

## BUSINESS CASE

# BIOMASS COMBUSTION CONTROL

## THE CHALLENGE

World's leading producer of biomass heating stoves was losing its position as a market leader because its product range was similar to the competition's. The producer was searching for a new heating control system for his stoves that could help differentiate his stoves from others. A system that could optimize stove's working efficiency, improve end-user's comfort and help him enter into new market segments and differentiate from his competition.

## THE SOLUTION

Atech introduced to him a Fumis Alpha – the heating control system that brought to his stoves optimum combustion control and innovative, ergonomic and user-friendly design. Fumis controller was the first on the pellet stove market to have a touch user interface which added a very positive impact on the innovation image of his brand.

## OUR PARTNERSHIP

With a new Fumis Alpha stoves got a modern design, better performance and maximum user comfort. Advanced combustion control technology presented results that reaffirmed his stoves position among high-end products. This helped them to strengthen its leadership position and differentiate from other competitors.



**Atech**  
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YOUR PARTNER FOR THE FUTURE