

# STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

November, 1975

## HAVE A SAFE CHRISTMAS...

We hear a lot about celebrating a "Safe and Sane Fourth", but this seems a good time to suggest that you celebrate this Christmas safely, too.

The dangers at this time of year are as potent, but perhaps not as obvious, as fireworks.

None of us can afford to assume that a fire will happen to "the other fellow" rather than to us.

The Christmas tree is a potential source of disaster as well as joy. Most of us know that candles are a "no-no" as a tree

decoration, but are you careful about your tree lights? The Consumer Product Safety Commission (in a recent bulletin) warned of 7 "substantial hazard" notices involving 13 imported models. The defects included exposed wires, defective plugs, and cracked sockets. Examine those you buy... look for the U.L. label...and check old ones for signs of wear.

If you must use extension cords to connect tree lights to your nearest outlet, check the condition of the cord...do not run it under a rug, or across traffic paths, where it

could be a "trip" hazard or be pulled partially out, causing the current to arc.

Make sure any lights used outdoors are rated for outdoor use, and examine electric Santas, wreaths, etc., before using them again this year.

If you do use candles in your home (now or at any time), be extremely careful about the availability of matches to young children, who find them fascinating. Do not leave unsupervised candles burning when you leave the room, or an unscreened fireplace.

 **STATITROL®**  
140 SOUTH UNION BOULEVARD  
LAKEWOOD, COLORADO 80228

Bulk Rate  
U.S. Postage  
**PAID**  
Permit No. 1163  
Denver, Colorado

Live trees should be kept moist, to reduce the flammability hazard. Artificial trees "breed" another danger: the use of lights on these trees is a no-no... if you have an artificial tree (aluminum, for example), use a floodlight with rotating colored gels, rather than clip-on strings of lights.

The Consumer Protection Agency has publicized many inherent toy hazards (sharp edges, wiring, swallowable parts, etc.), but continue your own watchfulness in selecting gifts and sports equipment.

Once you have checked for potential fire hazards, make sure you have a Family Escape Plan, (and a "SmokeGard" detector in your own home, need we add?). Unpredictable fires can still occur. Preparation, and the calm, orderly following of a pre-arranged escape routine can save lives! Have a "Safe Christmas" this year, so you'll all HAVE a Happy New Year!

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#### LOCAL ADS---WHAT DO YOU REALLY NEED FROM US?

Some of our distributors have requested ad slicks, mats, and/or glossies, for use in local ads. As a clarification for those who may be unfamiliar with the print media and materials required, here is a brief glossary of terms:

**MATS:** The papier-mache form from which an ad may be cast. Only useful to media which still use hot-type process, which is all-but-obsolete today. (We no longer furnish mats, for this reason.)

**GLOSSIES:** A photoprint made on glossy paper. This photo

must be "screened" for reproduction, and is useful primarily in cases where it must be reduced to a different size. More expensive than a "slick", so please request it only when it is what you need.

**SLICKS:** A photoprint on a lightweight grade of slick or glossy paper, already screened for reproduction. This may be directly reproduced (only in its actual size) for newspapers, theatre programs, brochures, catalogs, magazines, etc., which print offset or cold-type processes (much more common than hot-type publications today).

**NEWS RELEASES:** A script for use in the local media...which will probably be altered (or snortened) by the time it is used. If the paper will use it, we suggest furnishing either a slick reprint of our product photo (as contained in the product information package, along with a news release) or, if requested, a glossy photo.

Any further questions on what "tools" are actually needed for local use may be referred to our Marketing Services Manager, Joanne Widner. If we do not have the material available which you need, we may be able to offer suggestions as to how you may obtain it locally.

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#### INTERNATIONAL NEWSFRONT:

Orders are increasing...Japan, Scandinavia, Ireland, Belgium, Spain, Iceland...Tempus, our Stocking Representative for Scandinavia, held a most successful SmokeGard sales meeting in Stockholm, the week of Sept. 29; Tony Maskens, our European Marketing Manager,

attended...Woods Agencies, our Stocking Rep. in Ireland, is conducting a TV ad campaign for SmokeGard, which is getting excellent results... chief fire officers in major cities around the world have received complimentary SmokeGard detectors for their life safety education programs...Frank Lineaweaver, our International Marketing Manager, is off again on another trip to Europe this month, to stimulate even more sales!

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#### TWO MORE FAMILIES ALERTED IN TIME...THANKS TO THEIR "SMOKEGARD" DETECTORS!

Two more letters from our "collection" tell the story of grateful near-victims of fire.

In the Tiner home (Aurora, Colorado), a fire originated in the garage, where a drop cord trouble light hung inside a box...to keep the family dog warm (Dec. 23, 1974). It spread to the workbench, then through a loft area into the house. Mrs. Tiner awoke about 4 A.M., smelling smoke. Mr. Tiner, investigating, found his SmokeGard detector alarming...on the workbench, where it sat awaiting mounting! A second SmokeGard outside the master bedroom also alarmed. There was still no visible smoke in the hallway. The Tiner family got out in time, and called the fire department.

In May, 1975, the Reisenfelds (Cincinnati, Ohio) had a kitchen fire, while Mrs. Reisenfeld was in the basement. She heard the alarm from her SmokeGard in time to run upstairs and get the children out safely. The Reisenfelds now have two detectors...and say that most of their neighbors now own SmokeGard detectors, too!

"SMOKEGARD" DISTRIBUTOR  
OF THE MONTH



You think bad weather is a nuisance now and then, when it comes to getting out to make calls and cover your market? Try being Ruth Jerde of Northern Services Enterprises, this month's featured distributor. Her customers enjoy such out-of-the-ordinary activities as ice fishing, snowmobiling, shrimp and crab potting...where? Alaska, of course!

Being a distributor in Alaska covers a lot of territory (one reason, no doubt, that it's the small plane capital of the world, with one plane per 40 persons!). About 47% of the state's population is located in the Greater Anchorage Area Borough, and even though the '74 figures for the whole state are only 330,365, sometimes access is not as easy as other larger city areas in milder climates.

"SmokeGard" detectors have been installed from Valdez (the terminal of the pipeline) up to North Slope. Northern Services Enterprises has sold them from Anchorage as far north as Point Barrow, as far west as Bethel (the hub of Kuskokwim), Nome and Meykoyuk...east to

the Canadian border town of Tok...and as far southwest as Amchitka in the Aleutians.

One of Ruth's calls took an hour and a half instead of the usual 30-45 minutes... it involved a 30 mile drive in a blinding snowstorm in -30° weather!

Housing in Alaska is an acute problem now. With the new UBC code adopted by the state and various boroughs, the "SmokeGard" Model 700 is more in demand than line-powered models, because the Alaskan electrical sources are not as stable as most of us are accustomed to expect. The city of Anchorage alone has had 4 major power shortages from May, 1974, thru March, 1975. During these shortages, the battery-operated "SmokeGard" detectors provided the assurance of continuous protection.

Northern Services Enterprises also sells extinguishers (that function at -65°) and emergency light markers. Mrs. Jerde says these products increase her smoke detector sales.

She writes, "Our greatest boosters are the fire chiefs throughout the state, and they call us at all hours of the day or night. We are always available to them. They fly to Anchorage at all times. There is no such thing as a 5 or 6 day work week. We are scheduling trips to the 'bush' areas for the next 3 months, in hopes of getting more 'SmokeGard' detectors into the native villages, and promoting fire safety.

Does that make you appreciate your territory? Let us hear from you about your methods of beating the bushes!

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AD SUPPORT SCHEDULED

In November, our Model 800A will appear in Fire Journal and Occupational Hazards, via the "Fill 'er up with regular" ad we showed you in September's STATIFACTS.

In addition, our ad for the Model 900A, "Where There's SmokeGard, There's Profit", will appear in the November issue of Electrical Construction & Maintenance, and has just appeared in the October issue of Electrical Wholesaling. Copies of this ad were included in the product introduction package. The same ad will appear in the December issue of Professional Builder. Copy for this magazine, and for EC&M will be adapted to eliminate wholesaler references and appeal directly to the builder and contractor.

We hope to have a new "Christmas" ad on our safety programs, similar to last year's "Gift of Life" ad. This new ad will appear in Fire Chief, National Safety News, Occupational Hazards, and Professional Safety, all in the December issues. (Copy for this ad was not available at press time.)

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"MYSTERY" ARTICLES

We appreciate the clippings you send us from your hometown newspapers and magazines. HOWEVER, we really would like to know where and when they appeared, so please be sure to include the complete tearsheet pages for us. If they do not include dates and names of publications, please attach a little note, telling us the "facts".

\* \* \*

MEET OUR INFORMATION  
SERVICES DEPARTMENT...



...our newest (and prettiest) department. Reva Atchison, who has just been appointed to head the department, will assemble research data for all areas of the Statitrol operation...including new product information analysis, market data, etc.

Send her any info on competitive products, reaction to our products, ads and stories you see which mention smoke detectors, etc.

Reva served us previously as Executive Secretary to Tom Bellinghausen, Statitrol's Vice President of Marketing, and to Jim Shanahan, Director of Product Planning.

Prior to joining Statitrol in 1974, she spent several years in Industrial Relations positions with Lockheed Missiles & Space Co. and Fairchild Semiconductor, and served as Administrative Assistant to the Vice President of a California construction firm.

Expect more good things from Statitrol now...Reva's more than just a "pretty face", we can assure you!

FLIP CHART UPDATE

For those of you who already have our presentation flip chart, "substitute" pages may now be ordered for the Model 800A. YOU DO NOT HAVE TO ORDER AN ENTIRE FLIP CHART, as these pages will fit into the sequence previously occupied by pages for either Model 700 or Model 720. (New "scripts" are also available, if you have lost yours.) Future orders for COMPLETE flip charts will include pages for both the 700 and 800A, but not the 720.

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"SMOKEGARD" PLAYING  
CARDS AVAILABLE

We have obtained a limited quantity of playing cards, picturing the "SmokeGard" Model 800A (or 900, since they look the same!), in either red or green, and you may order these cards for "giveaways" to customers, fire houses, etc. We suggest one deck of red and one deck of green in a set, for bridge players. The playing cards are \$1.00 per deck.

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SAFETY CONGRESS ADDS  
TO "SMOKEGARD" EXPOSURE

We recently exhibited the new "SmokeGard" detectors at the National Safety Congress in Chicago (Sept. 29 thru Oct. 2), to a crowd of 15,800. We were pleasantly surprised at the amount and quality of interest shown in our product...and of the awareness already existing!

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EVER WONDER WHY IT TAKES  
SO LONG TO PRODUCE A  
NEW MODEL?

We thought you might be interested in the "channels" we have to go through to produce a new "SmokeGard" detector...it's really not just a matter of engineering; we also have a lot of paperwork between development and approval!

For example, the new Model 800 and 900 detectors were submitted to the following approval agencies:

- \*Nuclear Regulatory Commission (USA)..approval granted.
- \*Colorado State Health Dept....approval granted.
- \*Underwriters' Laboratories, Inc...approval granted.
- \*California State Fire Marshal...approval granted.
- \*International Conference of Building Officials (ICBO) ...approval granted.
- \*Building Officials and Code Administrators International, Inc. (BOCA)... approval expected on 900A, B, D by December.
- \*Canadian Atomic Energy Control Board (AECB)...approval expected on 900 series by 12/15/75; 800 to be submitted by 11/1/75.
- \*Underwriters' Laboratories of Canada (same as AECB).

And, for each separate country in which we may market these models, additional approvals will be needed. This helps assure product acceptance, but we think you'll agree it is a time-consuming procedure when we're trying to get a new model on the market! So, please bear with us when we seem to have a lot of delay.

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