

STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

DECEMBER, 1974

THE EMPLOYEE SAFETY PROGRAM — WHAT IS IT???

Business men today, particularly in large corporations, are becoming increasingly concerned with the welfare and safety of employees off the job as well as at work. The loss of a key employee can cost thousands of dollars in training time, lost business, relocation expenses, etc. Similar costs are incurred all the way down the ladder. Even a non-fatal fire will reflect loss of productive time, anxiety and inefficiency. For purely business reasons, as well as genuine concern for employees regularly

sponsor mass buying programs for life safety equipment.

The SmokeGard Employee Safety Program offers the employee an opportunity to purchase life safety protection at a reduced cost through employer participation in the program. You, as a distributor, sell the concept of the program as:

1. A nationally-advertised uniform sales price (important for multiple-plant locations).
2. Limited-time program.
3. Active employer involve-

ment and endorsement.

4. A collective purchasing, shipping, and billing procedure.

Your Representative can provide additional sales information, customer lists, etc.

More "how-to" on Employee Safety Programs inside.

SmokeGard Model 770 two-fold, two-color Envelope Mailers, will be available after December 20. Contact your Representative for more information.

STATITROL®

140 SOUTH UNION BOULEVARD
LAKEWOOD, COLORADO 80228



WHAT GUARANTEES THE SUCCESS OF AN EMPLOYEE SAFETY PROGRAM?

Credibility is an important first step in establishing the tone of success for an employee program designed to fill an "unknown" need.

The credibility of the employer....and even of the safety director...transfers to a credibility and faith in the product. SmokeGard programs can succeed to the degree the company (or the safety man) "endorses" the quality of the product.

This endorsement can come in several forms: bulletin-board notices, posters, articles in company papers, word-of-mouth...even an individual "paternal" letter from the boss. This back-up is vital to a thorough program...particularly when the employees may be unacquainted with SmokeGard and its benefits.

The best way to convince a group of employees is an actual demonstration of SmokeGard, if this is possible. SmokeGard becomes its own salesman when demonstrated.

Payroll deduction plans increase the success factor, too...especially when front-line employees are involved.

Immediate signature on a form makes purchase more convenient. Follow-thru sale of further SmokeGards by the safety man can add still more prospects while the demonstration is still fresh in mind.

The SmokeGard distributor sets up the company as a dealer, for a limited time. The company actually handles the collection of money and

the distribution of SmokeGards.

The employees must understand WHY the program is being introduced, and why they are getting the detector "whole-sale". This way, word-of-mouth referrals to friends of the employee will still bring the distributor sales at regular mark-up.

Companies with strong safety programs usually do better in presenting SmokeGard. If no talks or demonstrations accompany the offer, about 1% to 3% will probably buy a SmokeGard; with demonstration, the response jumps to 3% - 8% (depending on further company involvement). Full cooperation, including a payroll deduction plan, can increase response to 10% - 20%.

Six weeks allows time for two weeks' preliminary publicity, two weeks' sales presentation, and two weeks' follow-up or late sales. A longer program can involve too much time and effort per sale, unless it is a very large or multiple-plant company.

Your initial approach will be better if it's not "hard sell"; try a form letter to companies in your area, announcing the availability of the program. Statitrol's ads in safety journals may produce inquiries from the company safety man. Civic club contacts can also prove valuable.

If you have further employee program ideas, let STATIFACTS know.

Watch for the next issue of STATIFACTS for information about our new portable convention displays.

FIRE SAFETY FILM AVAILABLE

Statitrol's 15-minute 16mm color-and-sound movie film "They Weren't So Lucky" is available for purchase at \$95, and can be utilized for group showings at schools, PTA meetings, scout groups, etc.

The film features "Blinky" the TV clown, and dramatically stresses the importance of family fire safety plans. It is not a hard-sell commercial-message film, but SmokeGard is utilized in the fire warning sequences, and literature could be distributed to viewing groups to reinforce the educational value.

For further information about purchasing the film, contact your Representative.

NEW COUNTER CARDS

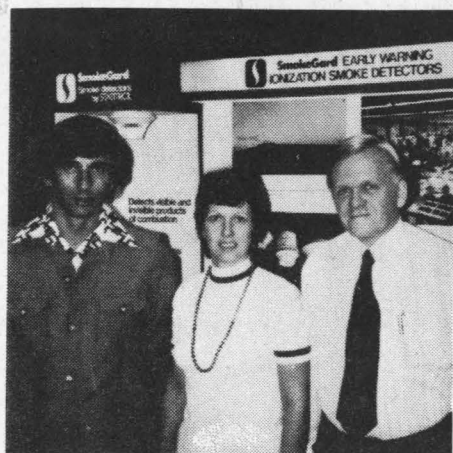
Your Representative has information about the new Model 770 counter cards. "Show and Tell" time is time well-spent, and will usually increase your SmokeGard sales. Created by Statitrol's ad agency, to back up your own sales efforts, these cards can be used as a working demonstration-display.

UPCOMING SMOKEGARD ADS

January, 1975
Professional Safety
Safety Journal
Security World

February, 1975
Electrical Construction &
Maintenance
C.E.E.
Occupational Hazards
Professional Safety

SMOKEGARD DISTRIBUTOR
OF
THE MONTH



Caution Enterprises, Inc., of Waterville, N.Y., has converted direct sales background into an outstanding sales volume record as a SmokeGard Distributor.

Shown above are (left to right) Ralph Conte, President of Caution Enterprises, Sandy Conte, Secretary, and Walter Mintel, Vice President of the organization.

Mr. Conte's philosophy embodies pride in product and the concentrated effort to offer life-saving information. His belief in the value of what he's doing is reflected in the entire organization. He has set up about 100 dealers (including some who work on a part-time basis), and has trained them and worked with them (through meetings, incentive programs and other dynamic means) to sell the total protection concept in the home. They work largely on a referral basis, evidence of the effectiveness of their message.

Flip charts are used to help sell the protection story. His "package" often includes one or two SmokeGards per

floor, plus a large fire extinguisher and (in the case of multi-level homes) an escape ladder.

Mr. Conte's success story is one of hard work... plus a belief in what he's doing.

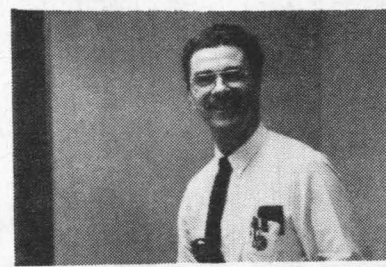
Let us hear what you're doing...and any special ideas you've developed that might work well for other distributors. We'll spread the word for others to read in future issues of STATIFACTS. Team effort can help us all!

MEET OUR CUSTOMER SALES DEPARTMENT



BOB MARSIK

Customer Sales Manager... who makes sure the supply and the demand "balance".



DICK MOORE

Customer Sales Supervisor, who makes your headaches his headaches.



CAROL SHAYLER

Commercial Sales Order Desk is her "baby".



TONI BOWERS

who types your sales orders.



PAM JOHNSON

who schedules and files your orders.



KATHY SOUTURAS

who handles Customer Sales correspondence and phone inquiries.

Here's a life saving offer you can't refuse...



We know that as Safety Director of your company you're very much involved with fire safety programs and accident-free production. We also know that your concerns about the safety of your employees — wherever they are — and, we think you're probably concerned about the safety of your employee's family too, since injury to them can be potentially dangerous to your employee on the job and can, at least, result in time away from the job. One of the major threats to your employee and his family is right in the home — the threat of fire. Each year over 12,000 persons are killed in fires. Another 300,000 are injured — some scarred for life. While much is being done to stem the tide of death, injury and destruction, perhaps the most important step is fire education and early warning capability. At Statitrol Corporation, saving lives from fire through early warning is our business — our only business. We'd like to talk with you about making this early warning fire protection available to your employee at a substantial savings. Because we've pioneered the ionization business for the home as well as industry, we feel we're the people to talk with. Once you've seen our products and heard our story, we don't think you can refuse our offer.

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BETTER FIRE DEFENSE PRODUCTS... WORLDWIDE

THE GIFT OF LIFE

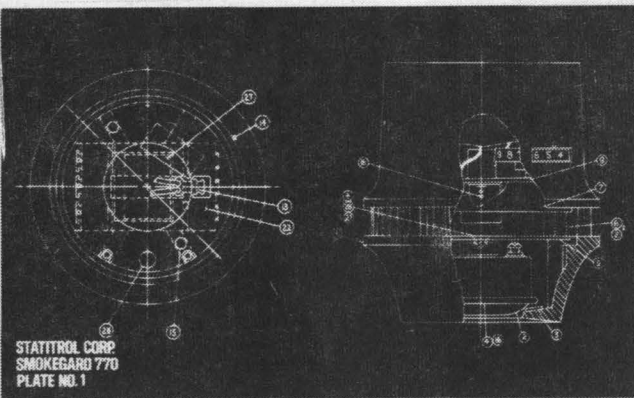


It's a Special time of the year. A time for fun, friends and family; a time for roast turkey and all the trimmings. It's a time for Christmas cards, snowflakes and stories of a great child long ago. It's a time to receive and a time to give. It's a time when perhaps the most wonderful gift of all may be the "Gift of Life." We've been in the Life business for many years and not just at Christmas. At Statitrol Corporation, saving lives from fire through early warning ionization smoke detection is our business — our only business. We face our work very seriously. We thought wrapping paper and a big how gorgeous our product might make it cover more exciting as a gift suggestion. Then we discovered it's also perfect to find on Christmas morning in your stocking by the fireplace. No matter how it's presented it means Love. As Plant Safety Director, perhaps the nicest Christmas gift you can present your employees

and their families through your company this year would be substantial savings on our SmokeGard detectors. Because we've pioneered the ionization detection business for home and industry, we feel we're the people to talk with. Wouldn't the "Gift of Life" be a great company program for this Special time of year? Once you've seen our products and heard our story, we think Christmas will be a lot brighter — for everyone.

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BETTER FIRE DEFENSE PRODUCTS... WORLDWIDE



STATITROL CORP.
SMOKEGARD 770
PLATE NO. 1

THE SOLUTION

To latest Building Code Requirements
For Smoke Detection Our New A. C. Powered, Low Cost
SMOKEGARD 770

SMOKEGARD 770. We've done it again... produced a new, advanced smoke detector with architects, specifiers and contractors in mind. Specifically designed for new construction projects where early warning smoke detection is required.

This rugged detector fulfills the reliability and long life of the ionization principle of smoke detection. Easy to install. Meets the detector code to a standard detector of listed type. Compact size. Pre-attached wiring. Accurate and easy to install.

Now, in addition, featuring and construction the **Model 770-S** available to building code requirements for both single and multi-family housing. Our new **COMPLETETEST**, **PHASED** Model 770, allows the

same experienced professional as our time-proven battery-powered **SmokeGard Model 730.**

For additional information on these or other early warning detectors, write **STATITROL**, the leading U.S. manufacturer of ionization detectors to meet residential, commercial and industrial requirements.

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BETTER FIRE DEFENSE PRODUCTS...WORLDWIDE



SmokeGard 730

You've been around long enough to know there are a lot of smoke and fire detection devices on the market. Some are. Legislation has been passed at Federal, State and local levels, and demands for these devices have soared. It will continue to soar as more states and communities adopt new ordinances which will require that the detector be sensitive to products of combustion — not just heat. That really leaves two types of detectors... "heat" and "heat" — Obsolete! We've introduced our **Model 730** as the finest ionization operated fine particle smoke detector on the market. And — "Heat" is not plastic. It's beautifully engineered and ruggedly constructed of cast aluminum with nickel plated finish. It features an exclusive pulsing light-emitting diode to indicate operating sensitivity. Alarm and trouble. There's also an integral horn and a "quick connect" plug with pre-stipped leads to mount easily on a standard electric box. **Model 730** features a remote relay package for integration with security systems. On top of all these features, up to six **Model 730's** can



MEETS ALL FEDERAL, STATE, AND LOCAL CODE REQUIREMENTS

be electrically interconnected. Now, let's be honest. When you put this much into a unit, it's not going to be cheap. Ours is not cheap! It's a prestige unit designed for profit! We'd like the opportunity to explain just how profitable. To do that, we'd like our SmokeGard representative to contact you, at your convenience. He may even open the door for a whole new and profitable product line. Statitrol Corporation is dedicated to saving lives from fire through early warning. We're a BIG firm with a BIG product line for both home and industry. We don't happen to feel that there's nothing wrong with the word — "profit" — especially when you've got products you can be proud of. Since we both "see" the same way — let's get together.

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