

STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

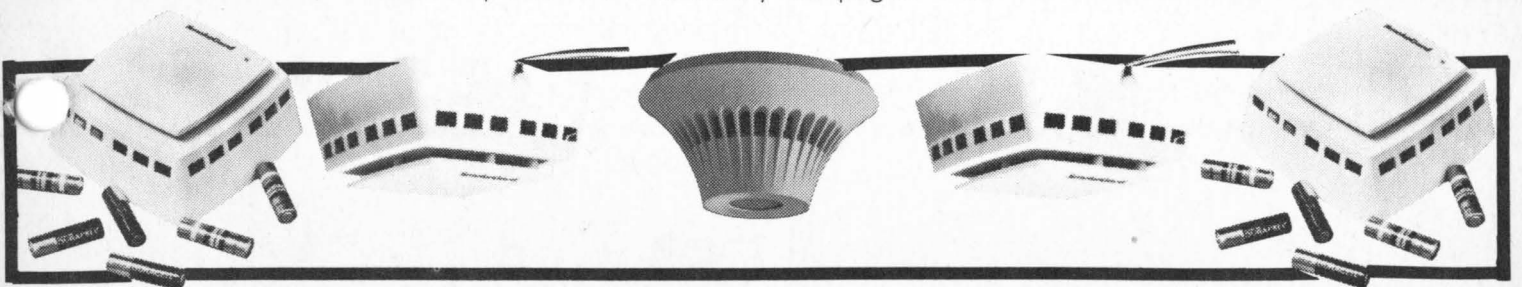
EUROPEAN MEETING GRAND SUCCESS---



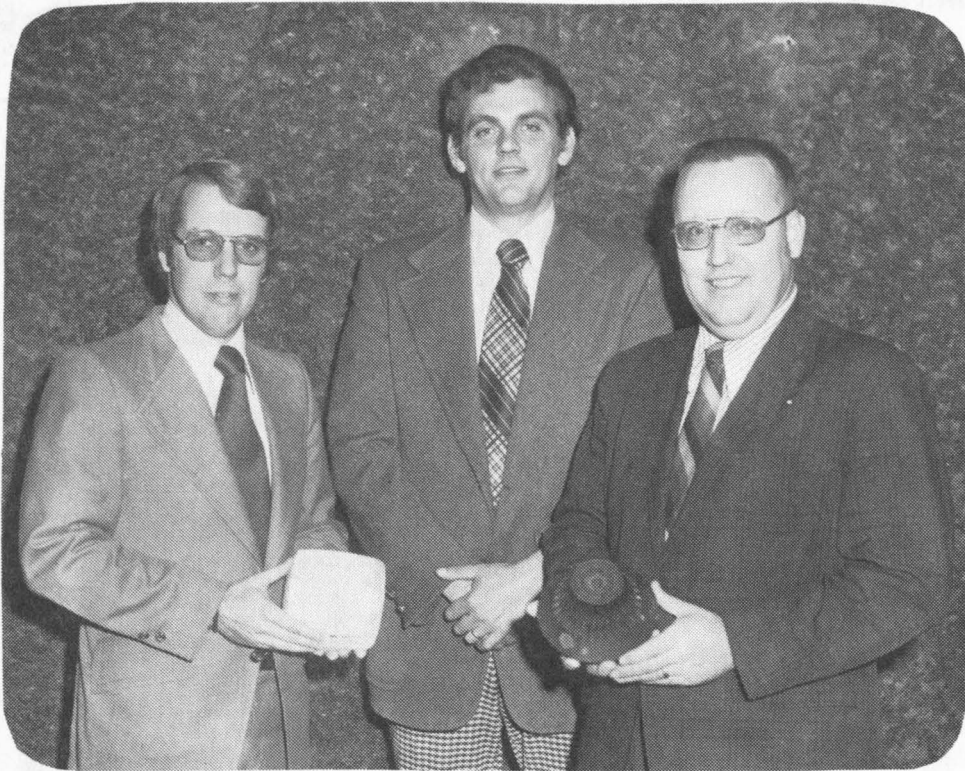
Standing, from left to right: George Enthofen, Statitrol/Europe; Lennart Person of AB Svenska Tempus (Sweden); Thomas Betts of AB Svenska Tempus (Sweden); Gustaf Renneus of AB Svenska Tempus (Sweden); Alistair McCulloch of Graviner (Australia); Allen Dale of Deugra (Germany); Tom Bellinghausen, Statitrol; Dominique Van Boxmeer, Secretary, Statitrol/Europe; Rene Sans of Picedex (Spain); Brendan Woods of Woods' Agencies (Ireland); M. de Vault of S.F.E.M.E. (France); Gunnar Rosin, Statitrol/Europe; R. Hubert, visitor; Frank Lineaweaver, International Marketing Manager; Tony Maskens, European Sales Manager.

Seated, from left to right: Torbjoern Ahlqvist of AB Svenska Tempus (Sweden); W. Widmer of Simplex (Switzerland); W. Vogt of Simplex (Switzerland); Jerry Chamberlain of Deugra (Germany); B. Chable of C.I.M.I. (Belgium); R. Ansar of C.I.M.I. (Belgium); Michael Ralph of Merryweather and Sons (England) and R. Lecocq of C.I.M.I. (Belgium). Taking the picture is Vincent Duque of the Statitrol/Europe office in Brussels.

(Other pictures and story on pages 4-5)



"SMOKEGARD" DISTRIBUTOR OF THE MONTH



The Glenwood Corporation -- Erie, Pennsylvania

Pictured here are J. Kent Bright (left), Vice President, Tom Osiecki (center), President, and Ray Eller (right), Vice President of the Glenwood Corporation. The 720 "SmokeGard" alarm in Mr. Eller's hand saved the lives of a mother and her two children in August.

The Glenwood Corporation specializes in the sale and service (underline the word "service"!) of safety and security products, including "SmokeGard" alarms, fire extinguishers, highway safety devices, personal protective equipment, intrusion systems, alarm systems, emergency and auxiliary lighting, and community safety programs. The company belongs to the National Safety Coun-

cil, the Greater Erie Safety Council, NFPA, and the Greater Erie Chamber of Commerce, and obviously believes in "involvement". Company literature not only promotes commercial products, but contains life-saving tips. Their outstanding 24-page booklet on "Fire--The Most Frightening Killer" contains a wealth of useful information, and no obvious "sell".

According to Mr. Bright, Glenwood was highly successful with a recent employee fire safety program at the Erie division of Hammermill Paper Company. What is success? Would you believe 442 "SmokeGard" alarms sold to a work force of slightly over 1,100 employees--an impressive 37% net response?

Glenwood furnished copies of its 24-page fire booklet, which Hammermill sent to each employee's home. Each employee attended a 45-minute fire safety meeting, at which Glenwood showed its own audio-visual program on fire safety and the value of early warning detection. The 800A "SmokeGard" alarm was demonstrated, and the meeting concluded with a question-and-answer session.

Hammermill Paper Company instituted an eight-week payroll deduction plan, to encourage participation and facilitate purchase by its employees.

Other intangible (but important) factors in the success of this program included The Glenwood Corporation's sincere interest in working closely with Hammermill to structure and implement the program, the Glenwood reputation, and its ability to provide service to the employees who purchased the alarms.

If you're just getting started in the area of Employee Safety Programs, you would do well to take a leaf --or two--from Glenwood's book. We're proud to honor them in this issue of STATIFACTS.

Send us your "success story"; let us share your successful promotions and practices with other "SmokeGard" distributors around the U.S. and abroad.

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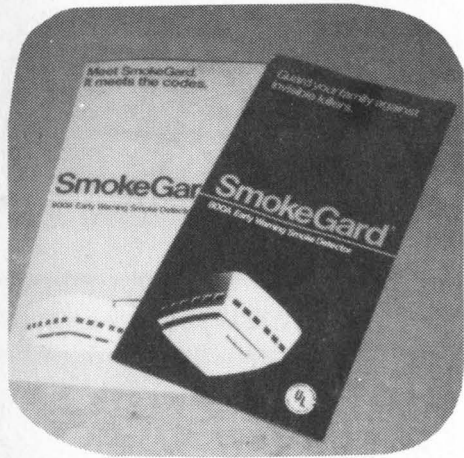
**You can't catch fish
without throwing out a
line.**



Cal Judson

This smiling face belongs to our new Assistant Manager of Residential Sales. (Actually, it's not a good likeness... he already looks a lot like Ken Klapmeier, and is usually seen with the phone glued to one ear!)

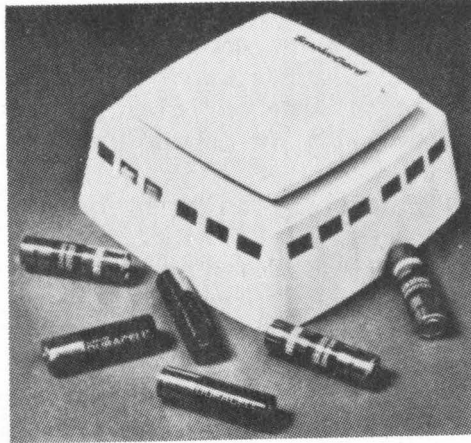
You'll find Cal's goals are allied to yours: to help you multiply your sales!



If you haven't seen our two sales mailer-brochures, ask your Representative for copies. LC 5152 is the Model 800 brochure; LC 5153 is the Model 900 piece; both are available (through your Rep) in reasonable quantities, at no charge to you.

SmokeGard[®]

"a lifetime of protection for those you love"



FEATURES OF THE SMOKEGARD LOW COST IONIZATION DETECTOR —

- Designed for *Life Safety* — Alerts the family before smoke or toxic gases accumulate
- Ionization Principle — A new, highly sensitive electronic home smoke detector
- Detects smoldering fires earlier — yet will not alarm in a room full of heavy smokers
- Battery powered — no wiring — fastens to ceiling in minutes, with screws provided
- Readily-obtainable 1.5 volt AA alkaline batteries
- Fail-Safe — batteries last 12-18 months — horn will "click" when the batteries are weak
- One detector protects each bedroom area
- Location — on the ceiling of the hall outside bedroom doors
- Alarm horn — 85 decibels — loud enough to awaken most heavy sleepers through closed bedroom doors
- Suitable for homes, mobile homes, apartments, vacation trailers or cabins
- Extra units can guard basement and living room
- Underwriters' Laboratories Listed

Ask your fire department about SmokeGard smoke detectors. Then call your local SmokeGard smoke detector dealer.

1223 S.E. Powell Blvd.
Portland, Oregon 97202
(503)234-9011

American Fire Protection Co.

Mail Orders Accepted
BankAmericard

DISTRIBUTOR AD REACHES NEW-HOME PROSPECTS

The ad reproduced above (2/3 of its actual size) is an excellent example of local adaptation of our ad materials. It appears on the back cover of a 32-page booklet mailed by an Oregon realtor to sales prospects.

American Fire Protection Co. of Portland used an 800 slick, with copy reproduced directly from our catalog sheet.

NEW DATE-CODED SERIAL NUMBERING SYSTEM BEGINS

"SmokeGard" serial numbers have a new look, as you may already have noticed. From now on, all units manufactured on the same day will bear the same number.

The number "5324", for example, indicates that the alarm was manufactured on the 324th day of 1975. The system will simplify stock recordkeeping and determination of warranty eligibility.



The Statitrol European Meeting, held in Brussels on December 8 and 9, was judged a grand success. Executives representing organizations covering most of Europe (including Sweden, Norway, Denmark, Finland, Germany, Holland, Belgium, England, Ireland, Switzerland, France, Spain---even Australia) attended.

The main purpose of the meeting was to discuss, through the experiences of several of Statitrol's European National Stocking Representatives, the best methods to use in informing European homeowners about life safety and the availability of "SmokeGard" early warning smoke alarms. The new 800 and 900 models were officially introduced at this meeting, for availability in Europe in late spring, 1976.

Those present had the opportunity of hearing firsthand about some of the experiences of C.I.M.I., Brussels, Belgium; Woods' Agencies, Dublin, Ireland; and AB Svenska Tempus, Stockholm, Sweden. A detailed presentation by Mr. B. Chable, Managing Director of C.I.M.I., on his company's activities in the Belgian market effectively utilized visual examples, emphasizing C.I.M.I.'s "information and awareness" programs (directed to government authorities, fire services, building officials and architects) and its direct mail program.

Brendan Woods, of Woods' Agencies, discussed how his company has introduced and marketed "SmokeGard" in Northern Ireland and the Republic of Ireland. Faced with the problems inherent in doing business in Northern Ireland today, Woods' Agencies devised unique ways to inform influential government and fire officials about life safety and "SmokeGard" alarms, and established a variety of community-meeting programs, to teach the people about home fire hazards and protection...using "SmokeGard", of course! Woods' Agencies also outlined the criteria they employ to select qualified distributors and dealers.

Although they are still in the early market introduction stages, Michael Ralph, Marketing Director of Merryweather in England; Rene Sans, President of Picedex (Spain); Allen Dale and Jerry Chamberlain of Deugra (Germany); R. de Vaulx of S.F.E.M.E. (France) and Messrs. Vogt and Widmer of Simplex (Switzerland) also offered excellent contributions.

Most noteworthy during the two days of meetings was the similarity of approach used to achieve individual successes...first of all, the commitment and dedication to "Smokegard" alarms and their life safety features, rapidly becoming common worldwide. Next came a careful investigation of individual markets, followed by the proper investments to establish ambitious, far-reaching informational and availability programs.

An outstanding example of such planning was presented by Gustaf Renneus and his colleagues of AB Svenska Tempus. Their extraordinary audio-visual program detailed for the group how they introduced "SmokeGard" into Scandinavia,

HIGHLIGHTS OF OUR EUROPEAN MEETINGS



their basic marketing and sales strategies and tactics...all solid reasons why "SmokeGard" alarms are so successful in Scandinavia.

Tempus began by persuading the Swedish National Fire Protection Association to make regulations for fire alarms, resulting in the publication of a brochure by the Swedish N.F.P.A., entitled "Brandvarnare i bostader", in March, 1975.

That same month, Tempus began its program, with one man assigned the full-time job of translating manuals, labels, leaflets and technical information. "SmokeGard" alarms were supplied for tests in certain institutions, such as hospitals and day nurseries, to obtain Swedish references for Tempus' marketing program. Also in March, they completed their

marketing plans, including the calculations necessary for pricing and discount policies.

In April, their advertising agency began its work with the manuals, making up advertisements, and producing information for special groups of potential customers. Tempus also started a campaign to provide wide information about "SmokeGard" and Statitrol, aimed at influential persons such as government authorities, insurance companies, and fire chiefs and fire service personnel.

Special studies were made of literature at Stockholm's major libraries, to enable Tempus to give detailed technical information on Americium, ionization, radioactivity, etc., to those customers who requested it.

Simultaneously, test sales gave Tempus a foundation for effective sales presentation material geared to the needs of the average Scandinavian customer.

In May, Tempus negotiated with the National Institute for Nuclear Control, to obtain approval for selling "SmokeGard" alarms in Sweden; as a result, Tempus is today the only company allowed to import "SmokeGard" alarms into Sweden. A comprehensive audio-visual slide presentation was completed for educational purposes, and the first advertisements about "SmokeGard" were published.

In June, Tempus' National Direct Sales Manager was appointed, and the printing of manuals and labels reached its final stage. Tempus' District Superintendents personally presented Model 720 units to Fire Chiefs and other influential persons. The Tempus chain of about 50 distributors was formally established. The Swedish "flip chart" sales presentation manual and instructions were completed and given to Tempus' sales organization. A technician was employed to supervise technical aspects of applications, service and information.

In July, direct sales personnel were employed and, by August 18, Tempus had fully "launched" the "SmokeGard" program throughout Sweden. Additional advertising, promotion, participation in exhibitions and other activities continued to make the public more aware of the problems of life safety and the availability of "SmokeGard". Should you plot Tempus' success in recent months, the chart would resemble an arrow...pointing straight up!

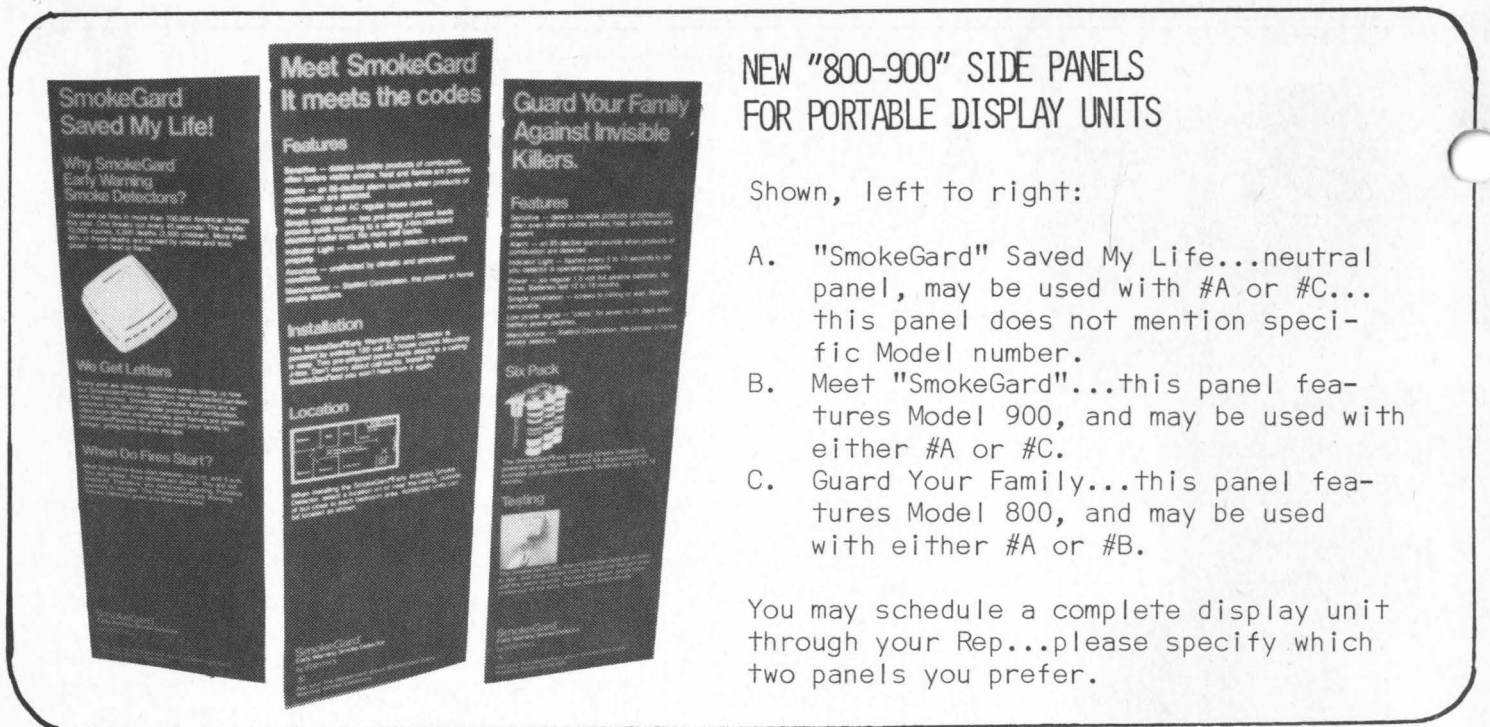
Statitrol's "home team" was ably represented by Frank Lineaweaver, International Marketing Manager, and Tom Bellinghausen, Vice President of Marketing, who spent several days at the conclusion of the meeting travelling throughout Europe and visiting (among others) Merryweather, Tempus and Woods' Agencies, to discuss future planning and view local operations. Tony Maskens of Statitrol's Brussels office capably handled the coordination of this conference, which concluded on a note of unified enthusiasm.

NEW "800-900" SIDE PANELS FOR PORTABLE DISPLAY UNITS

Shown, left to right:

- A. "SmokeGard" Saved My Life...neutral panel, may be used with #A or #C... this panel does not mention specific Model number.
- B. Meet "SmokeGard"...this panel features Model 900, and may be used with either #A or #C.
- C. Guard Your Family...this panel features Model 800, and may be used with either #A or #B.

You may schedule a complete display unit through your Rep...please specify which two panels you prefer.



HOW TO USE "SMOKEGARD" REPRINTS...

A good salesman can make his calls more effective by using ad reprints or copies of magazines containing "SmokeGard" ads. Put the magazine or ad reprint in front of your prospect and say, "You have probably seen our ad in (blank) magazine." (Whether he has seen the ad or not, he will usually say he has. This puts him in a position of saying "yes" to you.) Then you can say, "We advertise to people like you, because you are important to us." (Everyone likes to feel important...and you can say it sincerely because it's true...that prospect is important to us.) "You may not have had the time to read it all, but I think this is important to you." (Tell him why.) Then you can go to any other back-up or demonstration material you have. Your important prospect can be led more easily into the briefcase. After you leave, future "SmokeGard" ads are more likely to be seen by that prospect, because you called that one to his attention; you've increased his awareness of our product, whether or not he was ready to buy at that time.

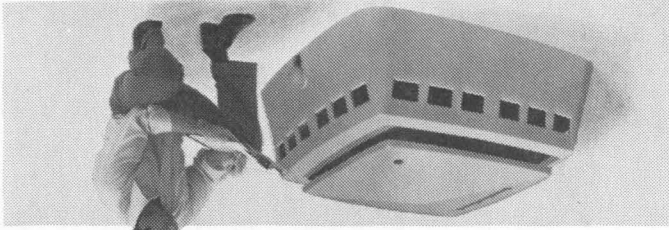
NEW-PRODUCT RELEASE TELLS IOWA FARMERS ABOUT "SMOKEGARD" DETECTORS...

Jack Linderman of Midwest Equipment (Territory 7) has sent us the November 22, 1975 issue of WALLACE'S FARMER, a tabloid-sized Iowa farm news magazine, which carries a "new-product release" on the Model 800A, with a photo of the unit. This is a good example of how to use the release we included with the introductory package on the 800 and 900. Regional and local papers and magazines are often happy to print such news at no cost to you. This "free" publicity is valuable space; it's often more thoroughly read than ads. We'd appreciate your sending us copies of any such items; include a complete issue (magazine) or tearsheet (newspaper) if possible, so we can keep track of where and when it appears.

WANT FASTER SERVICE? DON'T BYPASS YOUR FACTORY REPRESENTATIVE...

You don't speed up processing on your orders by calling or writing us directly; this "short-cut" can delay your scheduling by as much as two weeks! If your order hasn't come to us through your "SmokeGard" representative, we must forward it to him prior to processing.

CURRENT ADVERTISING SUPPORT IN TRADE MAGAZINES



SmokeGard® 800A.
Like having our
Quality Control
man on your
ceiling.

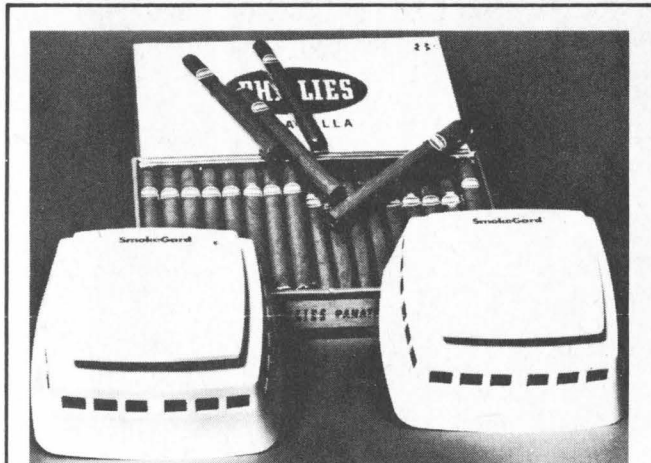
We've added a unique new circuit that checks its own voltage (plus internal and external resistance) every six seconds, to be sure there's enough power to sound the alarm if that "fire no one ever has" occurs. A glance at the tiny pulsing diode light tells you it's working. And we use standard 1.5 volt AA alkaline batteries, available everywhere, which last 12-18 months. When fresh batteries are needed, the SmokeGard ionization detector reminds you with a repeated "click" for 7-21 days. 100% tested at the factory... U.L. listed... continuously self-testing on your ceiling... that's Quality Control, man. That's SmokeGard.



STATITROL CORPORATION
 140 South Union Blvd.
 Lakewood, Colorado 80228
 Dept. FJ1
 (303) 986-1581

FULL PAGE AD

This ad appears in January FIRE JOURNAL and SAFETY PRODUCT NEWS. Also February NATIONAL SAFETY NEWS, OCCUPATIONAL HAZARDS and PROFESSIONAL SAFETY.



It's Twins!

We're proud to announce two additions to our Family of Life, the 800A and 900A SmokeGard ionization smoke detectors.

The 800A is powered by six 1.5 volt AA alkaline batteries, available anywhere you pick up diapers (or at the corner store). To alert you when battery power declines (batteries last 12-18 months), the detector "clicks" every 5 seconds for 7-21 days.

The 900A is AC powered with two pre-stripped power leads for quick mounting to a ceiling J-box. It meets all the latest codes.

Both feature a "pilot light" to assure you of proper operation (a SmokeGard exclusive feature), an 85-decibel alarm, and a new, low-profile design. They can detect invisible products of combustion, often before smoke and flames are present.

Put one of our babies in every home. You'll sleep better at night and so will your buyers.

SmokeGard
 By STATITROL

140 South Union Blvd.
 Lakewood, Co. 80228
 (303) 986-1581

ACTUAL SIZE (1/4 PAGE)

This ad appears in December and January PROFESSIONAL BUILDER. A half-page (vertical) version also appears in January HOME BUILDING AND REMODELING GUIDE.

WHAT IS "FLASHOVER"?

"During a fire, everything heated by the fire tends to give off gases. If the fire occurs indoors, these gases accumulate at ceiling level, growing hotter and hotter. When they reach their ignition temperature, fire suddenly shoots across the ceiling. A fire which has been progressing at the rate of four feet a minute may suddenly spread 50 feet in seconds. Flashover is a threat to the fire fighter and to anyone who remains in a burning building, attempting to fight the fire, rescue others, or save their valuables. The time between ignition and flashover used to be fifteen to twenty minutes, but may, with some modern materials, occur in as little as three minutes."
 --Reprinted from The Smoke Signal, Summer, 1975.

ANOTHER FAMILY'S TESTIMONIAL...

"This little 'jewel' saved us thousands of dollars in fire damage and possibly our lives, as we were asleep when the signal went off."
 --Mrs. Orville Mousel, Cheyenne Wells, Colorado

REGIONAL SHOWS BRING LEADS



Wichita Home Show, 1975

All-Type Fire Equipment Company, in Wichita, Kansas, constructed this effective exhibit for last year's Home Show, sponsored by the Wichita Association of Home Builders. According to Walter Shutt, manager of All-Type, it was so successful they will use it again this year, from Jan. 30th thru Feb. 3rd, even though "it's a permanent office display now".

As you can see, they've blown up a couple of pages from our flip chart presentation manual, and have allocated additional space for related products. Note the give-away of a free detector, a real crowd-puller.

* * *

If you don't see your customer clearly,
you won't see him again.

* * *

MEET OUR CREDIT DEPARTMENT



Betsy Scown and Janine Powers

If credit is a word that makes you frown (in our present economy), these two smiles may make it a bit more acceptable!

Following the retirement of Al Munk, Statitrol's former Credit Manager, Betsy Scown became Credit Manager on November 1, 1975. Betsy has been a key person in our credit operation for two years. Janine Powers, who will assist her as Credit and Collection Clerk, has been a mainstay of the Accounts Payable section of our Accounting Department.

We hope you'll find it more than ever a pleasure to do business with us, and to work with these two competent ladies...and that from now on, you'll "Smile when you say 'Credit', Partner!"

* * *

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

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