

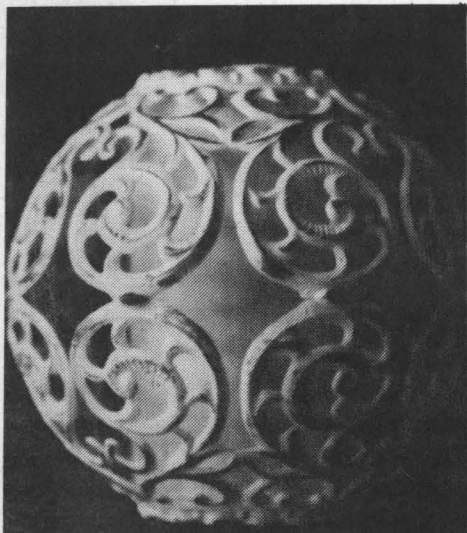
STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

March, 1975

ONE OF OUR SMALLEST FIRES...

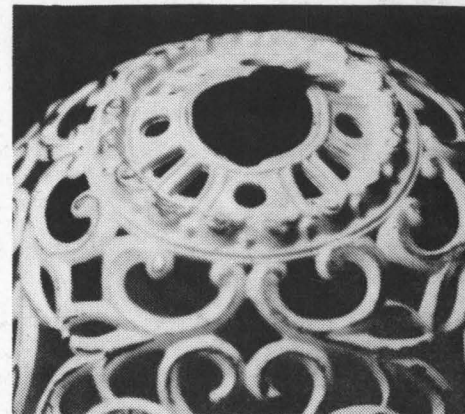
SmokeGard was on the job when the lampshade fixture pictured



here began to heat up. It was installed over a 100-watt bulb in a ceiling outlet, about 3-4 feet from a SmokeGard detector.

When the alarm sounded, the owner searched for the smoke source (since so little smoke was present), and found that the plastic fixture had begun to melt, and could have caused a serious fire without the early warning.

The owner contacted his local fire department, praising his SmokeGard detector... and denouncing the light fixture. The chief quickly brought pressure on the discount store

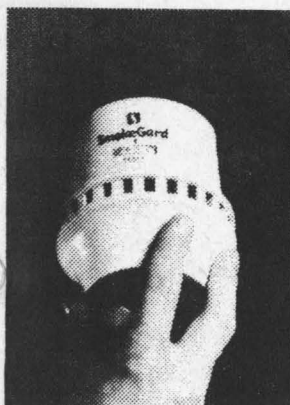


which had sold the fixture and it was removed from sale. According to Bob French, our Boston-area rep who reported the incident and sent us the scorched fixture, "all ended well, thanks to SmokeGard".

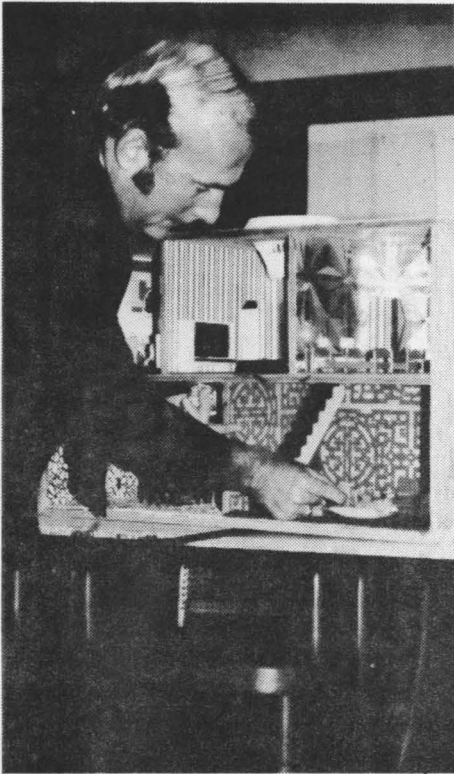
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Denver, Colorado



SMOKEGARD DISTRIBUTOR
OF THE MONTH



You're looking at a visual tool that's being put to effective use by Security Systems Company of Palatine, Illinois, this month's featured SmokeGard distributor.

It's a doll house, used by Art Avischious of Security Systems to simulate a fire condition and alarm the detector located at the top.

Mr. Avischious directs his marketing efforts in four primary locations:

- a. to fire extinguisher services,
- b. to security companies selling fire and burglar systems,
- c. to dealers selling directly to the homeowner (alone or thru a sales organization),
- d. and to fire protection districts.

The fourth group is a fer-

tile field for fund-raising groups. They can realize more profit from selling a case of SmokeGard detectors than from a fish fry...and it's easier! Security Systems has 40 groups in the above four categories.

Mr. Avischious also swears by the employee purchase programs as a big sales-builder. The photo was taken at one such program...and he also sent us a company newsletter which prominently featured a SmokeGard purchase program, with photos and product advantages...which must have boosted the participation total at that company!

He feels that four factors are essential to a successful program:

1. DEMONSTRATION. People must see SmokeGard in action.

2. COMPANY COOPERATION. Acceptance by top management (not just the Safety Director) is the key...and can include news publicity, bulletin boards, safety meeting announcements, etc.

3. PAYROLL DEDUCTION. All levels, from stock clerk to secretary to middle management and even top executives, can be reached if time is given to pay for purchases. (This also creates a better relationship between unions and management.)

4. TEACHING CONCEPT. Use Operation Edith as your cornerstone. Teach the employees safety; don't just sell a product. You can tie in extinguishers and escape ladders...but emphasize the early warning importance.

Mr. Avischious also stresses in presentations to Safety Directors that the sale is between the employee and him, and that the company is not a third party or selling agent. He even gives hold-harmless agreements if requested.

He also feels many friends are made through joining all associations of fire chiefs, inspectors and firemen, and has taken part in state and district conventions, where SmokeGard detectors were the only early warning devices represented.

Additional motivational tools, such as tapes and books, supplement his periodic dealer meetings and help keep enthusiasm high at Security Systems Company. Many of Mr. Avischious' methods can be applied to the organizations (whether large or small) you operate...to increase SmokeGard sales...and add to your profit picture.

* * *

TRADE SHOW DISPLAYS

Contact your representative for information about our portable displays, which may be scheduled (as available) for regional trade shows or conventions in your area, to help promote SmokeGard detectors. Advance scheduling is an absolute "must", and arrangements must be made through your rep.

* * *

NEW COUNTER CARDS

Point-of purchase counter cards are now available,

through your representatives, for the Model 700 SmokeGard. easel-backed and with a "take one" pocket for Model 700 brochures, the new counter cards should be ordered as LC 5115.

* * *

ADAPTOR AVAILABLE

The Model 770 SmokeGard detector Specification Sheet shows a 3" octagonal box for mounting purposes. In some areas of the country, this box must be a 4" octagonal one. An electrical adaptor (or spacer) to meet that requirement is available in electrical departments of stores such as Sears, Ward's, etc. It's called a fixture strap...Angelo #21012 (bulk pack) Lamp and Fixture Parts Catalog #72, Angelo Brothers Co., Philadelphia, Pa. Cost of one unit is 15¢...100 for \$5.76.

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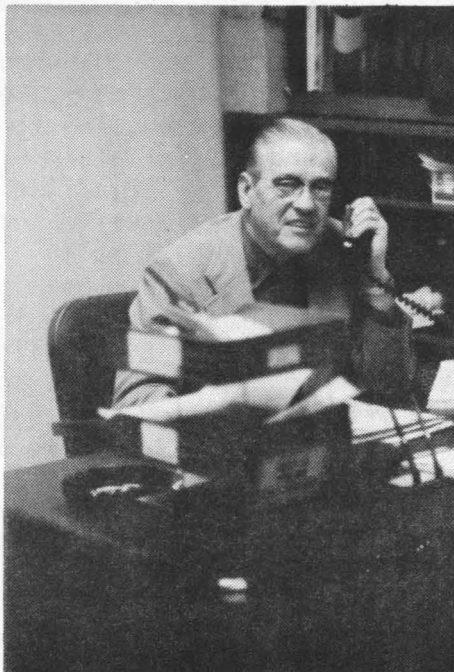
HAVE YOU SEEN OUR 730?

A lot of people have...it appeared very prominently in January in the nationally-syndicated comic strip "Steve Roper and Mike Nomad"... in fact, it helped save Steve (but not from fire) when he set off the alarm deliberately to attract police attention! The unit was pretty badly located...right above a kitchen stove (galley, actually, since it was aboard a yacht); but that seems to have been poetic license! No SmokeGard name, of course, but readers around the country pointed it out to us as obviously ours!

* * *

MEET OUR "FRIENDLY" CREDIT DEPARTMENT...

Al Munk
Credit Manager.....



Al just celebrated his 67th birthday, and says he's not getting older, he's getting tougher every year! The slogan on his desk is one he lives by: Better to wear out than to rust away.

Al moved to Denver 43 years ago, and joined Statitrol 8 years ago, working in just about every area of operations prior to becoming Credit Manager in 1973. His familiarity with production, accounting, personnel and procedures serves us well in the Credit Department.

It's not "all work", either...Al is an active Shriner and an avid traveler. We can assure you he's not likely to gather rust or moss.

Betsy Scown
Account Supervisor.....

has lived in Colorado for 3 years, and came to Statitrol nearly 2 years ago from a job as assistant to the editor of Geophysics, a technical journal for exploration geophysicists.

Betsy was an English major at the University of New Mexico in Albuquerque...which doesn't help much in accounting and credit, except that she can spell "profit"!



**FLASH: DISTRIBUTOR REPORTS
OUTSTANDING SALES SUCCESS!**

One of our East coast distributors has just completed an employee sales program (for a company of 4000 employees) in which 831 units were sold!

The secret of his success? A personal two-day in-plant demonstration to all employees. There's just no substitute for showing them how it works!

* * *

**CHECK ON POSSIBLE
INSURANCE DISCOUNTS**

Some insurance companies are giving a 2% discount on Homeowners' insurance policies, if a SmokeGard detector has

been installed. To find out if this is applicable in your area, call the Insurance Service Office (ISO's are independent agencies which determine rate schedules, examine risks, etc.) and ask about the H0216 endorsement, which covers rate reduction for fire and burglar alarm systems. If the ISO office in your area has adopted the endorsement, the policy holder can ask his agent for this credit; the H0216 endorsement provides justification for a company to offer the discount at its option (which varies on a regional basis). We've heard of participation by Aetna, State Farm and Allstate. Let us know of others you find.

* * *

**PRELIMINARY 1974 FIRE-LOSS
FIGURES FROM N.F.P.A.**

Estimates released by the National Fire Protection Association indicate about 100 fewer deaths by fire in 1974 than the previous year. However, deaths in dwelling fires are up slightly over the preceding three years and property loss in dollars is up sharply.

* * *

SMOKE EFFECTS TO BE STUDIED

According to an article in January's Fire Command, the Dept. of Commerce will fund three studies to reduce fire fatalities from smoke and combustion gases.

* * *

"HEY, BIG SPENDER!" SPEND A QUARTER...SAVE A LOT OF TIME!

A quarter is about what it will cost to get SmokeGard detectors by air freight. We pay surface freight on quantities of 72 or more detectors; you pay only the difference between surface and air...which averages approximately \$20 per hundred pounds....or 25¢ per unit!

If you're in one of the cities listed below (or can surface-connect within a 200-mile radius), you can save even more. There's a special air freight service called "SKYWAY", which gives 3-day service for close to surface freight rates. Listed below are "SKYWAY" cities, with comparison air/Skyway/surface rates per hundred pounds:

Denver to:	<u>Regular Air Freight</u>	<u>Skyway</u>	<u>Surface Freight</u>	<u>Minimum (Surface)</u>
Boston	31.65	14.70	12.86	18.12
Chicago	29.60	9.70	8.30	11.74
Cleveland	34.20	12.45	9.83	13.87
Detroit	30.80	12.45	9.53	13.44
Honolulu	80.00	32.15	11.35+Pier charge	
Los Angeles	28.35	11.45	11.35	none
New York/Newark	35.75	13.15	12.46	17.58
Philadelphia	37.35	13.70	12.13	17.10
San Francisco	31.85	12.45	11.35	none
Seattle	33.45	13.15	11.35	none

Those "friendly skies" can yield a faster profit...with less damage or loss!