

## Confessions from Santa Claus

SANOVO TODAY with an exclusive and surprisingly honest interview.

## Christmas dinner saved last minute

SANOVO delivers an egg grading machine in no time, and let dreams come true.

## Official 2022 resume for SANOVO

Our CEO Michael Midskov & CCO Michael Behrendsen share their view on 2022.



# SANOVO TODAY

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### SANTA CLAUS WAS IN DEEP TROUBLE

# The GraderPro saves Christmas



A cozy and relaxing atmosphere in Santa's workshop - but it did not look like that beginning of December.

Foreword by: **Mr. Michael Midskov**  
CEO, SANOVO TECHNOLOGY GROUP

It all started with a very unusual call from Mr. Santa Claus himself in the beginning of December:

"I usually don't do this he started, but I have a confession to make". You know, even though I'm Santa, there are things I am good at and things I am not that good at. Just like everyone else... including my Elves."



He and his Elves were in deep trouble. Eggs were smashed when they did the manual packing of the 10-packs. It was simply too much for them and it seemed impossible to be ready in time before the Christmas celebrations.

What a joy it was seeing his face when I told him that SANOVO of course could assist. We delivered and installed the GraderPro in no time at their North Pole facilities.

All eggs will be sorted, packed, and delivered in time. Together we will let dreams come true and create coziness with eggs all around the world.

## Santa Claus reveals "nobody is perfect and sometimes you need to seek out for help"

Every year, SANOVO TODAY features Santa Claus' Christmas List - what is the number one wish all over the world? This year's favorite theme concerns variations of essentially the very same thing... **eggs**.

Shell-eggs for cozy Christmas breakfast, baking delicious cakes and cookies for the jolliest Christmas eves, producing self-made nougat, tasty eggnog, or marshmallows, all for the beautiful and heart-warming time with families and friends.

### The Elves are struggling

Getting all those eggs sorted and packed - that's just too much for the Elves. They are frustrated as they manually pack all eggs.

Many are smashed on the floor or wrongly sorted - it is simply one big mess.

### SANOVO comes to the rescue

Santa Claus explains "nobody's perfect, we're all just humans, well most of us, and sometimes we must be reflective, admit to our strengths and weaknesses, and seek out for help when we need it."

So, I came to ask for rescue of the kind people from SANOVO. With their impressive grading machines and outstanding expertise with eggs, my Elves and I can now sort and pack eggs efficient, safe, and fast. And most important - everyone's wishes will come true!

[Read about the EGG GRADERS](#)

### ON URNERBARRY.COM Eggs are an affordable source of protein

One thing that seems to remain the same in the market is strong demand for shell eggs at the retail level.

Faced with what some have labeled a "winter of discontent" due to soaring inflation, consumers seem to be leaning more heavily about eggs as an affordable source of protein.



### ON SANOVOGROUP.COM Easter Bunny also rely on SANOVO's expertise

Since coloring millions of eggs already fills the day, the Easter Bunny decided earlier this year to delegate the task of handling the eggs to the world's most reliable partner in this area, SANOVO.

"The equipment is just spot on and the guys over there, I can tell you they know what they are talking about. Eggs are a science, and some of the SANOVO guys? Wow, they seem to have a doctorate degree in this."

"Highly recommend working with them."

[Read TESTIMONIAL](#)



### Management Statement

## Official 2022 resume for SANOVO

The year is coming to an end. Time is flying, and it is hard to believe that we are about to enter another new year - 2023.

2022 has again been a year of many challenges with continued Covid-19 in many countries and partial shutdowns, and travel restrictions. In addition, a war in Europe between Russia and Ukraine remains unresolved and poses major global economic challenges with high inflation, rising interest rates, high commodity and energy prices, high transportation costs, rising wages, and labor shortages. All with a major economic impact on your business as well as a significant impact on SANOVO and resulting in rising production costs. On top of this, in the US, Europe, and the rest of the world we have seen large outbreaks of avian influenza with a significant reduction in the number of egg layers by 10-20%. This has led to shortages of eggs and historically high prices for eggs and egg products.

Despite the many challenges, many of you have still chosen to invest in new SANOVO equipment. This, combined with an investment gap due to Covid-19 in 2020 and 2021, has made 2022 a very busy year for SANOVO. With a historically high order intake in 2022, SANOVO will realize the best intake and turnover in the company's history. Thanks to all of you, who have chosen to support SANOVO in 2022.

Due to component shortages caused by Covid-19 in 2020, 2021, and partly also in 2022, it has been a puzzle to get the many machines and spare parts ready and delivered on time.

But all in all, we have succeeded with a combined and extraordinary effort from our suppliers and employees and, not least, with a close dialogue and cooperation with you, and your understanding of the current situation.

It has by no means been an easy year with the given situation, neither for you nor for SANOVO, but we have done everything possible to deliver on time and to serve and assist you in the best possible way.

As we look towards 2023, SANOVO is off to a great start with a historically high order backlog. We are, considering the very difficult circumstances, very pleased with the support and understanding we have received from you in 2022. At the same time, SANOVO is proud to have brought many new technologies and machines to market in 2022, such as the BreakerPro and GraderPro series. All with the latest innovative technologies and the best performance on all parameters, for the benefit of you as customers. More new machines, products, and technologies will continue to come to market in 2023.

We are continuously investing lots of resources and money in our development activities which will continue to help and create further value for you as a customer.

With these words, once again thank you for your loyal support in 2022. We wish you and your family a Merry Christmas and a Happy New Year.

Kind regards



Michael Midskov  
CEO



Michael Behrendsen  
CCO

MERRY  
Christmas

HAPPY NEW YEAR

