

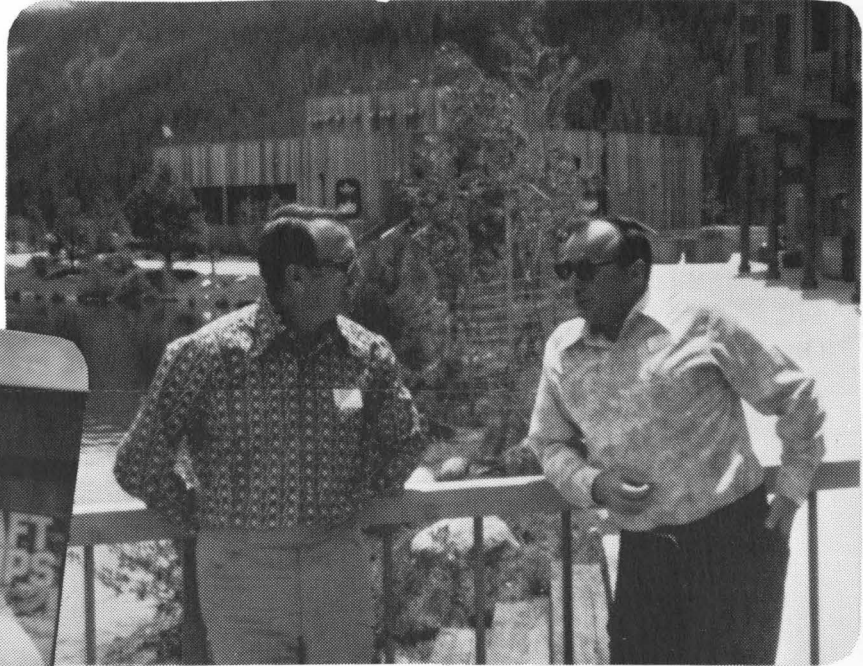
# STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

Aug. — Sept., 1976

## NATIONAL SALES MEETING

...KEYSTONE, COLORADO



From the "smoke-filled" conference room to the fresh mountain air of Keystone, Colorado (punctuated by a surprise June snowfall!), our Representatives met with a cross-section of Statitrol management, and "inhaled" a lot of information during two and a half busy days, at their annual National Sales Meeting, June 24-26. Arriving the evening of June 23 by Statitrol bus-escort, they found a full agenda...including sessions on Liability, Corporate Policy, Credit, Markets, Research & Product Development, Service, Advertising, "Cold Smoke", Information Services and Manufacturing.

The only "shortage" seemed to be time, to explore all the topics of mutual interest. The atmosphere of enthusiasm in this mid-mountain retreat was contagious...we at Statitrol felt it, and we hope you've heard it from your Rep, too; we're an even closer "family" now, and we hope the relationship extends to all of you, too!

# DISTRIBUTOR of the MONTH

Congratulations to Bob Ferro (Robert Ferro Company, 22 Pontos Ave., Burlington, Mass. 01803) for a consistently outstanding job. One of Bob's major customers is Polaroid, at about 31 locations throughout New England. Since the Model 800A was introduced, Bob has sold about 4000 to Polaroid employees, through an educational Employee Off-the-Job Safety Program. "SmokeGard" is the only product Polaroid allows in this program, largely because of the quality of the product and the type of program and service Bob Ferro has established. He credits Polaroid management with being extremely knowledgeable and safety-conscious.

In a recent two-day Safety Fair, Bob participated in a company-wide class for all employees, offering them a series of half-hour programs on home fire safety. This is an annual event, in which Polaroid employees are taught how to combat fire on the job, how to use extinguishers and other emergency equipment, etc.



Bob Ferro of Robert Ferro Company, New England Distributor of "SmokeGard" early warning fire detectors, conducts a demonstration of his product. SmokeGard is available to employees through the Company Shoemobile. Home safety as well as corporate safety is discussed in the Fire Safety Demonstration classes.

In his part of the program, Bob presents information on Operation EDITH (Exit Drills in the Home), and shows the employees how they can help protect their homes from fire. In a "model house", he also demonstrates the life-saving capability of SmokeGard smoke alarms. In this most recent two-day Fair, Bob sold 993 alarms!

We are grateful to David M. Allen of Polaroid, for the photo at left, which appeared in the November 13, 1975, Polaroid Newsletter.

Bob told us he also keeps a supply of Battery Mailer Envelopes on hand, and gives them to owners of Model 700 and 720 alarms, so they can become part of our automatic computer program. This is one more example of his all-round service, and reflects the image that Statitrol would like to leave with all our consumers!

Better service means better sales, in the long run!

## BICENTENNIAL "SPIRIT"



Fourth-of-July was a Big Event in Lakewood, Colorado, where we entered the Centennial-Bicentennial Parade...company-wide participation developed and built our float, and personnel vied for prizes in Beard and Centennial Costume contests. We had another proud stake in the celebration; Duane Pearsall was Grand Marshall of the Parade! Happy Birthday, U.S.A. and Colorado!



# THE INTERNATIONAL SCENE:

"SmokeGard" 900B's and 900D's have been specified for the fire alarm system to be installed in the Residential Palace of Colombia, South America.



Statitrol's Colombian representative, Industrias Pirotec Ltda., Bogotá, was awarded the contract for several hundred of the 900's, which will be officially installed in the Palacio de Nariño in Bogotá this autumn. Señor Jaime Moncada, Pirotec's president, is pictured here with Terry Mann, Statitrol's Manufacturing V.P., Bob Marsik and Dick Moore of Customer Sales, during his recent trip here to discuss delivery requirements for the project.

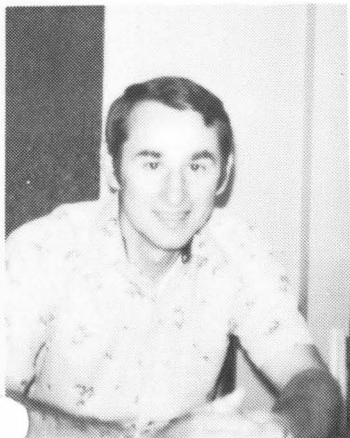
We have received our first "international" Testimonial. In a recent letter from Torbjorn Ahlqvist of AB Svenska Tempus of Sweden, a photocopy of a press clipping (plus the English translation!) was enclosed. The story describes a destructive fire in which a home was burned to the ground...but the family of five was awakened by the "fire detector"...which happened to be a SmokeGard! The fire, which started in the kitchen and spread to a bedroom upstairs, spread so rapidly throughout the bone-dry wooden two-story manor house that only the foundation and chimneys were left, and firemen had to use a ladder to escape with their lives! Fortunately, insurance covered the property loss...and the most vital saving was five lives...thanks to SmokeGard!

At right is a photo of a very happy occasion...the wedding of Tohru Horinouchi of Nippon Hamlin, Yokohama, Japan, and his lovely bride Akemi. Congratulations, and all good wishes for long happiness to the newlyweds.



Nippon Hamlin has begun a "Statifacts-type" newsletter...unfortunately, we can't read it, as it's in Japanese...but we are suitably impressed!

## MEET THE MARKETING DEPT.



Jim Zur  
Manager of Marketing



Joanne Widner  
Mgr., Marketing Services




Frank Lineaweaver  
Int'l. Marketing Mgr.



"Sam" Savajian  
Secretary

# ADvantages




**It's alarming  
how we save lives.**

**SmokeGard**  
Early Warning Smoke Alarms

**STATITROL**  
Better Fire Defense Products Worldwide

140 South Union Boulevard, Lakewood, Colorado 80228 • (303) 986 1581




**WHO'S GOT MY BATTERIES?**

You can't blame a fellow for getting a little put out when he can't find replacement batteries for his SmokeGard® Early Warning Smoke Alarm. That's why we've formed a Battery Order Department - to make sure you can find timely replacements.

We have a computer program which will automatically send you a yearly reminder before your smoke alarm begins to click. And, if you can't find batteries where you are, we'll send you new ones. All we need is your order.

If you didn't send in your warranty card, or if you've never purchased batteries directly from us, then you're not on the computerized program. If you would like to be added, please fill out the coupon, giving us the date you installed your Model 700 or 720, or the date you last replaced batteries. If you need to order batteries now, please include your check or money order along with the complete coupon. Relax, we will do the rest.

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

**SmokeGard**  
Early Warning Smoke Alarms

**STATITROL**  
Better Fire Defense Products Worldwide

140 South Union Boulevard  
Lakewood, Colorado 80228 • (303) 986 1581

**STATITROL CORP.**  
140 South Union Blvd., Lakewood, CO 80228  
Please send me \_\_\_\_\_ sets of batteries for my Model 700 or 720 SmokeGard® Early Warning Smoke Alarm(s) at \$4.75 per set.  
(Colorado residents, add state tax.)

Date batteries last installed \_\_\_\_\_

Name \_\_\_\_\_  
(please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

FJ

The above ad will appear in August issues of Fire Chief, Fire Command, National Safety News, Professional Safety, Occupational Hazards, and September Fire Journal and Safety Product News, as well as the annual NFPA Directory.

This ad for our improved Battery Reminder Program is scheduled to appear as a half-page in the September issue of Fire Chief and Fire Command, and as a full page (as shown here) in September's Fire Journal. A coupon is included, for Model 700 and 720 owners.

**STATITROL**<sup>®</sup>  
140 SOUTH UNION BOULEVARD  
LAKEWOOD, COLORADO 80228

Bulk Rate  
U.S. Postage  
**PAID**  
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