ingeniører, FRI", which implies respect for ethical rules regarding careful consultancy limited by the company's competence areas.



Center of excellence

Our team is carefully built on the solid foundation of competent and very skilled people with many years of experience within the fish & seafood industries.

Each person is carefully chosen and has chosen to join us to become part of something new and exciting. A very specialized group of consultant's within fish & seafood processing, that as a team stand out as a significant center of competency.

Our strength lies in the high degree of specialism and vast knowledge within fish processing. Each scenario is studied and looked upon with multiple sets of neutral eyes. This we believe will bring out the best in us and bring

the best solutions and advice from us, so the overlapping experiences become synergy and create more value for our customers.

We aim at the exclusive goals to provide our clients with the best choices and most sensible equipment combinations. This we believe we can do better, than anyone, from our position as independent and not tied to any specific product port folios. Being neutral, capable and with all available options at hand – make us incomparable and probably some of the best designers of good processing solutions

Pescatech wants to provide the fish & seafood industries with superior consultancy, project design & management.

We would like to use our experience, knowledge, contacts and skills to create an international “center of excellence” where our customers can seek professional sparring. We want to be the independent source of sound advice and innovative solutions.

From a neutral corner we shall provide the best of all worlds to our customers. Through knowledge, experience, high standards, carefully selected partners and low costs we aim at providing the best solution every single time – Pescatech shall be best sparring partner and most trusted friend a fish & seafood processor can have!







Seattle's Pike Place Market, a historic, open air market located in the heart of Seattle, Washington. People come from all over the world to see the world famous crew of fishmongers throwing fish and having fun with customers. They also come to buy some of the best seafood available anywhere in the world and have it shipped home. The Pike Place Fish Co. has become world famous and it is often used as a school book example of ingenuity, creativity and inspiring working environment. A great inspiration to Pescatech and many others...



Industries

We are exclusively focusing on the fish & seafood industries, but target a wide audience and most segments. Species are salmon, whitefish, pelagics, seabass, tilapia, catfish, prawns and most other wild catch or aquaculture species.

- **White fish**
- **Salmon**
- **Pelagic**
- **Aquaculture**
- **Groundfish**
- **Flounder & sole**
- **Prawns & crustaceans**
- **Shell fish**
- **Exotics**

We seek to improve the value chain of processors and are very familiar with all other primary vendors supporting the fish & seafood industries. We know the specific needs and product specifications within most segments and have specialized segment consultants in addition to the sophisticated logistics & processing specialization. This makes us capable of helping most client even when facing new challenges or species.

We have worldwide experience and our consultants with many years of experience have in the past been involved directly or indirectly in the design of some of the most advanced fish processing plants in the world today.

Opti-Advice

Lean principles in a light version, where Pescatech analyze and observe your production for a certain period. The idea is to find quick wins by locating bottlenecks and remove non-profitable obstacles. It can be physical or technical improvements, but it could also be procedure improvements.

The result is an easy to understand report with visualized and practical information, so it can be related to the actual environment in an explainable way. The content will focus on hands on experience and onsite observations combined with relevant theoretical approach. The Opti-Advice is a corner stone in the Pescatech service program. We study, interview and observe processing procedures with a pair of neutral and external eyes.

These quick wins and easy adjustments are presented in a confidential report, where options and observations are clearly expressed and often represent large potential savings or improved profits. It will also contain state of mind observations and explain procedures, which can improve employee ownership and improve company spirit.

- Start up interviews with key personnel
- Quality and handling procedures
- Yield and performance (man/machine)
- Flow & logistics
- Give away and losses
- Production cost indicator
- Presentation of report

The Opti-Advice package is under a non-disclosure agreement and all information is kept confidential. Pescatech will store a copy of the report under safe conditions in order to assist customer further in future situations. The Opti-Advice analysis is a standalone product, which can be prolonged by a Pro-Consult agreement, where a Pescatech consultant can act as a driver/assistant during implementation of processing improvements.





Pro-Consult

Pescatech offers many services within food consultancy and is specialized within fish & seafood processing from origin to consumer. Our expertise allow Pescatech to become a temporary employee or advisor and external sparring partner for a specific period with the aim to improve your business. We can act as sparring partners to executives and upper management, coaching middle management and provide specific training to operators on the processing floor:

- Business plans and strategies
- Investment analysis incl feasibility & green field studies
- Market analysis and segmentation
- Target marketing and action plans
- Customer and consumer trend analysis
- Product development and processing analysis
- KPI and MBO management systems
- Certification and approval processes
- Rent a project manager, quality manager or strategy advisor
- Education and training courses on demand

The experience offered inside a Pro-Consult agreement will often include the combined experiences of more Pescatech consultants, thus becoming much more valuable than hiring a single full time employee. In addition Pro-Consult agreements are non obligating contracts outside the scope of supply or agreed time frame, where after the parties will consider mutual expectations fulfilled.



Pro-Designer

Pro-Designer is setting new standards within the industry by offering high quality visualization ranging from normal ACAD standard drawings all the way up to live animated factories. Pescatech can show exactly how your new plans would come out in real life.

An initial Case study could give a good overview of your project plans and enable you to proceed or pull the plug in a relatively early stage.

We consider ourselves some of the most experienced and innovative designers of fish processing facilities available in the market. Pro-Designer is a core product of Pescatech and we aim at providing superior solutions on innovation, customization and pure value of your investment.

Case study

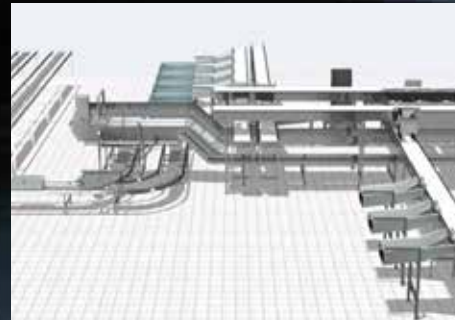
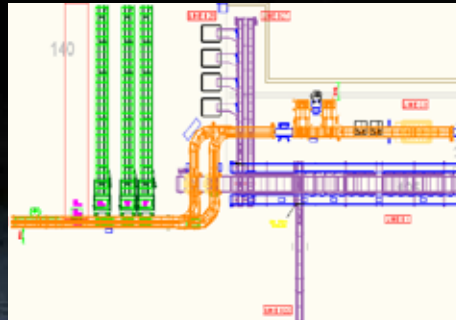
- Project introduction and interview
- Preliminary design and analysis
- Rough pay back analysis
- Project milestone planner

Design phase

- Level 1: Autocad top view
- Level 2: Autocad 3D or Solid Works
- Level 3: 3D visualization
- Level 4: Pro-Educator basic
- Level 5: Animation

Decision phase

- Vendors and budgets
- Vendor and equipment evaluations
- Negotiations
- Pescatech recommends



Pro-Manager

Pro-Manager is the consequent follow up on a good design job, where production, implementation and proper training is necessary in order to make the new project a success.

We coordinate vendors, follow the equipment production and testing, preparing arrival, installation and training. Pescatech can also investigate in house competencies and help recruit new qualified human resources from our contacts around the world.

1) Contract phase; Pescatech can help define, design and negotiate the purchase of individual machines or equipment within a larger project.

2) Documentation is necessary before, during and after the project is completed and Pescatech can help organize this.

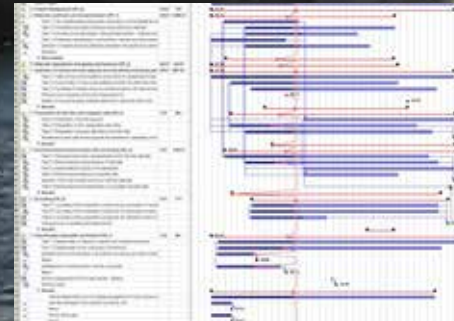
3) Coordination of vendors is necessary to settle interfaces and ensure smooth install

4) Production can be followed with special attention made to designs, details, performance tests and of course hygienic and ergonomic requirements.

5) Preparation of install with careful planning of internal and external resources.

6) Implementation is a critical phase of all projects and here Pescatech will act as sparring partner providing proper in house knowledge

7) Recruitment where we assist getting the necessary new people on board in the recruitment process.



Pro-Animator

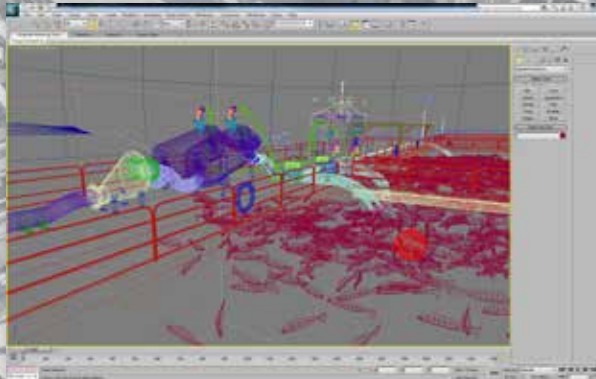
Pro-Animator is a new product offered to the fish & seafood industries, where Pescatech distances itself by becoming the first to promote a higher design level by offering full blown animations to our customers. These animations can also be provided as stand-alone products visualizing existing factories, where it can be very helpful as training and marketing tools.

Visualize your project or production from wire frame to live animated production videos in high resolution and extremely realistic views.

Suitable for:

- Pre-visualization and discussion
- Training of new personnel
- Production pre-view and overview
- Sales and marketing of your factory
- Big screen attraction in fairs and expositions

All ideas can be visualized using these tools, if you have the imagination we have the knowledge and tools to create an eye catcher.



Our animators uses advanced high-end 3D software to model and animate equipment, sceneries and entire factories.



We are producing high definition animations using our own high capacity data center facility.



Rendered images are photo realistic and ready for use in marketing such as posters, brochures etc.



3D animation presented as a part of demonstration at an auditorium. This delivers the message spot on!



This module will give you an overview of related support & utility systems, such as electricity, water, cooling, air etc. All installations and available support systems can be positioned



Pro-Educator™ is a customized visualization and educational software application, which gives you an astonishing overview of your factory / facility. The software presents a variety of important information to multiple user levels ranging from upper management to new trainees.

The basis is a graphically friendly user interface, build on detailed 3D models of the entire factory. Pro-Educator™ is the next generation visual tool. Touch screen friendly and easy to use. It can be adapted and designed to fit individual customer needs within many possible modules.



ProEducator™ software is design protected.

Use this module to educate your personnel. This mode enables the user to choose the desired processes and see instruction videos and more in his/her own language.

In this module the user is presented to simple animations of the product and personnel flow, fire routes etc. throughout the entire factory.

Tour around your factory in a fully featured 3D environment. Using this mode you can inspect all departments and focus on equipment, details etc.

Mapping gives the user access to important features on different levels of the factory building. This module also stores drawings such as Autocad files etc.

Manuals, service intervals and other data for all equipment in your factory located in this component. You will be able to browse in supported languages too.

Instructions and cleaning manuals are presented here. This module will only show information relevant to cleaning personnel.

MasterLayout

The MasterLayout is a very simple and illustrative way to demonstrate how you master your factory.

It is particularly useful for:

- Documentation (self-inspection, approvals, certifications etc)
- Basis for new moves (building extensions, new installations, Pro-Educator etc.)

Briefly it is all relevant information collected in one drawing file to ensure documentation overview, easy update and control.

Examples:

- Hygiene zones
- Personnel flows
- Product flows
- Material flows
- Buildings/constructions
- Mechanical layouts incl item lists
- Fire-/escape routes
- Ventilation
- Water installation etc.

It will always be possible to expand with new layers of information in the same model file which only needs to be updated once. You can do it or we can help you keeping your documentation up-to-date.



Q-Manager

Your way through the jungle of requirements. Find the standard which meets your needs and uncover the direct way to live up to your current or future customers' requirements and expectations.

- Identification of areas
- Overview of state
- And work out a concrete action plan to reach the goal.

Internal audits

We have experience and expertise to help companies build and/or customize an internal auditing program, so it is simple, suitable, effective and will be tailored for the company.

Risk factor / Hazard analysis

We have a thorough knowledge of food safety and may thus be helpful in identifying risk factors associated with the product, raw materials and process.

Validation

Including validation of the production process, documentation and monitoring procedures to ensure identification of worst case conditions and identification of variation risks and effective control of critical parameters.

Customer requirements

We have thorough knowledge of standards and customer requirements and years of experience with effective, tar-

geted and appropriate implementation of such requirements in the management systems.

Implementation of a management system

We can help with the implementation of a management system to ensure that it has an effective system tailored to the individual company's work processes and needs.

Training of employees

In order to maximize effectiveness and employee dedication we tailor our training and host courses to fit your requirements and activities.

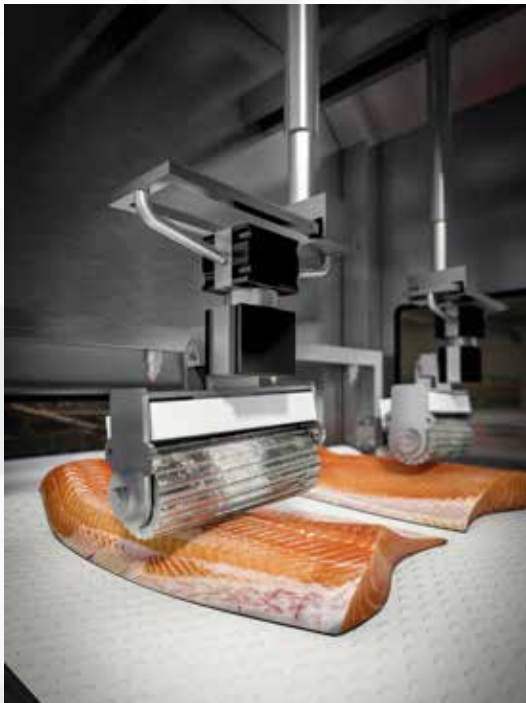


Concept+

Concept+ could also be named line design as it aims at creating a superior and innovative solution solving a specific challenge.

This could be a fish processor in need of a customized processing line or special developed machine to accommodate a request from a customer on a certain product.

It could also be an equipment supplier, who wants to visualize a combination of machines or typical standard solution within their core competencies.





Turnkey+

Turnkey+ is a level of industry expertise present within Pescatech which makes the company capable of taking on larger processing challenges. The size of our company and specialization in processing & logistics sometimes calls for partners with extra resources to support fix buildings and other related work.

This we can coordinate as team leader, so focus is maintained on the processing flow with support systems and surroundings to match rather than have functionality and efficiency being obstructed by predecided and well meant but poorly organized processing logistics inside possible brand new buildings.

We have experience within most segments and are qualified designers of the largest and most advanced processing plants imaginable. We can act as sparring partners to private owned companies or government controlled development projects.



Pescatech is headquartered in Esbjerg on the west coast of Denmark. Once an important fishing community, but the tides have changed in favor of more high tech industries, such as windmills and offshore. Pescatech human resources are gathered from different geographical areas, where we believe in attracting the right people by offering a specialists environment and strong communication techniques.





Advisory Board

Pescatech has constituted a board in order to strengthen our position and develop our business in accordance with the market trends and customer requirements. Pescatech started its consultancy business as a competence equalizer and competition enhancer within a consolidating equipment industry, but today we have developed many new products and competences.

The board members are carefully selected to provide Pescatech with guidance and perspectives from more angles within the fish and seafood industries. Each board member is qualified through extensive experience from either the equipment or fish processing industry:

Poul Petersen

(born 1956), managing director, has 38 years of experience in the process industry as managing director and other positions at Thorfisk (later on Aker Seafood) in Grenå. He has gained experience as a board member in "Dansk Industri", Danish Seafood Ass. (DSA) and in several other food related boards. Furthermore he has been the key person when developing the "Fresh Fish" concept in Thorfisk (the first and leading MAP project in Denmark).

Thorkild Christensen

(born 1950), business advisor in Ellekrog Erhvervsrådgivning, has many years of experience in the equipment industry as managing director (and other positions) and furthermore he was one of the founders of Carnitech and Carnitech Salmon (Marel Salmon), Carnitech Thailand, Vietnam, Greenland, Norway and others. From 1983 to 2006 Carnitech developed from 12 til 600 employees all around the world. In addition he has gained experience as chairman of the boards in Carnitech Salmon, Seattle and Singapore.

Chris Bjerregaard

(born 1970), general manager, has extensive experience as business manager in Marel, division manager in Scanvaegt International and branch manager in Scanvaegt Seattle. In 2008 he founded Pescatech.

The healthy mix of experience and qualification ensures input from different areas when working as sparring partners on topics as: strategy and business development, economy/finance/investments, legal issues, organization, market and product development.

Chris Bjerregaard

Senior Consultant, Managing Director

Focus: Design solutions & specifications, contract negotiations, overall sparring partner.

Chris is founder of Pescatech and has worked for several years in high ranking positions at leading equipment suppliers, while he has also gained significant knowledge by intensive work within the fish & seafood industries.

Business Manager 2006-2008:

Large solutions Fish & Seafood within the Marel group and primary responsible for larger solutions 1 mill EUR and up. The work was involving internal reviews on technical, political and financial aspects of individual projects, but naturally also with significant focus on concept development and solutions design.

SCANVAEGT Business Manager 2005-2006:

Head of Fish Division and larger fish & seafood solutions department, where focus was concentrated on internal reviews on larger solutions, market and concept development and design of larger solutions as primary lead designer.

SCANVAEGT Branch Manager 2000-2005:

Built up the local branch office in Seattle with sales, service and administration servicing the North American fish & seafood industries. The work involved designing and providing solutions within salmon, white fish, trout, catfish processing plants both onshore and onboard fishing vessels (factory ships).



IRAS A/S, Sales Manager 1995-2000:

Designing and providing solutions within the salmon and pelagic industries primarily in Europe, Asia and South America. The work involved product/concept development and penetration of new markets within the global fish and Seafood industry.

Education:	Market Economist (1993-95 Esbjerg Business Academy) with the focus on international marketing, sales and logistics
Experience:	The above working experience qualifies as a Process Engineer degree
Language:	Fluent in English, German & Scandinavian
Personal:	Born in 1970, married, 4 children, resides in Esbjerg Denmark





Flemming Harslev

Senior Consultant, Project Manager

Focus: Project management, design solutions & specifications, pay-back analysis, optimization and contract negotiations.

Flemming is an expert in project management, design and specifications and has gained significant production knowledge though his 30 years of experience from various food industry from the following leading companies.

ISHIDA Sales Manager, large solution 2010-2014:

Large solutions sales and design in the fish, poultry, meat, ready meal etc. industry within Ishida Europe Ltd. with sales responsibility for large solutions with advanced weighing and packing technology. Part of a new solution team, with focus on concept development for large solutions in different industries.

Senior Consultant 2009-2010:

Responsible for project management, design and specifications in various projects within the fish and seafood industry. Took part in develop the company in its early days.

Sales Manager 2006-2008:

Large solutions meat industry within the Marel group and primary responsible for larger solutions 1 mill EUR and up. The focus was concentrated on concept development for design of larger solutions, with implementing and selection of the technology from the group of companies within the Marel group.

SCANVAEGT Sales Area Manager 2003-2006:

Build up a meat solution department with focus on concept development for a new business area within Scanvaegt worldwide. The main sales focus was concentrated in USA and Europe.

SCANVAEGT Solution Manager 2001-2003:

Transfer and implement project management and large solution knowledge from previous experience and be sales responsible for large solution sales primary in the fish and seafood industry. The work involved designing and providing solutions for the industry.

Sales Manager, large solution 1999-2001:

Sales and design responsible for large solutions primary in the fish and seafood industry.

Independent 1995-1999:

Sales and design responsible for large solutions primary in the fish and seafood industry.

Manager for the project department 1992-1995:

Manager for the project and construction department and sales responsible for large solution primary in the fish and seafood industry.

Project Manager, large solution 1987-1992:

Project Manager in the project- and design department, with responsibility for project management within the land based fish industry as well as offshore projects.

Technical Designer, 1986-1987:

Designer in the project and design department. The work involved developing and design of equipment for the fish industry.

Education:

- Personal Leadership (1997-98)
- Merkonom – Business economy (1993-94)
- Technical designer, Mechanical and technologic line (1982-84)
- Misc. courses in: Sales, project management, entrepreneurship, industrial special course etc.

Experience: The above and working experience qualifies as a Process Engineer wdegree.

Language: Fluent in English, & Scandinavian.

Personal: Born in 1964, engaged, 2 children, resides in Nexø, Denmark

Laurids Christensen

Senior Consultant, Lean advisor

Focus: Design solutions & specifications, project management, optimization.

Laurids has his extensive experience with projecting, project management and personnel management mainly from the fish industry. Furthermore he has 9 years of experience as production manager in the food industry. The experience mentioned comes from the following companies:



Project Manager/ Technical Manager 2008-2010:

Technical responsible for Danforel's two trout smokeries in Vejle. Project Manager when rebuilding the old Danish Crown factory in Grindsted to a new modern production plant for smoked trouts.



Production Manager 1999-2008:

Production Manager in the potato factory with French fries, precooked potatoes etc.) Great experience with production management and -planning, personnel management, implementation of ISO 22000, Lean implementation etc.



Technical Manager 1991-1999:

Technical responsible for the Danish factories in Glyngøre, Ålborg, Hanstholm, and Vejle. Economic responsible for maintenance and investments. Projecting and project management in connection with implementation of new equipment and re-building of the factories.



Technical Manager 1988-1991:

Went to Greenland as technical manager after 4 years of experience as a constructional engineer in a consulting company in Esbjerg, which involved him in many projects in the fish- and seafood industries.

Education:	Constructional Engineer (1979-83) Esbjerg Teknikum
Experience:	The above working experience qualifies as a Process Engineer degree
Language:	Fluent in English & Scandinavian
Personal:	Born 1956, married, 3 children, resides in Vejle, Denmark





Lars Qvordrup Thygesen

Senior Consultant

Focus: Design solutions & specifications, project management.

Lars is an expert in project management, design and specifications and has gained significant production knowledge though his 30 years of experience from various food industry from the following companies.

Consultant, 2014-2015:

Working as a technical manager, project manager and outgoing seller for a new Dutch company producing and selling freezers internationally.

Own company, 2008-2014:

Selling and producing packing machines to i.e. Findus, Tulip, Agustson, Danforel etc.



Product manager, Ashworth Jonge Poering BV, 2007-

2008: Bringing a new product to the market, start in Europe then introduction to the American market.

Freelance consultant, 2005-2007:

Working for several international companies in the food industry (Saudi Arabia, France, Netherlands etc)

Divisional manager freezing, Carnitech a/s, 2002-2005:

Commercial and technical responsible for development and sales of equipment to industrial freezing.

General project manager, Carnitech a/s, 2001-2002:

Completed the largest project in the company's history (52 mill. DKK). Designing, selling and leading the project for a customer in the Middle East.



Product developing manager and quality manager, Vikan A/S, 1999-

2001: Defining the core competences for a company, which was serial producing cleaning equipment for the food industry.

Development engineer, Carnitech a/s, 1995-1999:

Development of customer specified equipment for the fish- and seafood industry etc.

Education:	Mechanical engineer (1991-1995 Aarhus) Cand.Ocean study (1989-1991 Aarhus) Management Leader Education (1999-2000 Vikan)
Experience:	The above working experience qualifies as a Process Engineer degree.
Language:	Fluent in English, understanding German, Scandinavian, (French)
Personal:	Born in 1968, married, 1 child, resides in Randers Denmark.

Brith Kolind

Senior Consultant, Project Designer

Focus: Design solutions & specifications, contracts, pay-back analysis, coordination.

Brith is a very talented and bright designer of fish factories with significant knowledge of all relevant aspects of modern project thinking with gained previous experience from the following companies:

Project Designer 2006-2008:

Project designer in the Marel group for larger fish and seafood solutions working with projects and design solutions in 2d and 3d all over the world for all kinds of species.

Project Designer 2005-2006:

Designing solutions for larger fish and seafood projects in 2d and 3d for multiple species all over the world. Supporting subsidiaries etc.

Technical Sales Supporter 2004-2005:

Designing larger tailor made solutions for the powder industry in 2d and 3d. Sales support.

Creative Designer 1992-2004:

Designing mechanical solutions and logistic flow sheets for the feed, cereal, marzipan and demolition industry.

Education:	Merconom - Marketing line (1990-93)
	Technonom - Production control and planning line (1995 -98)
	Technical Designer, Mechanical line (1985 - 88)
	Student, Modern languages (1984)
	Misc. courses in: Sales, IT, languages, Organization & Strategy, Internationalizing
Experience:	The above working experience qualifies as a Process Engineer degree
Language:	Fluent in English, Scandinavian + understanding German
Personal:	Born 1965, married, 1 child, resides in Skovby, Denmark





Karen Berg Madsen

Senior Consultant, Quality Management

Focus: Food safety, Quality Management, Certification, Training, Audit

Karen is an expert in food safety and quality management. Has worked with numerous fish & food industries in selecting and implementing effective, customer designed systems, fulfilling demanding retailers requirements, provided training , as well as worked freelance for leading certification bodies with international standards as MSC, IFS, BRC, ISO 9000, ISO 14001 and ISO 22000.



CEO and Owner 2003 - :

Building up the Food consultancy where focus was on theoretical expertise presented in eye level of clients of all sizes within seafood-, meat- , feed- and technical industries.



Senior Consultant at Alcedo Seafood Business Consulting 2000 - 2003:

Quality manager, internal auditor, trainer within fish and seafood industry worldwide. Designing, implementing and optimizing HACCP- and Quality Management systems



Steins Laboratorium, Area Manager 1997 – 2003:

Heading the of Chromatographically department within Steins, performing accredited analysis of high precision using advanced HPLS-MS/GC-MS technology analyzing unwanted residues as pesticides, antibiotics, hydrocarbons in food, water, soil etc.



Department manager 1990-1997:

Heading lab and environmental department, working with quality management, product and process development, involved in many development projects implementing new equipment and processes.

Education:

Engineer (1986-1990) Esbjerg Tekniskum
Business Administration, Sales & Marketing (HD-A) 1992-1996
Examined Lead auditor: ISO 9001(2003), ISO 14001(2003), ISO 22000(2006), IFS (2006), BRC (2006), MSC (2008)

Language:

Fluent in English & Scandinavian + understanding German

Personal:

Born in 1968, 2 children, resides in Esbjerg, Denmark

Jonas Sejr Thomsen

Visualizations and software solutions

Focus: Software development / implementation and 3D visualization of factory layouts and processing solutions.

Jonas has gained expertise in his field of software development from a ton of projects. He masters a variety of programming languages which makes him ideal for creating the link between software solution and customer. Jonas also manages servers, databases and websites. Besides the programming skills Jonas is also a talented 3D Artist.



3D Animator and Software Developer 2007- (present) :

Jonas is in charge of all implementation regarding software and scripting such as interactive solutions, websites, tablet applications. He also manages network and servers both in-house and remotely such as VPS and web servers. Furthermore he is a gifted 3D artist, 3D animator and technical supervisor managing the project pipeline.



On call special worker 2006- (present):

Jonas has kept his old weekend job at a mink farm as a special worker during periods of time with high work load. At Sole Gruppens mink farms he is filling the stock and various assignments regarding mink feed.

Education: HTX higher technical exams
Language: Fluent in English and Danish.
Personal: Born in 1987, resides in Skanderborg, Denmark





Martin Bransholm Nielsen

Visualizations and software solutions

Focus: Presentation and visualization of projects, software development and 3D animations.

Martin Nielsen has been working with computer generated graphics for almost a decade. Combined with the knowhow of Pescatech Martin has created amazing animations for the fish and seafood industry. Martin's crew of professionals are working as Pescatech's extended arms creating the newest and most educational software available on the market. Not many animators worldwide would be able to match what Martin and his crew create together with Pescatech.



CEO & Partner: 2004- (present):

Starting out as a hobby Martin worked as a freelancer until his skills became so popular that he had to spend all available time on making animations and decided to make it his career. 3D Animation was born.

SCANVAEGT 3D Animator 2003-2004:

Before making his own business Martin had a short stay on the payroll of Scanvaegt International as a 3D animator. This relationship continued afterwards where Martin created the most spectacular animations visualizing their processing solutions at a whole new level.

Education:	HTX higher technical exams
Experience:	Digital graphics production, 3D modelling and animation, computer network administration, web productions, video recording and editing
Language:	English and Scandinavian.
Personal:	Born in 1985, 2 children, resides in Skanderborg, Denmark.

Our competition

In principle our competitors range from the small "one man show" to some of the largest consultancy companies in the world. Conceptually we distanced ourselves from both types by initiating a new level of focus and competence, when building our company up as a center of excellence within fish & seafood processing only.

We are not generalists with the ability to design bridges, oil rigs, power plants and also food processing facilities. Neither do we run out of resour-

es by taking on job no 2 or 3. Today, we increasingly find ourselves as the extended arm of our customers and temporary internal project department.

The combination of our internal skills and experience enable us to take initiative and lead projects as well enhance development. We bring knowledge and experience to the table from day one and our client's do not need to educate us first. In addition we create transparency and bridge the

understanding between equipment producers and processors, thus eliminating many errors and frustrations normally seen.

Naturally, we are not loved by everyone and this we are quite proud of. We see ourselves as part of something the market has longed for and hopefully our customers see us a fresh breeze in the industry.





Frequently asked questions

Question: Do you compete with any equipment suppliers?

Answer: Not at all... We work as part of our customer together with all of them on a daily basis, but naturally we challenge the most dominating on behalf of our customers to become more transparent and less political.

Question: Do you create distance between processors and their suppliers?

Answer: We sit next to, behind and in front of our customers depending on the situation, but in all places we seek to enhance the mutual understanding and make sure all parties are motivated. Our success depends on this...

Question: Why should we use you, when we can get equipment suppliers to help us?

Answer: Well, being a neutral advisor calls for complete independency from the equipment industry with no hidden agenda to sell equipment. By this we are also forced to seek multiple alternatives and best options for our customers.

Question: Do you create value?

Answer: Absolutely yes, we create transparency, enhance competition and are reducing costs and time consumption, while challenging authorities and fight monopoly situations.

Question: What about development and new machines on the market?

Answer: We are naturally forced to keep ourselves updated through, dialog, visits and fairs, but many suppliers also send us their newest product information or ask for our opinion. This we keep confidential unless it is OK to inform our customers about it.

Question: Why are you so confident, that you're the best consultants we can get?

Answer: We can only hope you will give us the chance to prove it, but we bring significant knowhow with us and this we believe is of most value to our customers.





Testimonials

Bjørn Willy Sæverud; Managing Director of Bremnes Seashore: ***"Pescatech has in excellent manner fulfilled our expectations, when it comes to providing Bremnes Seashore with extra competencies and resources in a demanding project phase."***



Bjørn Roger Thomassen, production manager at Nova Sea, says: ***"It has been a huge advantage that Pescatech right from the beginning prepared a realistic budget including all project costs, which continuously could be controlled and adjusted. Their experiences from other projects gave us the assurance that our project would be implemented and completed on time and within the budget."***



Ivar Helge Melingen, Managing Director in Austevoll Fiskeindustri says: ***"Pescatech brings unique design skills to our team in addition to many other services we find valuable. Today, we see them more as a part of the Austevoll family and call upon them, whenever we need their assistance. We have in Pescatech a trustworthy partner, which we know will exclusively work on our behalf."***



Roald Vedelgart, Managing Director and owner of Vega Salmon A/S says about Pescatech: ***"We work with Pescatech, because we always will get an honest answer and competent feedback from them. They are neutral and independent from the equipment suppliers, which make them very qualified as a sparring partner within factory design and selection of the right equipment for our projects."***

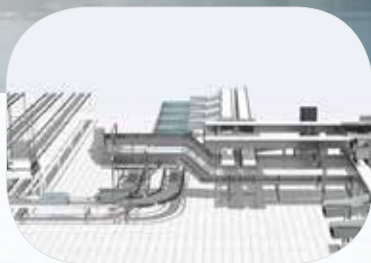
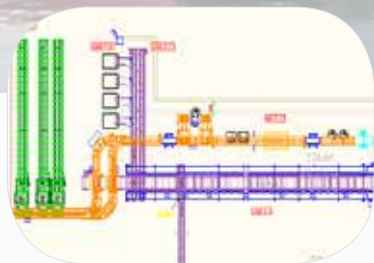


Regional Director of Marine Harvest – Per Roar Gjerde continues: ***"This is a large and exciting project for Marine Harvest Norway. We have during the project phase worked closely together with Pescatech, which has been a very good experience. Together, we have designed new and solid solutions for a more future oriented processing plant. It will after the finalization of the speedy installation period be very rewarding to restart production in the world's most advanced fillet plant."***



Nils Williksen comments: ***"Pescatech brings onboard necessary competencies within factory design from start to end. Their knowledge of equipment suppliers and available options provides us with better possibilities, when choosing our equipment and project partners"***





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