

## SAMPLE TEXT FOR PRESENTATION MANUAL

The attached script is intended to form the basis of your comments as you present the pages of the manual to the prospect. It is not intended to be a word for word dialogue. We suggest you study the facts presented herein thoroughly, add your own comments and thoughts, practice the presentation at least ten times, then throw the outline away. Your prospect will then receive a factual, relaxed, but well organized presentation.

The manual has been designed primarily for the Model 720 SmokeGard. Substitute pages are included for the Model 700. Pages 28-29, 30-31 and 32-33 may be omitted from the presentation if desired.

We also recommend you supplement this manual with appropriate testimonials, clippings concerning local codes, "Fire Saves", etc. To aid you, we plan to publish a periodic newsletter which will be sent to authorized SmokeGard distributors. We will include this type of information for your use.

Your comments and suggestions will be appreciated.

STATITROL  
140 South Union Boulevard  
Lakewood, Colorado 80228

Page 20 & 21

Different materials will produce different by-products as a result of burning. One thing that is in common with all fires is that a fire will produce varying amounts of invisible particles of combustion, visible smoke and heat. In the majority of fires, most of the products generated are in the range of .1 to 1.0<sup>(1)</sup> microns, which are invisible to the naked eye.

What does this mean to you? Simply this: If you have an escape procedure, it is of no use unless you are awakened in sufficient time. To provide those precious extra few minutes, choose the early warning device which provides the fastest detection. Today, there are many devices available. Let's talk about the most widely used forms of protection.

Page 22 & 23

Today there are three main types of detectors available, heat detectors, smoke detectors and ionization type detectors. While there are many different types of heat detectors available, they all operate on the thermal energy produced by the flame. Some heat detectors operate on a fixed temperature level like a fuse, and some on a rate of change, but all of them have to operate after open flaming has occurred and continued for a length of time sufficient to produce the heat to set them off.

Photo-optical detectors require visible smoke to enter a light baffle chamber. Once they are in this chamber they reflect light to a photocell and this gives the alarm. One limitation with many of these devices is that the chamber has to be quite sophisticated and it does not allow the smoke in readily.

The ionization detector is highly recommended because of its ability to respond to both visible and invisible products generated early in the fire. Most high value commercial fire detection installations such as museums, computer rooms, military installations, etc., use ionization detection!

Page 24 & 25

Now that we have talked about how the various types of detectors operate, doesn't it just make sense to consider the one detector that will give you the earliest possible warning?

Page 26 & 27

We are very proud to present the SmokeGard early warning ionization detector. This ionization detector is battery powered by three alkaline batteries that will power the unit for approximately one year. At the end of the normal battery life the unit will give out a distinctive sound every five seconds for one week to

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1. A micron equals approximately 40 millions of an inch.

Page 16 & 17

Remember it takes a heat source from ignition energy to cause the fire. One way you can cut down the number of heat sources in your home is to make sure that your children do not have access to matches. Keep this open flame ignition source away from people too young to use it.

Another precaution is to replace all frayed electrical equipment. If these are extension cords, replace them. If this is wiring in your home, get an electrician in to fix it, but keep your electrical energy in control.

Another control is to buy ashtrays which are large enough and have ways to hold the cigarette inside the trays so that the cigarette does stay in, rather than fall out.

Remember too, that paper and rubbish are easy to ignite. Clean out cardboard boxes, rubbish, paper and unnecessary materials from your house. Each piece of kindling you remove from the house reduces the chance that a heat source will get it started.

Be careful to store paint and flammable liquids properly. Keep them in cabinets; preferably metal cabinets, if they must be saved; throw them out if possible. Never, under any circumstances, store gasoline inside the house.

Never, under any circumstances, store gasoline in glass bottles or glass containers. Good fire safety housekeeping means keeping your house free of unnecessary kindling fuel so that the heat source will not readily find a fuel to ignite.

Remember that fatal fires may occur at anytime of the day. The most impressive killer figure, however, is the time you are asleep. You can protect yourself and your family in this vital period. What you can do is make sure you have routes to get out of the house and practice them. These routes should be other than the normal routes of exits that you use daily in entering your bedroom. Your children have fire drills continually in their schools, even though they do not sleep there. Yet, how many families in America today practice fire drills in their homes?

To effectively use a home escape plan, you must know that a fire condition has started in your house before it's too late. You must be able to provide yourself the few extra minutes for escape that prevent death from the toxic effects of fire.

Page 18 & 19

The escape plan we recommend uses proven NFPA data. (NOTE: salesman should have the NFPA brochure "In a Fire, Seconds Count", covering the escape plan with him). As a part of Item 3, he should point out the important thing is if there is a fire in the house, GET OUT. Then call the fire department. When you are out, encourage people to gather at one assembly point outside the home and count noses. Then, and only then if necessary, go back in and fight the fire. Under no circumstances should anyone remain in the house with smoke and the smell of gas or any other hazardous condition. GET OUT.

Page 2

Page 8 (con'd).

This does not mean that fatalities do not occur at other times of the day, however, the biggest threat is when you are asleep, you are not alert, and your family is exposed to any fires starting in the home.

Our source again is the NFPA Study No. 72-1 on Residential Fires.

Page 10

Most fires occur at night when you are sleeping. Let's look at the causes of these fires.

Page 11

Fire authorities will agree the three main killers of human beings by fire in the home are one, a lack of oxygen; two, the production of toxic gasses by fire, and three, failure of the people to escape in time.

Page 12

Here are some little known facts. Lack of oxygen affects the brain. Oxygen is absorbed by the lungs and carried to the brain. If it is not in the air which is breathed, less oxygen goes to the brain. As the oxygen content, which is normally 21 percent decreases, the ability of the human being to function becomes uncoordinated and illogical and a low enough oxygen level can eventually result in death.

In a fire situation many times persons have been noted at windows calmly waving to friends who are yelling, "jump". Doors have been clawed at instead of being properly opened, people have entered closets instead of the door out of their own familiar bedroom -- all indications that they are making illogical motions. Part of this is the fact that the voraciously eats oxygen.

In our modern, well insulated homes, oxygen from the outside cannot replace the oxygen being eaten by the fire, thus an open flaming situation will rapidly reduce the oxygen content in the building.

Page 13

Toxic gasses are produced by burning material. The simplest of these gasses is carbon dioxide. Any flame burning in an oxygen atmosphere such as air, will produce carbon dioxide. This level of carbon dioxide will increase as the fire continues to burn. Carbon dioxide also leads to hyperventilation, making you breathe faster, so that you breathe other materials more rapidly and this leads to uncoordinated action. Concentrations of carbon dioxide, over 7 percent, for short periods of time, can affect life. Lesser amounts of carbon dioxide, of

course, over an eight hour working day period are hazardous. Carbon dioxide is produced up to a certain point, around 20 percent, at which time carbon monoxide is generated by open flaming conditions because of oxygen starvation. Carbon monoxide is much more hazardous to the human being.

Smoldering fires, such as fires burning in fabrics, upholstery, bedding, paper files, etc., are especially dangerous since they cannot get enough oxygen to continue burning vigorously, and therefore produce carbon monoxide on their own. Very small concentrations of carbon monoxide gas are extremely hazardous.

Carbon monoxide gathers together the oxygen carrying components of the blood, making it difficult to carry oxygen to the brain. Thus you can see, with reduced oxygen available, and carbon monoxide gathering up certain portions of the blood, even less oxygen is being carried to the brain and the illogical actions get worse. In addition to the lack of oxygen, the increased carbon dioxide and the increased carbon monoxide, other particular acids, sulfides and other materials are produced. These materials are toxic to the human body, even in low quantities.

We have illustrated the affects of these lethal products of combustion to show that living in a fire environment is not something human beings can do. You can also see why most people collapse from these agents long before it affects them. (The dealer may want to have a copy of NFPA Fire Protection Handbook, Chapter 4, with the sections referred to that are pertinent here for his own review).

Killer No. 3 is the failure to escape in time. Fires have three distinct stages. They can start in any one of the stages and move very quickly from one to the other. You can see from the chart, as the stages progress, that your time left to escape safely is decreasing rapidly. The overheat stage occurs when the heat source is generating too much heat and beginning to overheat the fuels around it. The signatures of a overheated condition are cigarette burns, scars, and chars on wood paneling, etc. These are fires that did happen, but did not reach the smoldering stage.

Once the initial fuel is ignited by the overheated condition, smoldering may begin. This smoldering condition is very different from open flaming. In this condition, a fire continues to generate heat and burn more material. Smoke, and particularly carbon monoxide are generated by the smoldering fire. The fire may leave the smoldering stage and enter the open flame stage or it may start in the open flame stage. Matches are particularly hazardous as a heat source because they generate open flame fires directly. You can see that an overheated condition, a hot wire, a smoldering cigarette or an overheated kettle that has burned dry on the stove, may continue for some length of time, which in some cases has been days, and in some cases hours. The time left to escape in a smoldering stage may be as few as a minute, and as long as an hour. Once open flaming has occurred, we are now measuring time to escape in a few minutes or even seconds. (Refer to Table I, Page 7, NFPA FR 72-1, for substantiation).

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Page 26 & 27 (con'd)

tell you it's time to change the batteries. The batteries also mean you can install the unit with only two screws to mount the unit on the ceiling. You don't need expensive wiring to mount this device.

The SmokeGard unit was the first battery powered home ionization detector to be accepted by Factory Mutual, and is the first battery powered ionization detector to be listed by Underwriters' Laboratories, Inc., as meeting the requirements of NFPA Standard No. 74. This is your assurance that you are receiving a quality unit. (Salesman should go over the requirements of No. 74 at this point.)

Page 28 & 29

As you have seen from the facts and figures of this chart, the residential fire problem is so great, that the three largest building codes in the Country all will recommend and insist on products of combustion of detectors in new homes to protect the families while sleeping at night. This map will give you a rough idea of what building codes are used in your part of the Country. In addition, many states are already passing similar laws, and the National Fire Protection Association has recently revised its Standard for mobile homes to require products of combustion detection in all new mobile homes effective January 1, 1974.

If this type of protection is so important to new homes throughout the Country, doesn't it just make good sense that our existing home should also have the same lifesaving protection?

Page 30 & 31

On these two pages we have recapped just a few of the points that have been discussed so far in our presentation.

Page 32 & 33

This is an actual fire which occurred at the home of Fireman Allen Bachman. The young man no longer is frightened, and his father now has SmokeGards in his home.

This is an actual photo of another young person who sleeps very securely with a SmokeGard on the ceiling outside her bedroom. Her parents recognize the priceless protection they have obtained by having this lifesaving device in their home. Can you consider doing less for your family?