

STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

April, 1976



TIME MARCHES ON...THE END OF AN EPOCH IN FIRE DETECTION HISTORY

Since the introduction of the Model 800 and Model 900 Smoke Gard home smoke alarms last September, the incoming order rate on the Model 700 series has declined, as we expected it would. When any product is manufactured in volume, as that volume decreases, the cost of production increases. Somewhere in the life cycle of any product, if such a volume decline occurs, it becomes prudent to cease manufacturing it.

Therefore, we must bid a somewhat reluctant farewell to the Models 700, 720, 730 and 770; for the present, we will maintain minimum stocks of these products for service replacements only.

We cannot let the opportunity pass to comment upon the impact of the historic Model 700 on the residential market. It has been a product to inspire pride.

We are proud, too, of your efforts in the field, in pioneering the early warning concept with the Model 700. However, we all realize that the old must pass, in this case, and be replaced by the new.

Regardless of styling or engineering improvements, we assure you it is our intention to remain dedicated to the same high standards of performance---in new or future "generations" of smoke

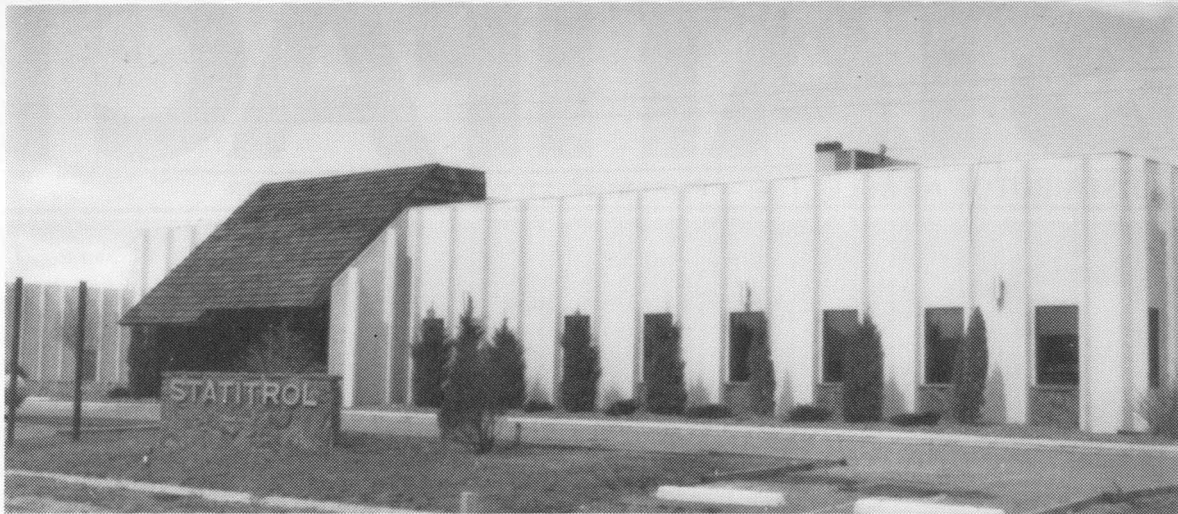
alarms---which made the original Model 700 SmokeGard a classic, respected by the industry.

* * *

IMPORTANT NOTE ON THE UNIFORM BUILDING CODE

For your information, the 1976 Uniform Building Code does recognize both battery powered and A.C. powered smoke alarms. Occasionally, we encounter a few building inspection departments still under the misapprehension that only A.C. powered units meet the code.

* * *



HERE IT IS...NUMBER TWO...AND READY TO TRY EVEN HARDER!

In March, Statitrol took another major expansion step, with the acquisition of a second plant facility, located in Wheatridge, Colorado, adjacent to I-70.

The 25,000 square-foot plant should be in full-scale operation by late summer, to help relieve our Lakewood plant's production problems. It is being tooled up in rap-

id stages, as line equipment, test instruments and personnel become available.

Some of our office staff will also relocate, to relieve the crowding. Material Control and Purchasing have already moved, and Personnel has a separate hiring division at the new location.

It's expected that an added

200-300 people will be hired in the next few months, swelling our payroll to somewhere near 800!

You've experienced our Model 800 "growing pains", as all sales forecasts were exceeded. Be assured that we're trying to cure that illness, and we hope Plant #2 will be a large dose of the right medicine!

WE STILL GET LETTERS...

"I bought four SmokeGard detectors from you a little over two years ago...with the idea I could rest a little easier at night knowing that I had four fire watchmen on duty in the event a fire should occur, and hoping like all others that I would never have to hear the alarm except during a test. On Feb. 10th, the smoke detector in my family room went off...much to my surprise when I arrived in the room, there was no visible smoke or flames; however I could smell electric wiring burning. I located an electric cord that had shorted out and burned into. With the electric off, I proceeded to remove the cord from the outlet and check the area more closely for any fire damage. I have estimated my total loss to be \$2.50 to replace the cord with a larger size wire than the manufacturer installed. My savings were three (3) children, two (2) adults, two (2) dogs, and one (1) very nice home and its contents. I have often told others that everyone thinks fires only happen to the other guy. Well, this time I was the other guy and I am thankful I had SmokeGard detectors in my home. Even Fire Chiefs can have a fire in their homes!"

--Edward F. Gassert, Chief, Evendale (Ohio) Fire Dept.

"Two days subsequent to your reminder that my SmokeGard batteries should be replaced, I had a terrifying experience. I had cleaned my house on Friday nite and lit up a scented candle to add to the "clean" smell in my house. I fell asleep, only to be awakened by the sound of the SmokeGard. At first, I thought it was the "chirp" reminding me it was time to replace my batteries. I dashed to the kitchen area, only to find leaping flames awaiting me. I didn't panic and managed to put out the fire. My dog was overcome with smoke. Only minor damage was received as a result of this fire, thanks to SmokeGard. Thank God I'm alive to relay my story to you today."

--Ms. Adela Rodriguez, Rosemead, California

NEW BATTERY PRICING COMING!

Since the introduction of the original Model 700 Smoke-Gard smoke alarm back in 1971, our battery prices to distributors have remained constant, at \$1.00 each for the 4.5 volt batteries. In our attempt to provide batteries for our customers at the lowest possible cost, we have absorbed several price increases on the 4.5 volt battery without passing them along.

The latest round of increases has forced us to increase our distributor pricing.

Effective with all battery orders shipped after June 1, 1976, our distributor price on 4.5 volt Mallory or Eveready alkaline batteries will change from \$1.00 to \$1.25 each. New price sheets are being prepared and will be mailed to you shortly. Our distributor price sheets will also announce price and availability of the A.C.-powered Model 900B smoke alarm with interconnect capability.

Engineering changes and manufacturing priorities have forced a delay in the Model 800C (battery-powered smoke alarm with relay capability) and the Model 900D (A.C.-powered alarm with interconnect and relay capability). Pricing and availability will be announced later.

* * *

Kaoru Horinouchi of Nippon Hamlin, accompanied by Messrs. Itoh and Muriyama, stopped in for an on-site product briefing on the 800 and 900 models enroute to the L.A. Security Show.

FROM THE MARCH 11 ISSUE OF THE LAKEWOOD SENTINEL...

SBA gives top award

Duane Pearsall's success story might not be as dramatic as that of Horatio Alger or John D. Rockefeller.

But it's impressive enough for the Small Business Administration (SBA) to name him Colorado Small Businessman of the Year.

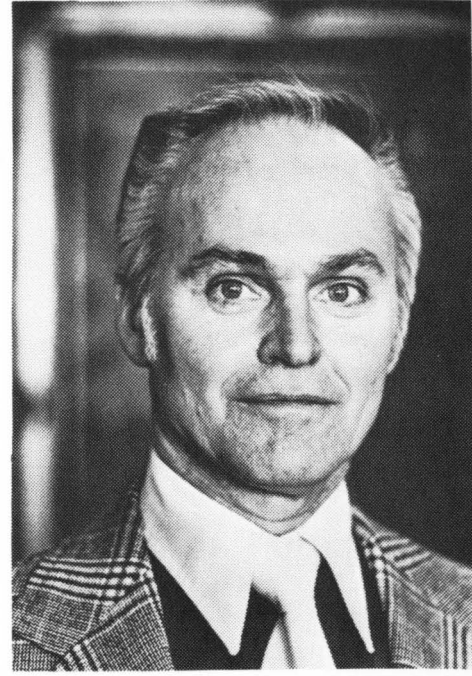
Pearsall, who was presented the award at a luncheon last week of the Lakewood Chamber of Commerce, recounted how he had to be "bailed out" financially in 1961. Today, his company which makes fire detector systems, Statitrol, 140 So. Union Blvd., is so swamped with orders "we can't handle them."

Founded in 1963, Statitrol has increased sales more than 1000 pct. during that time and does \$1 million in foreign trade alone. A native of Michigan, Pearsall, 53, formerly worked for Honeywell and, in 1955, founded the Pearsall Co., a manufacturer's representative for commercial heating and air-conditioning equipment.

Douglas Graves, SBA district director, said Pearsall was chosen for the award from numerous nominations. Nomination forms were sent to more than 200 groups and businesses. Graves said Pearsall was selected for his outstanding civic, business and community contributions.

PEARSALL SAID small businessmen have an ability to effect improvements in our society. "Unlike big business or big government, small business still has a high level of credibility, but we need to work like hell to preserve it."

He also said he was disturbed with the negative attitude of many businessmen against new regulations affecting society. "This negative attitude invites the media to place business in opposition to the citizens.



Duane Pearsall

We need to accept changes with a positive attitude and make the best of them," Pearsall said.

And, proposing a Bicentennial year project, Pearsall called upon small business to undertake an educational program with all of their employes to help them understand exactly how their business functions as a part of the free enterprise system.

Pearsall will go to Washington May 12 and 13, when winners from all 50 states will compete for the national SBA award. Presentation will be by President Ford.

DOOR-TO-DOOR CONTACT WORKS FOR SMOKEGARD DEALER...

Bill McGrane of Cincinnati writes that he is a SmokeGard dealer, and a sophomore in Business Marketing at the University of Cincinnati. He left a one-page "Christmas Gift" letter in 1000 front doors on a Saturday morning, and was happy to get a dozen sales for his trouble. The letter had an 800A catalog sheet attached.

A NEW LOOK FOR OUR BATTERY PROGRAM...



A new Battery Order Department has been established, under the direction of Reva Atchison, our Information Services Manager. Working with Reva on this program are Twila Adams and Cindy Sobus (pictured below), and they're making great strides in handling the escalating battery orders efficiently.

A new computer company, Management Reporting Services, is handling the warranty card and mailing offer processing for us, and this firm is evaluating old records...bringing to light some problems that have interfered with proper operation in the past. M.R.S. (one of the oldest data processing firms in the Denver area) is writing a total new computer program to fit our special needs.

Beginning with the March mailers (which also have a brand-new look!) our new battery pricing will be \$4.75 per set of three, which is still approximately half the average retail price. Any customer writing or phoning in a battery order after April 1 will be charged the new price.

Underwriters' Laboratories has now approved Eveready 523 batteries (as well as Mallory PX-21) for use in our Models 700 and 720 smoke alarms. The Eveready bat-

tery will be our primary supply source, and should not be considered a substitute battery.

The return of the customer's warranty card is of utmost importance to the success of this program. Stress to your customer the importance of returning the card, which records his purchase with us permanently and allows his name to be added to our mailing program. Should we ever have to make a product recall of any kind, we would be able to notify him. The new Magnuson-Moss Warranty Act emphasizes this record keeping.

Anyone not currently receiving a mailing offer may send us his name, address, model, and purchase date or installation date---or the date he last installed his batteries--and we'll see that he receives a mailer at the proper time. If you would like a supply of

the new mailer envelopes, call Twila or Cindy in the Battery Order Department.

Battery orders are currently being processed the same week as receipt of order... and often we are giving 2-3 day service!

A mailing program on the 1.5 volt batteries for the Model 800 is now being planned, and will be implemented in several months.

Statitrol considers the battery mailing offer a service which we render to the owners of our home smoke alarms (particularly the Models 700 and 720, since this battery is difficult to find and is expensive). Your assistance in helping us see that the program functions for the benefit of our customers is appreciated.

HERE'S OUR NEW DEPARTMENT.....



Reva Atchison



Twila Adams



Cindy Sobus

COLORFUL JAPANESE EXHIBIT FEATURES "SMOKEGARD"



Pictured above is the attractive Nippon Hamlin, Inc. exhibit at the Tokyo Safety & Security Exhibition in March.

PLAN AHAD!

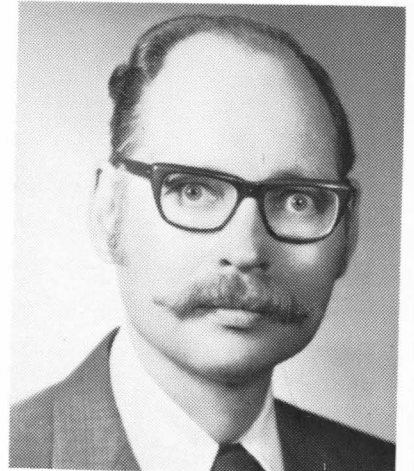
We realize your business may be expanding at the same explosive rate ours is. (Unfortunately, it's impossible to double and triple a factory's output overnight!) As we have had to discipline ourselves to the climate of change and attempt to predict well in advance how we'll operate, we recommend that you also consider a long-range planning program. Meet with your Factory Representative to discuss future planning and product requirements. With your help...by adequate planning and forecasting...we should be able to satisfy your delivery requirements. Your Representative is currently planning distribution of our product well into 1977... be sure you're part of his plans!

CHECKING ON A PURCHASE ORDER?

5.

If so, it would be very helpful to your rep if you'd give him the Sales Order number when you call him. When he checks with us, we can tell by our numerical log whether the order has been shipped.

This should earn you a thank-you from both your rep and our Sales Dept.



MEET LEE SCHMITZ, OUR MIDWESTERN REGIONAL MANAGER...

Lee Schmitz, formerly a member of the home office Engineering Department, was chosen to open Statitrol's first regional office, to bring the company closer to field situations and problems, and facilitate communications for reps and distributors.

In his second year in the Chicago area, Lee is eliminating a lot of the "distance" in Long Distance. He combines the technical know-how of the engineer with his own unique "sell" for a flair that's hard to equal.

If you're in one of Lee's territories, there's not a great deal we can tell you about him, because he has surely been camped in your back pocket!

A Little Red Eye Lets You Sleep Better



We've installed a little flashing red light in our SmokeGard 800A early warning home smoke alarm. That way you can tell with just a glance that the six 1.5 volt AA alkaline batteries have enough power to sound the alarm when needed. The batteries have a 12-18 month life and are available just about anywhere. When battery

power does get low the SmokeGard 800A early warning smoke alarm starts to click and continues to click for 7 to 21 days. We pioneered the development of early warning home smoke alarms. As a matter of fact we're still pioneering. Just take a look at our red eye. Especially when it's on your ceiling.



Let us tell you about our employee safety program. See us at the NFPA Show, Booth 59.

"A LITTLE RED EYE"

We're calling our flashing red light to the attention of readers of April Fire Chief, National Safety News, and Professional Safety magazines, via the above ad. The half-page version (which runs in Fire Chief) will also appear in May's Safety Product News, and the full-page version pictured will re-run in June Occupational Hazards and July Safety Journal.

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CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK CLICK

That's the sound your SmokeGard* Model 700 or Model 720 Early Warning Ionization Smoke Alarm makes when its batteries need to be replaced. Sometimes those 4.5 volt battery replacements aren't as easy to find as you would like. We recognize that problem and have taken steps to solve it. To ensure timely battery replacements for your SmokeGards, we have formed our new Battery Order Department.

When you buy a SmokeGard you should fill out the warranty card and return it to us. That puts you on our automatic Battery Replacement Reminder List. Before it's time to replace your batteries (they last about a year), you will receive a reminder from us and an order blank to purchase new batteries at less than normal retail price.

Even if you don't need batteries at this time or if you have received a replacement reminder in the past,

please fill out and return the coupon below. With your cooperation we can program our computerized Battery Replacement Reminder List so you will receive a battery replacement reminder before your SmokeGard Smoke Alarm begins to click. Allow five to six weeks for replacement batteries.

If you do order new batteries now, please include your check or money order with the coupon below. Your new batteries will be on their way to you the same day we receive your order.

Rest assured we are concerned about the proper operation of your SmokeGard Smoke Alarm as long as you have it.

SmokeGard
By STATITROL
See us at Booth 59, NFPA Show.



Battery Order Department, STATITROL CORPORATION,
140 South Union Blvd., Lakewood, Colorado 80228

Name _____

Address _____

City _____ State _____ Zip _____

Ship me _____ sets of batteries for my SmokeGard smoke alarm.

Special price: \$4.75 per set of three batteries.

Please indicate the date your batteries were last installed _____



"CLICK, CLICK, CLICK"

An ad explaining our improved Battery Reminder Program is scheduled to appear as a half-page in the May issue of Fire Chief and Fire Command, and as a full page (as shown here) in May's Fire Journal. It will also be part of a four-page advertising piece bound into a book distributed to attendees at the 1976 N.F.P.A. Convention at Houston.

AND STILL MORE LETTERS...

"Your Model 720 SmokeGard saved the lives of my family, and saved our house, when our two year old tried to cook a banana while the rest of us were asleep. Thanks to the smoke alarm, we were awakened and were able to put out the fire with an extinguisher before it spread beyond the wiring above the kitchen stove."

--Mr. and Mrs. Thomas Conti, Pine Grove Mills, Pa.

"I thought you would be interested in the enclosed clipping from the Asbury Park Press (N.J.) dated January 7, 1976, regarding a near-tragic experience in our home. If it were not for a SmokeGard alarm, I very much doubt if this story would have such a happy ending. We honestly believe we would not have survived this fire had we not been alerted by our SmokeGard alarm."

--Mrs. Thomas Leonard, Atlantic Highlands, N.J.

CITY OF SAN DIEGO MAILS OUT SMOKE DETECTOR INFORMATION

Starting February 17, the City of San Diego, California, began a two-month mailing of a card describing advantages of residential smoke detectors to its 185,000 water customers. Copies were also distributed to the public from City fire stations and at the Building Inspection Department office.

The city's building code, the card points out, requires approved smoke detectors in all new residential dwelling units.

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L.A. FIRE DEPARTMENT PUBLISHES "EDITH" PAMPHLET

As a public service, the Los Angeles City Fire Department is distributing an 8-page "Edith" brochure, advocating three "basics" for fire safe-

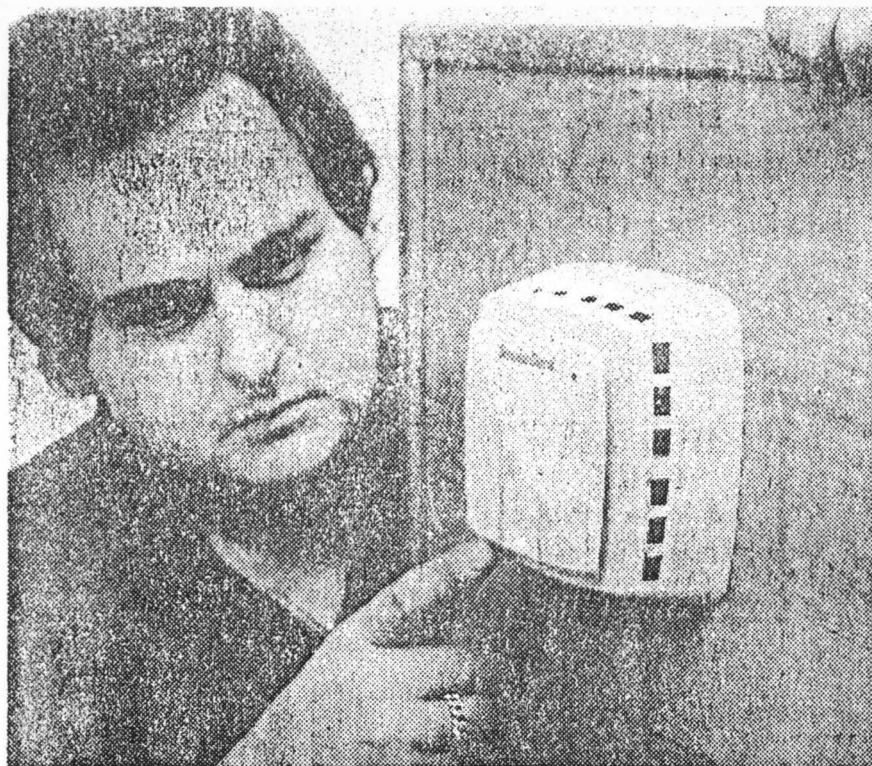
1. Fire Prevention
2. Fire Warning System
3. Exit Drills in the Home (EDITH)

The pamphlet's question-and-answer format covers brief fire facts and discusses escape procedures, but deals mostly with early warning and the types of detection available.

* * *

STAMP COLLECTORS MAY HAVE OUR ENGLISH AFFILIATE IN THEIR ALBUMS!

The "first day cover" shown at right is a special issue (1974) of the British postal service, commemorating the Fire Engineering Industry, Merryweather and Sons' long history (since 1692!) in fire engineering. We're proud to be associated with this fine old company.

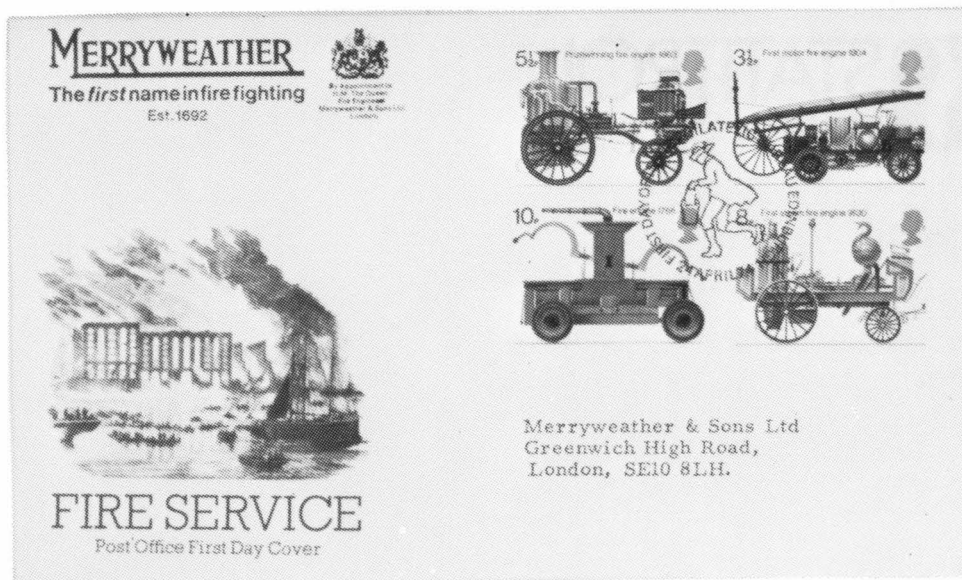


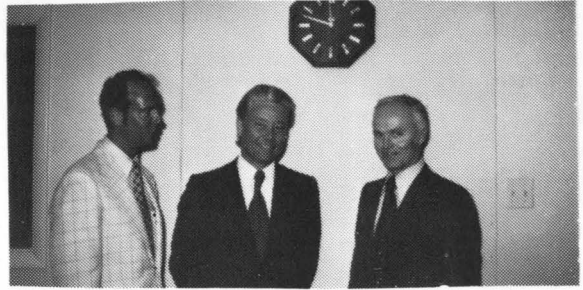
Smoke is detector's enemy

South Whitehall building official Steve Tomline demonstrates a smoke detector, now required in all new home construction by the township-adopted BOCA code. The smoke detector is designed to emit an audible alarm immediately upon sensing the presence of smoke. Tomline advises detectors can give home dwellers precious moments' advance warning in case of fire.

SOUTH WHITEHALL TOWNSHIP (ALLENTOWN, PA.) SHOWS US OFF!

The above clipping is part of a lengthy and informative article which appeared in the Allentown Evening Chronicle this past December, on the importance of smoke detection. Even allowing for this copy-of-a-copy reproduction, we're sure you recognize the familiar "face". The article was obtained through the cooperation of the South Whitehall Township Board of Commissioners. A SmokeGard has been used as a model display at the Township Building.





HOME OFFICE HOSTS VISITORS FROM CANADA AND EUROPE...

In the photo at left, above, Michel St. Georges, General Director of the Alarm & Security Division of Automatic Sprinkler, Ltd., of Montreal, discusses with Ken Klapmeier (center), Statitrol's Residential Sales Manager, and Doug Hartley (right), Automatic Sprinkler's Product Manager, the eventual introduction of Models 800 and 900 into Canada. St. Georges and Hartley visited the Lakewood headquarters of Statitrol enroute to Mexico in March.

Also here in March were Alf Ahlqvist, Managing Director of AB Svenska Tempus, our Swedish affiliate, along with Olof Karing and Torbjoern Ahlqvist of Tempus. Unfortunately, we didn't have a camera handy, but we hear it was a productive session, planning Scandinavian sales strategies.

In the photo at right, above, Frank Lineaweaver, Statitrol's International Marketing Manager, pauses with Vincent Duque of the Statitrol/Europe offices, for a word with Duane Pearsall, busy president of a growing Statitrol, before heading over to have a look at our Plant #2 in nearby Wheatridge, Colorado, early in April.

STATITROL TO EXHIBIT AT WESTERN INTERNATIONAL SAFETY CONGRESS...

We'll have a booth at the Western safety show in Anaheim, California, May 24-27. It's one of the major regional shows of the year for safety directors. You might consider participation in local shows. Caution Enterprises, Inc. (Waterville, N.Y.) will exhibit at the Utica Lions Home Show, April 22-26, and at the New York State Fire Chiefs' Annual Conference, June 20-24.

Obviously, such shows can help increase your sales. Drop us a line and tell us which shows you're in...and how they turn out for you!

STATITROL[®]
 140 SOUTH UNION BOULEVARD
 LAKEWOOD, COLORADO 80228

Bulk Rate
 U.S. Postage
PAID
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 Denver, Colorado