

STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

JAN.-FEB. 1977

BOOST SALES WITH 800C...

The article reprint at the right illustrates one way to boost sales with the SmokeGard Model 800C (or 900D for wired-in applications), now in full production.

The coordinated efforts of Statitrol's Territory 5-S Representative, Tom McSherry, and Lakewood distributor, Bill Hyatt (Hyatt Safety Systems), who both also represent Delta Products of Grand Junction, CO., have culminated in this innovative system.

Two options exist at present. The basic system incorporates Delta's Model 230-MB Digital Transmitter; the medical option (with hand-carried RF transmitter/receiver by Transcience) is Delta's 230-MBM medical pack, and allows the victim of a heart attack, for example, to trip the same dialer (from a range of approximately 200 ft.), which then dials in a different code from the fire signal.

The dispatcher puts the code number into a visual display unit, which then gives all necessary information -- in the case

THE DENVER POST

Thurs., Dec. 16, 1976

BANCROFT PROJECT

Detector Phones Fire Alarm

By JERRY V. WILLIAMS
Denver Post Staff Writer

LAKEWOOD—It's sometime after midnight.

Tendrils of almost unseen smoke curl up into a Statitrol smoke detector and set off a shrill alarm. The alarm triggers tiny relays, automatically causing the family telephone to dial a number which rings at the Jefferson County Sheriff's Department where it is received by a dispatcher.

Coded information coming over the line tells the location of the alarm and the dispatcher alerts the Bancroft Fire Department which sends out two pumpers and an ambulance, perhaps just in time to greet residents emerging from the house.

A fire detection system that automatically phones in its own alarm unaided by human hands?

THAT IS EXACTLY what members of the Bancroft Fire Protection District's volunteer organization will be selling early next year to raise funds for their community activities.

The system, so far the only one of its kind anywhere in the nation, is a joint project among Delta Products, Inc., of Grand Junction, Colo., Statitrol, Inc., of Lakewood and the volunteer firemen of Bancroft.

Delta Products, a manufacturer of burglar alarm systems, has supplied a panel design which, instead of alerting authorities about burglars, alerts them to the presence of a fire. Statitrol is supplying the smoke detectors for the project and a local distributor for both firms. Bill Hyatt, will provide teams to install the systems which are to be sold by the volunteer firemen.

GENE CARSON, head of Bancroft's fire prevention bureau, said the system is designed to sharply reduce the number of fire deaths which occur in residences. Of deaths from fires of all types nationwide, he noted, 72 per cent occur in residences, mostly at night.

Carson said the system has several extras, including one which automatically "seizes" the telephone line should someone happen to be talking over it when a fire is detected. The circuit would be cut and the dialing mechanism would go into operation.

Another extra, the fire official explained, is an "abort" switch to be used when, for example, a resident in the house knew that a smoke source wasn't a fire danger and didn't want the fire department called out on it.

CARSON SAID AN option available with the basic system is designed for persons with medical problems, such as heart trouble. The option provides a small radio transmitter to be carried on the person. When a button is pushed, the

device triggers the automatic dialing mechanism connected to his telephone.

As before, coded information traveling over the phone lines alerts the sheriff's dispatcher who then informs the Bancroft Fire Department. However, this option requires that the person be within 140 feet of the dialing mechanism, as in his back yard.

Carson said 12 different packages of the system will be available, ranging from \$393 to \$500. Smoke detectors and all accompanying equipment, as well as installation, will be included in the purchase price with only a one-time extra charge of \$30 for the connection to the telephone.

THE FIRST SYSTEM already has been purchased by a volunteer fireman, Carl Sturm, 302 S. Carr St., Lakewood. Sturm, who has a heart problem, purchased the medical option which includes the personally carried transmitter. Another system has been sold to KLAK Radio.

Carson said the volunteers anticipate selling 30,000 of the systems, capping a six-months' research and development program initiated by acting Chief Al Antonio. Besides answering any calls from the system in the Bancroft Fire District, the prevention official added, firemen will make once-yearly inspections of each system at no cost to insure continued performance.

Carson said he believes the system may do for residential fire incidents what a similar program of inspections, early notification and hazard elimination has done for commercial establishments in the Bancroft Fire District.

Those incidents, he noted, have been cut by 50 to 60 per cent over the past five years.

of a fire, this includes the occupant's name, address, prominent nearby cross streets, etc.

If the medical emergency code is given, a basic medical history is programmed in, so that rescue units have all necessary and vital information.

As such systems become more sophisticated, in the future, it is expected that in-car units would also have video receivers, making the relay of information even faster!

For sales information, you may contact Everett Bell, Marketing Manager of Delta Products, Grand Junction, Colorado. His phone number is (303) 242-9000.



DISTRIBUTOR of the MONTH



ELDVARNAMIDSTÖÐIN HF.
REYKJAVIK, ICELAND

This month's featured distributor is from our International marketplace. Astvaldur (Asti) Eiriksson (pictured above, left, with associate Jon Arnason) and his brother Sveinn Eiriksson, founded the business in June, 1974. Sveinn is Chairman, but as full-time Fire Chief at the U.S. Naval Station at Keflavik, leaves day-to-day management to his brother. Asti is Assistant Fire Chief at Keflavik, but his on-off shifts allow him time for the growing business.

They have sold SmokeGard alarms to approximately 5% of the homes in Iceland. Most of these sales were during a one-year period (1976). Iceland's population is 240,000, with about 60,000 residences. About 3,000 of those homes are now protected by SmokeGard alarms!

Six different Jaycee Clubs in Icelandic communities have spearheaded (or are about to) community-wide awareness campaigns (from the news media to the local bars!). The first, in Isafjordur, resulted in 85% of the families in that town buying smoke alarms! (And in that club's selection by Jaycees as worldwide most successful, for its efforts.) Asti's company furnishes advertising material, talks to groups, and even manned a display booth in a theatre lobby, handing out SmokeGard brochures to patrons. We can see there isn't much grass (or ice?) growing under their feet. Keep it up!

"WE GET LETTERS".....

"I am recovering from a broken hip. The threat of fire has always worried me, but never more than when I have been confined to my home. On July 31, less than 24 hours after my SmokeGard was installed I was called to the phone while cooking breakfast. Engrossed in the conversation, I was startled by a piercing noise from my SmokeGard. Fortunately, I was able to extinguish the stove fire without the need for the fire department. There was no visible smoke around the detector and if I had to leave the house I would have had ample time. Thank you for introducing me to SmokeGard."

-- Ms. Grace Owen, Ilion, New York

"Enclosed is a picture of our 12x60' mobile home, which was destroyed by fire Dec. 6. The least damaged portion was our bedroom. When I say least damaged I mean only a few recognizable items remained. The kitchen, dining and living areas were completely destroyed, as was the front bedroom, which was the children's room. By the Grace of God and your SmokeGard alarm, everyone escaped without injury with the exception of our little girl's pet dog, which we never found."

-- Mrs. William Capps, Cyersburg, Tenn.

"On April 8, 1976 at 5:30 AM, our SmokeGard detector went off, due to a fire on the inside wall due to a space heater. There were only minor damages, thanks to the smoke detector."

-- Mr. Russell Emerson, Detroit Beach, Michigan

A "GOLD STAR" FOR US:

The Charlotte Observer

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THURSDAY, DECEMBER 2, 1976

Huffy Letter Got Action

It is a sad window on our times when The Observer seems to be the only way the consumer is able to get satisfaction from many suppliers of goods and services.

But I want to relate an unreal experience. I recently had what I thought to be a defective smoke detector called Smokegard, manufactured in Colorado. I followed the return instructions, though I admit my letter to them was a bit huffy.

I received a replacement unit (insured mail), instructions and packing for the return of the defective unit; a note with the hope my family would be kept safe, and more than a dollar in post-

age, the correct amount to return the unit. More power to such a company, a vanishing breed. I'm still in a state of shock.

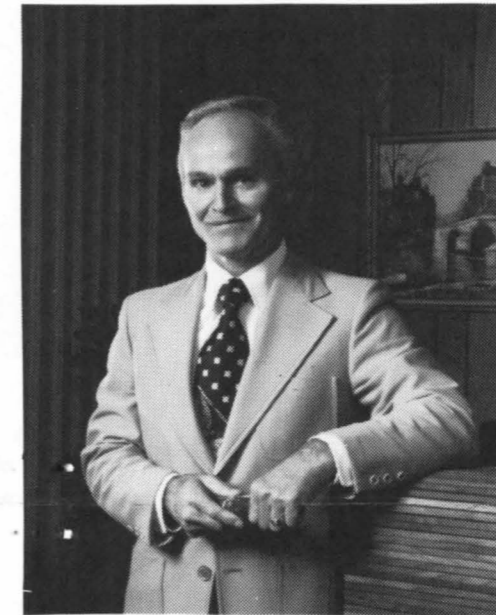
JOHN W. CLARIS JR.
Hendersonville

SmokeGard

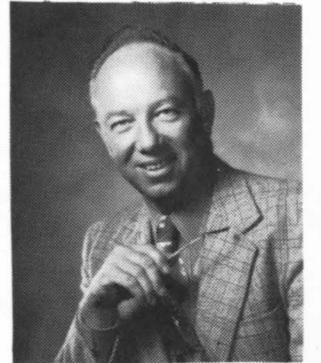
HITS THE IOWA NEWS:

On Jan. 4, KCRG-TV (Cedar Rapids) ran a news segment on residential fires, which included a good close-up of the 800A. The program discussed Every Level Protection, and included a statement from an area builder who has installed many units. Thanks to Jack Linderman of Midwest Equipment for telling us about it.

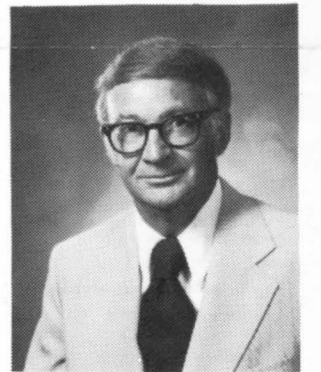
Meet our Officers:



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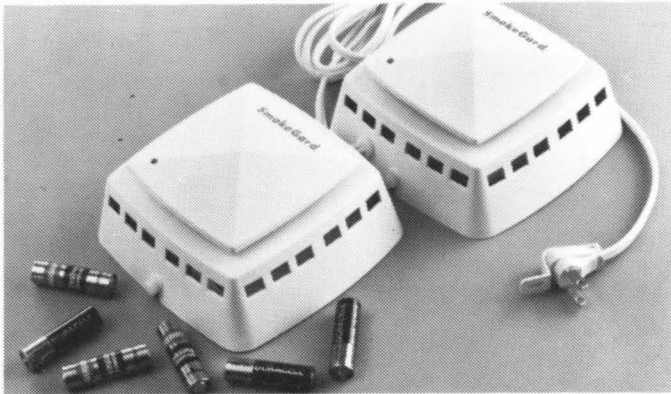
Tom Bellinghausen
Executive Vice President

DID YOU KNOW?

About one-third of the 1975 home fire victims were children under 16. A fourth of these had been left alone or without proper supervision!

ADvantages

Evaluating smoke alarms. Number Two of a series.



**Which is better:
battery-powered
or AC-powered?**

SmokeGard®
Early Warning Smoke Alarms

STATITROL®
Better Fire Defense Products Worldwide
140 South Union Boulevard
Lakewood, Colorado 80228
(303) 986 1581

Tell me more about **SmokeGard**

Name _____

Address _____

City _____ State _____ Zip _____

FH-3

There's a SmokeGard for every location. Even a fire professional can get confused, with so many different models available. Which should you choose or recommend?

For economy and ease of installation, and because of codes, most new construction utilizes the wired-in Model 900A.

For existing homes, for renters or in areas of frequent power outages the battery-powered 800A may be a better answer. No wiring to do. It's easily removed if you move. There's no lapse of protection in case of an outage.

For existing homes, the new 900A Line-Cord version is a third alternative. If there's a non-switch-controlled outlet within 8 feet of your best alarm location, you can have plug-in convenience (with safety-lock plug protector) with no batteries to replace.

We also have models that interconnect, or have relay capability.

Whichever you choose, there's no better protection than SmokeGard, with the patented Duo-Centric chamber.

Write for more information on our alarms, and on the value of Every Level Protection; then make your choice.

Off-the-job fire safety. Number two of a series.



**Here's a priceless
employee benefit
that won't cost
you
a penny.**



SmokeGard®
Early Warning Smoke Alarms

By
STATITROL®
Better Fire Defense Products Worldwide
140 South Union Boulevard,
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Hundreds of concerned companies now protect their employees (and their families) round-the-clock, through a professional Off-the-Job Safety Program, designed by Statitrol, the protection pioneers.

Vital life-safety knowledge in an educational program, plus group savings on the priceless protection of "SmokeGard" home smoke alarms, and it won't cost you a cent. Isn't this the program you've been looking for?

Write or call today for our free brochure. Let our representative tailor an Off-the-Job Safety Program to your company's needs.

This ad will run in the February issue of FIRE COMMAND and the March issues of FIRE CHIEF, FIRE JOURNAL, FIREHOUSE and a new magazine: INTERNATIONAL FIRE CHIEF (published by IAFC).

This ad will run in January and February NATIONAL SAFETY NEWS, January and February OCCUPATIONAL HAZARDS, and January PROFESSIONAL SAFETY.

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