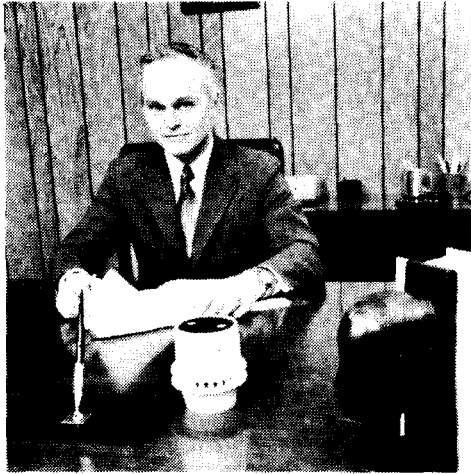


# STATITROL

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

JUNE, 1974



## FROM THE PRESIDENT'S DESK

It is a pleasure to greet each of you through this first issue of our Distributor Newsletter. We, at Statitrol, are firmly convinced the future of our organization is vested, to a large measure, in our Distributor/Dealer organization.

Like many of your organizations, our sales are growing at a satisfying rate. With this growth, it is our sincere intent to continue providing you with fire defense products of the highest quality and reliability.

In succeeding issues of this Newsletter, we will introduce you to members of our Statitrol "Family", and provide you with current information affecting your market. In addition, we will include testimonials, sales success stories, new sales aids available to you, and information about our new products. A large number of our success stories

come from you. Therefore, we need to know of your successes, and they will be included in future Newsletters.

We all wish you the best of success and offer to help you in whatever way we can.

Duane D. Pearsall

## COMPANY HISTORY

STATITROL CORPORATION is a small, but fast growing company dedicated to saving lives and property from fire.

Our Company was founded in 1963 for the purpose of building a portable ionizer called a "Static Neutralizer", therefore, our name "Statitrol" comes from "static control".

Static neutralizers use high voltage as a method of generating ions and, with the help of a fan, distribute these ions over a small area. They are used in darkrooms, clean rooms and industrial processes to neutralize static charges.

Since then, the Company has expanded its technology from static controls to life and property-saving fire detection products for residential, commercial and industrial processes to neutralize static charges.

Statitrol was the **first U.S. manufacturer** to submit and have a commercial ionization detector listed by the Underwriters' Laboratories. In 1966, Statitrol entered into a contract with Honeywell, Inc., for their exclusive sale of our second generation ionization detector, also listed by U.L. A third generation commercial detector was listed by U.L. in March of 1971 and is distributed in the U.S. by four major O.E.M. companies and international-

ly through 150 offices and distributors of the Simplex Time Recorder Co.

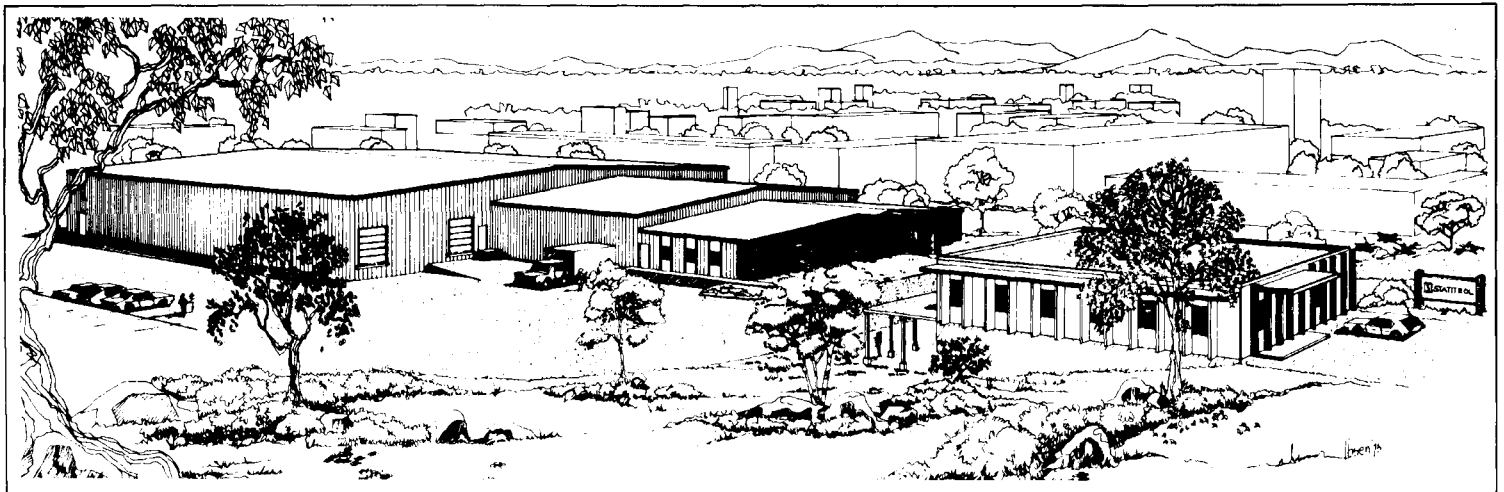
Other Statitrol commercial and industrial products include ionization duct detectors for sensing smoke in air ventilation ducts and smoke sensing devices for automatic door closers used in hospitals, schools and all types of commercial and industrial buildings.

Our latest achievement, the SmokeGard ionization fire detectors, have been recognized by many fire industry authorities as a major breakthrough in home fire detection.

As the result of new local, state and federal building code regulations, and the growing demand for more efficient fire detection devices for homes, Statitrol has enjoyed a substantial increase in business. Last year at this time, the Company employed 80 people and now employment has increased to 230.

On December 14, 1973, our new facility was officially opened by our President, Duane D. Pearsall and Lakewood Chamber of Commerce President, Richard C. Cline, for our 10th Anniversary Celebration. The new facility consists of an additional 32,000 sq. ft. for manufacturing, office and warehouse space. This new addition also houses a cafeteria and a training room. Of special interest in this area, is a FIRE TEST ROOM where live fire and smoke tests and demonstrations are performed for visitors to our plant. The addition has also increased our production capacity over three times our previous operations.

Our Research and Development Staff, who is constantly improving and devising new products for Statitrol, is located in the 2,000 sq. ft. building directly in front of the main building complex.



## RECENT CHANGES IN MODEL BUILDING CODES

Most of you are aware of the dramatic changes in Model Building Codes which have taken place in the last year. As SmokeGard Distributors, it is important that you be conversant with these newly enacted code requirements. This article is to give you a brief summary of these recent code change developments.

There are four major Model Building Codes in the U.S. today. First, the **Uniform Building Code**, written by the International Conference of Building Officials, (I.C.B.O.); second, the **Basic Building Code**, (B.B.C.O), written by the Building Owners and Code Authority; third, the **National Building Code**, (N.B.C.), written by the American Insurance Association; and, fourth, the **Southern Standard Building Code**, (S.B.C.C.), written by the Southern Building Code Congress.

Section 1413 of the Uniform Building Code, (U.B.C.), states, in part, "Every dwelling shall be provided with approved detectors of products of combustion **other than heat** conforming to U.B.C. Standard No. 43-6 mounted on the ceiling or wall at a point centrally located in the corridor or area giving access to rooms used for sleeping purposes". This Section of the U.B.C. is basically written around a published U.B.C. Standard Section 43-6 which is almost word-for-word a reprint of U.L. Standard 168, 1962 edition. This U.L. Standard was written before ionization type detectors were developed, and was basically written to cover a commercial, A.C. operated, photo-optical detector.

When the U.B.C. was being revised in 1972, U.L. had not yet published their Standard 167, which is the Standard used in testing ionization detectors. It is now in the process of being published. With the knowledge that there would be Standards published recognizing both photo-optical and ionization detectors within a short time, the I.C.B.O. Research Committee accepted submittals on both types from residential detector manufacturers for listing by the I.C.B.O., (U.B.C.), Research Committee.

As a result of this, there are now several manufacturers listed as being approved for use under U.B.C. We are enclosing a preliminary copy of the I.C.B.O. Report # 2892 with this Newsletter. This report lists our current models which are approved by I.C.B.O.

Some confusion has existed on the part of building officials in that the Code seemed to be written around an A.C. operated photo-cell unit. This was never the intention of the code-making bodies. The Research Committee has formally approved battery-powered, as well as A.C. powered ionization detectors.

The Building Owners and Code Authority voted and passed a requirement for detection similar to the U.B.C. at their National Meeting in June, 1973. Thus, the Basic Building Code is virtually identical to the Uniform Building Code.

The N.B.C. printing, released this spring, also includes a requirement similar in intent to both the Basic and the Uniform Building Codes.

A residential detection requirement to the S.S.B.C., was proposed in 1972. At their January 1974 meeting, a requirement was adopted calling for early warning detectors in apartment buildings, condominiums and townhouses. We understand this code may be further amended this year to include one and two family dwellings as well.

The Federal Government has already announced a requirement for A.C. operated detectors in multi-family occupancies to be included in the F.H.A. Minimum Property Standards, effective July 1, 1974. These new minimum property standards have also been adopted by the Veterans Administration. The F.H.A. just announced revisions to the M.P.S. calling for detection in one and two family dwellings, **effective April 15, 1974.**

**N.F.P.A. Pamphlet 501-B** covers Mobile Homes. This Standard has also been revised to include a "listed automatic smoke detector" to be installed outside of each sleeping area in the mobile home. At last count, we were aware of at least 38 states which had adopted N.F.P.A. 501-B, Para. 9.1 as a standard. In reading over N.F.P.A. 501-b, you will notice this Standard references N.F.P.A. Standard 74. Note also that "smoke" detectors, as defined by N.F.P.A., include both photo-electric and ionization types.

**N.F.P.A. Standard 74** is the Standard for Household Fire Warning Equipment. This Standard was revised in May 1972 to permit battery-powered devices providing the detector had a built-in method of alerting the homeowner when the batteries needed replacing.

By now, all of you should be familiar with the Report of the National Commission on Fire Prevention and Control entitled "America Burning". Since the publication of this report, we have begun, more and more, to feel the impact of the recommendations of this report. If you have not seen a copy of "America Burning", we recommend you immediately procure a copy or write Statitrol for a synopsis of the recommendations in Chapter 16, entitled "Fire Safety for the Home". We feel "America Burning" will be regarded as one of the most authoritative analyses of the national fire problem to be published in the next several years.

In the entire picture of providing greater fire safety through mandatory code requirements, there really are two separate and necessary phases. First, the inclusion of a requirement for early warning detection in the Model Codes, (which has been accomplished), and second, **the need for individual municipalities to adopt these Model Codes** as written. Daily, we learn of city councils making the decision to adopt all, or part of, the newly revised Model Codes. As responsible citizens, as well as SmokeGard Distributors, we recommend you acquaint yourselves thoroughly with the code requirements used in your locality and make yourselves available as a resource to answer

questions and present the need for early fire warning to those individuals responsible for making the decision. We, at Statitrol, will assist in any way possible by providing you with copies of the codes, testimonials, test reports, etc.

## NATIONAL FIRE PROTECTION ASSN. CONVENTION - MIAMI BEACH MAY 1974

At the annual N.F.P.A. Meeting in May, the membership approved significant changes to Standard 74. These changes will be published in the fall of this year. In brief, the Standard allows any one of four "levels" of protection, each "level" including at least one smoke detector. In part, the new N.F.P.A. Standard 74 reads as follows:

### 2-4 Levels of Protection.

#### 2-4.1 General.

2-4.1.1 For purposes of this standard, the phrase "levels of protection" shall mean the levels described in section 2-4.3 together with all requirements of section 2-5. Refer to Appendixes B and C for additional information.

2-4.1.2 For maximum protection, detectors shall be installed in accordance with Appendix B.

2-4.2 Responsibility for Choice of Level of Protection.

2-4.2.1 Each authority having jurisdiction shall determine the level of protection to be provided.

2-4.2.2 For those jurisdictions not having household fire warning equipment requirements, it is the responsibility of the seller to provide the purchaser with the level-of-protection guidelines presented herein.

2-4.2.3 For those jurisdictions not having household fire warning equipment requirements, it is the responsibility of the householder to determine the level of protection to be installed using the guidelines presented herein.

#### 2-4.3 Description of Levels of Protection.

2-4.3.1 A level of protection may be selected from one of the following four predetermined levels or intervening levels. The minimum level of protection shall not be less than Level 4. Table 2-4.3 summarizes the four predetermined levels of protection.

2-4.3.2 **Level 1.** The installation of one or more basic smoke detectors plus additional heat or smoke detectors as follows:

(a) A basic smoke detector shall be installed to protect each separate sleeping area and at the head of each basement stairway.

(b) Heat or smoke detectors shall be installed in all other major areas and rooms of the living unit including living room, dining room, bedroom, kitchen, hallway, attics, furnace rooms, utility rooms, basements and attached garages.

**2-4.3.3 Level 2.** The installation of one or more basic smoke detectors plus additional heat or smoke detectors as follows:

(a) A basic smoke detector shall be installed to protect each separate sleeping area.

(b) Heat or smoke detectors shall be installed in each living room, bedroom, kitchen, attic, furnace (utility) room, and basement.

**2-4.3.4 Level 3.** The installation of one or more basic smoke detectors plus additional heat or smoke detectors as follows:

(a) A basic smoke detector shall be installed to protect each separate sleeping area.

(b) Heat or smoke detectors shall be installed in each living room, kitchen, furnace (utility) room, and basement.

**2-4.3.5 Level 4.** The installation of one or more basic smoke detectors as follows:

(a) A basic smoke detector shall be installed to protect each separate sleeping area and at the head of each stairway leading to an occupied area.

**Table 2-4.3  
Levels of Protection**

Level	Detection Equipment Required	Where to be Installed	
		Smoke Detectors	Smoke or Heat Detectors
1	One or more smoke detectors plus additional smoke or heat detectors	To protect each separate sleeping area and at the head of each basement stairs	All other major areas and rooms of the living unit including any basement
2	One or more smoke detectors plus additional smoke or heat detectors	To protect each separate sleeping area	Basement, kitchen, living room, bedrooms, attic, furnace (utility) rooms
3	One or more smoke detectors plus additional smoke or heat detectors	To protect each separate sleeping area	Basement, kitchen, living room, furnace (utility) rooms
4	One or more smoke detectors	To protect each separate sleeping area and at the head of each stairway to occupied areas	Not applicable

1124  
74-12  
HOUSEHOLD FIRE WARNING EQUIPMENT

**FACTORY MUTUAL AND U.L. TEST REPORTS**

From time to time, we receive requests for copies of Factory Mutual and U.L. test reports. We have a limited number of Factory Mutual Reports on our SmokeGard products available to you through your SmokeGard Representative. However, the size and complexity of the U.L. report prevents our distribution to the Field Organization.

We do have U.L. listing cards available which identify the specific model and classification under which the U.L. listing is obtained. SmokeGard products are U.L. listed under File S1452 as single-station, fire alarm devices, battery-operated or electrically-operated, depending on the particular model. These devices were tested at U.L. to the requirements of N.F.P.A. Standard 74.

**SEARS, ROEBUCK**

Many of you have commented that the SmokeGard Model 700A does not appear in the Sears' Spring-Summer Catalog. Sears has removed all fire and smoke detection devices from this catalog. They are currently evaluating the entire field of smoke detectors, but have not made a decision on any future general catalog. The Model 700A currently appears only in the Sears Home Improvement and Recreational Vehicles Catalogs which expire in December 1974. We will keep you informed in later issues of this Newsletter as to the status of the Sears' project.

**MODEL 770**

We are taking this opportunity to announce our newest addition to the SmokeGard "family", the Model 770. This detector is an A.C. operated version of the Model 700. Designed primarily for new construction, it features adjustable sensitivity, a light-emitting diode to indicate "power-on", pre-stripped power leads for connection to 120 volt A.C. supply, and an off-white adaptor plate and mounting bracket to connect the Model 770 to a standard electrical box.

Our advertising schedule to announce this detector is as follows:

**June 1974**  
Apartment Construction News  
C.E.E.  
Construction Specifier  
Electrical Wholesaling  
Electrical Construction  
Fire Command  
Professional Builder  
AIA Journal  
Actual Specifying Engineer  
Building Supply News

**July 1974**  
Electrical Construction & Maintenance  
Fire Journal  
C.E.E.  
B.O.C.A.  
Building Products Guide  
Building Standards

**August 1974**

AIA Journal  
Building Supply News  
Electrical Wholesaling  
Electrical Distributor  
Construction Specifier  
Professional Builder  
Apartment Construction News  
Fire Command

Your Manufacturer's Representative has pricing, literature and availability information. A counter display card will be available in the near future. For further information, contact your Representative.



(Editor's note - the following is a reprint from the Statitrol (in-house) Company newspaper, "Smoke Signals", written by Betsy Scown, Credit Dept.)

Two years ago when the newspapers carried reports of Kristo, the mad artist, and his most ambitious stunt, the draping of Colorado's Rifle Gap with an enormous orange nylon curtain, I thought to myself - how amazing and wonderful it was that anyone could spend \$450,000 without hurting anybody.

In the business world, it becomes increasingly difficult to find a job with a company that doesn't hurt anybody. High pressure sales techniques, poor quality work, and an attitude of "caveat emptor" seem to pervade the stores, factories, offices and political chambers of our country today.

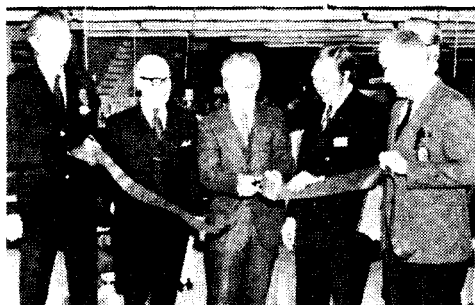
For these and other reasons, we should be proud and grateful that we work for a company that is of active benefit to our society, - a company that maintains high standards of business ethics and manufactures products that save human lives.

Most of us have heard these statistics before, but I want to print them again so we can appreciate the fact that the work we do is important!

- Every 45 seconds, there is a residential fire in this country - 700,000 such fires last year.
- 72,000 people are injured by these fires; over 6,000 are killed, 3,500 of them are children.
- Over 80% of these deaths are caused by smoke and toxic gasses, not by flame. Almost 50% of fatal home fires start between 10:00 P.M. and 6:00 A.M., when families are asleep.

For these reasons, SmokeGard is an important defense against the loss of human lives. We receive many letters from customers whose homes and lives have been saved by SmokeGard. Each of us should keep in mind what an impact our work has on the safety of thousands of people. We need to remember that, unlike some businesses, ours not only doesn't hurt anybody, but has an enormous potential for helping our fellow man.

Ribbon-cutting ceremony for Open House.



# Smoke Detector Alerts Bedford Family to Fire

BEDFORD Nov. 25 — A family of five escaped without injury when fire broke out in their new North Amherst Road home here early this morning.

A smoke detector sounded an alarm, alerting Richard Hallette, his wife and three children who were asleep when the blaze started at about 1 a.m., according to Ralph Wiggin, chief of the Bedford Fire Department.

The chief reported fire damage was confined to the family room where a sofa had caught

fire, but extensive smoke and heat damage occurred throughout the rest of the house. Authorities said the large, single story, wood home was less than two years old.

Firefighters carried out the family dog unconscious, but it was revived once outside. Five pieces of equipment and approximately 35 men responded. The under-control was sounded at approximately 2 a.m. and the all-out at 2:30.

The cause of the fire is under investigation.

Since this is the first issue of our Distributor Newsletter, we thought it appropriate to reprint the first documented "lives saved by STATITROL SmokeGard Model 700, Serial Number 18664".

For those of you who constantly are confronted with "We don't need a fire alarm, we have a dog" - you might note that the dog was carried out of the house unconscious and revived. We learned the dog died five days later.

Meet Marian (Sam) Savajian, Editor of STATIFACTS. Sam is a "veteran" of Statitrol, having joined the Company on May 24, 1971, just as we started shipping our first "test market" SmokeGard 700's. Sam has ably handled several jobs in the Marketing, Manufacturing and Sales Departments and is now in Advertising and International Marketing. Many of you have had phone conversations with her, and we are happy to give you a "first look" at this great "gal"!

Ken Klapmeier

