



Press release
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Bublar Group announces new strategic licence deal with Europe's leading re-seller for fire safety - GLORIA GmbH

Bublar Group's subsidiary Vobling announces a new strategic partnership with GLORIA GmbH, Europe's leading manufacturer and distributor of portable fire extinguishers. The parties have agreed on a two-year licence deal as exclusive re-seller of Vobling's "VR Fire Trainer-solution" in the German, Austrian and Swiss markets. The ambition is also to further expand into several more strategic markets.

The *VR Fire Trainer* is a mobile and all-in-one fire training solution. It reduces costs, enhances the quality of training and it removes the need for special permits for training professionals. The solution is an off-the-shelf product, targeting companies in need of premium fire training. The product was launched in August 2020 in partnership with the Nordic re-seller, Dafo Brand AB.

"We are pleased to have found a partner with an innovative solution for safe training of potentially dangerous fire situations. This package will be an important new offering and a complement to our current high-quality portfolio of portable fire extinguishers." says Jürgen Petermann, Product Manager at GLORIA GmbH.

Statistics show that less than 50% of workers feel confident in operating fire extinguishers, and over 50% operate them incorrectly*. Proper fire safety training saves lives and mitigates risk for injuries and property damage. The global fire safety equipment market is expected to reach USD 105 billion by 2025 with an annual average growth rate of 8.8% (CAGR), according to *Grand View Research, Inc.*

"We like to view the *VR Fire Trainer* like "an iPhone" for the fire and safety industry – a game changer. Simply train and "fight fire without fire" with a high quality of learning. This product solves a real problem and is ready to scale with the strategic reseller partnership that we have now entered with GLORIA. I couldn't be happier and more honoured that GLORIA, a true market leader in Fire & Safety, have chosen to embrace our solution in its offerings," says Anders Ribbing, Managing Director, Vobling.

"The new strategic partnership with GLORIA fits perfectly well with our growth strategy. I'm pleased that our newly launched VR product already has triggered such great interest in the market," says Peter Levin, CEO Bublar Group.

For more than seven decades GLORIA GmbH has been Europe's leading manufacturer and distributor of portable fire extinguishers. During this time, the company has been able to gain a lot of experience, optimise its products and adapt them to today's requirements.

Find out more on *VR Fire Trainer* at Vobling.com
[Vobling VR Fire Trainer](#)

*Research from Fire & Safety Australia

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Bublar Group

Bublar Group AB (publ) is the Nordic region's leading listed company specializing in XR technology and visualization. The company develops products and solutions based on advanced technology; Augmented Reality (AR), Virtual Reality (VR), VFX production, Cinematics, Performance capture & scanning, Digital Humans and Real Time animation.

The Group has world-leading companies as customers in TV, film, streaming, manufacturing industries and e-commerce. The company comprises the subsidiaries Goodbye Kansas (incl. Infinite Entertainment), Sayduck, Virtual Brains and Vobling. Bublar is headquartered in Stockholm and has offices in Helsinki, Manila, London and Los Angeles. The company is listed on the Nasdaq First North Growth Market.

In essence, Bublar Group will change the game. We change how we Work, Shop, and Play.

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