

STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER — PUBLISHED BY STATITROL® CORP.

JUNE-JULY, 1976

BICENTENNIAL EXTRA!



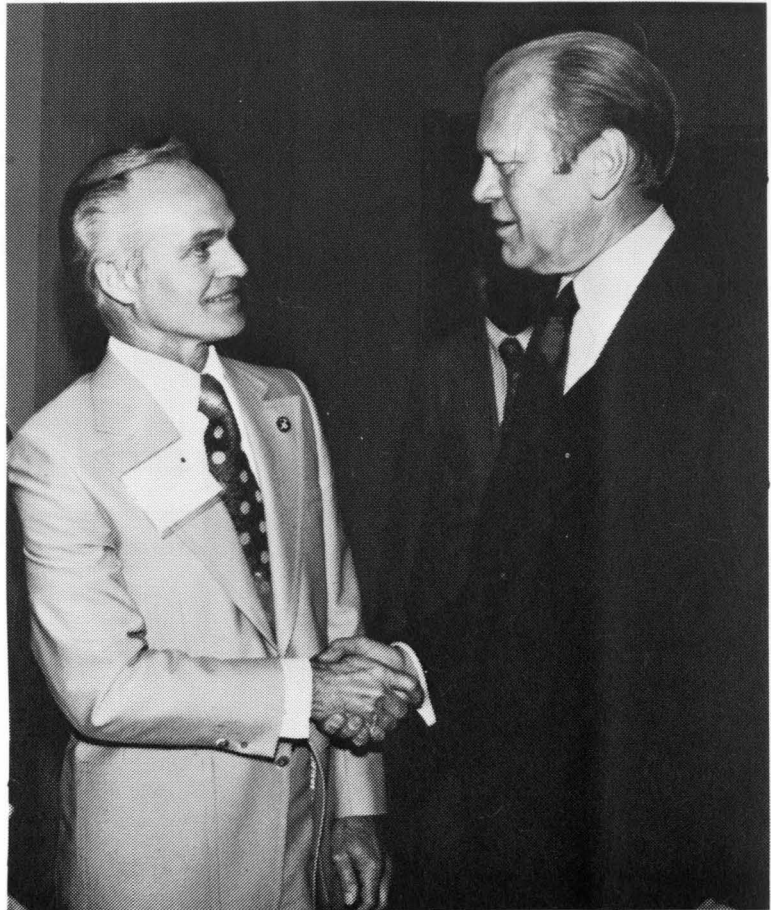
NO ORDERS, PLEASE...THIS IS A ONE-OF-A-KIND PRODUCT! (SEE STORY INSIDE)

PARDON OUR PRIDE...

We at Statitrol are really "bustin' our buttons:, because OUR president, OUR Duane Pearsall (pictured at right, with, "you know who in Washington") was named NATIONAL Small Business Person of the Year (and just in time, since we're no longer a small business!).

The award was presented in Washington on May 13, 1976, by President Gerald Ford, at ceremonies highlighting the Bicentennial Salute to Small Business.

We told you of Duane's selection as Colorado's Small Business Person of the Year in the last issue of STATIFACTS. Each state submitted its winner to the national competition, and OUR DUANE was the best of them all!



President Ford told Duane, "You can take great satisfaction that, from among the 9.8 million small business owners and managers in this country, you have been designated as most outstanding."

Upon Duane's triumphant return, he was met at Denver's Stapleton Airport by two busloads of enthusiastic employees...plus a host of delegates from the Lakewood Chamber of Commerce, the Lieutenant Governor of Colorado, and the Mayor of Lakewood...complete with streaming banners, balloons, roses for Duane's lovely lady, Marge, and flashing cameras. (Other passengers preceding him off the plane were understandably awed; one was heard to ask, "Is this Candid Camera?").

He may be Small Business Person of the Year to the rest of the country...but to us, Small is the wrong word!

Forgive us for not telling you ahead of time...but we didn't know! In fact, we could show you a very surprised expression on Duane's face in a photo taken when he got the news, just prior to his departure for Washington!

We know, however, that even though the news is late in reaching you, you'll share our pride and pleasure... and the excitement that's spurring us on to even greater effort to support our Bicentennial Star!

The photo on the cover is of a specially-created Model

800 "SmokeGard" Alarm, which Duane took to Washington, to present to the President. Since it was not done in a spirit of commercialism, we ask you not to use it in advertising...we have no assurance that it will be installed in the White House, and we wouldn't want to mislead anyone. (If you want to show it to your people, we can't stop you, of course... but let's not make any false claims!)

Duane will be representing the cause of free enterprise around the country this coming year. I think you'll agree, free enterprise couldn't have a stauncher champion!

* * *

OUR "SMOKEGARD"
DISTRIBUTOR OF THE MONTH



Ben Hillsman,
Vice President

SAFETY Line, Inc.
8118 Philadelphia Road
Baltimore, Md. 21237

Over three years ago, after getting the opinion of the Maryland Fire Marshal and the Baltimore Fire Department, SAFETY Line, Inc. became a "SmokeGard" distributor.

According to Ben Hillsman, Vice President, SAFETY Line decided on a three-pronged marketing approach:

1. A dealer sales network, comprised of many individuals who sell "SmokeGard" part-time, after an indoctrination program in SAFETY Line's offices.

2. Sales to volunteer or professional firemen at the industry courtesy price. Many of these buyers later become dealers.

3. Employee Off-the-Job Safety Programs. These have proved to be an area of continued success. On occasion they require up to six months, but a well-run program is usually worth the effort.

Hillsman says "the main reason for SAFETY Line's consistent success is the fact that we have tailored our entire marketing effort around 'SmokeGard'. In contrast to being a sideline or one of many related products, 'SmokeGard' is the primary product sold by SAFETY Line. Several other products are handled---fire extinguishers and life ladders---but these are simply support items for 'SmokeGard'. From the beginning, SAFETY Line has believed strongly in Statitrol and 'SmokeGard', and has dedicated its total sales effort toward developing the market for what we believe is a truly superior product. The key to SAFETY Line's success has been aggressive marketing coupled with specialization."

* * *

It's said that the trouble with being a leader today is that you can never be sure whether people are following you...or chasing you!

* * *

**BULK WARRANTY CARD RETURN
IS BOON TO OUR
BATTERY DEPARTMENT**

One of our distributors, Clark and Associates of San Jose, California, recently sent us approximately 575 warranty cards. If you think your customers may be likely to throw away their warranty cards, or forget to fill them in, this is an excellent alternative; you can ask them to fill them out as you complete the sale (or do it for them), and mail them to us in a bundle.

* * *

MORE NEW FACES AT
STATITROL...



Jack Wilson



Dick Hillbrand

Our expansion program is engulfing us in new procedures and new faces. Two faces you'll want to meet are those above.

Jack Wilson, Statitrol's new Director of Administration, came out of early retirement from Powers Regulator Co., and will be involved in corporate planning, reviewing management and personnel procedures and policies, including middle and upper management hiring, job descriptions and salary administration.

Dick Hillbrand is now our Manager of Facilities, Safety and Security. He was a partner in York Plumbing, Heating and Air Conditioning for 21 years prior to joining us, and will be in charge of facilities modification and improvement, maintenance of radiation records and approvals, security maintenance, and company-wide safety programs.

MORE TESTIMONIALS TO THE IMPORTANCE OF "SMOKEGARD" PROTECTION...

"When I bought my house a little over a year ago, my dad talked me into buying two of your 'SmokeGard' alarms. I would like to get new batteries as soon as possible because in a year, I've had three occasions to use the detectors. I feel the money I spent to buy them was well spent.

Twice I've fallen asleep in the family room with our fireplace going. Twice I've been awakened by your detector to find the room full of smoke. Neither time was my husband at home. And I do believe smoke can kill you! When I woke up the smoke was about 1/3 down the walls in my room. And just trying to get the smoke out of the room made me lightheaded and gagged me. I hate to think my daughter and I might not be here if I hadn't been awakened by a very bad beep. And I may add I am a very heavy sleeper! The third occasion was just a few weeks ago. I was having carpeting and a new floor installed. The man put a can of floor sealer on my burner to heat. We were down the hall discussing the carpets. All of a sudden my detector went off. I went back to the kitchen and found the can had melted and the glue was on fire! Luckily, only a part of my new floor was damaged, but I can't help but think the whole kitchen could have caught on fire if the detector hadn't gone off and warned us. So I've found the 'SmokeGard' very much needed, as just simple things can turn into something very big. I don't feel safe sleeping anymore without my detector working."

---Mrs. Nancy Green, Fremont, Calif.

"I am writing this letter in appreciation of your life saving 'SmokeGard'. We experienced a fire on February 19, 1976, at 11:30 P.M. We were awake at the time and able to evacuate the premises immediately.

The fire we experienced was quite unique because it started in the partition and burned directly to the attic. I purchased 'SmokeGard' to provide my family with life safety and to provide me with peace of mind. Even though we got out of the house, after calling the Fire Department, I went back in and was trying to fight the fire with a garden hose. All three fire alarms went off. At that time, there was no danger to human life. Later I realized that, had my family not been awake, the 'SmokeGard' alarms would have gone off in plenty of time to get my family out safely.

I want you to know I have faith in your detectors. It took our fire for me to realize we were uninsured, but the insurance 'SmokeGard' provided is priceless, and I strongly recommend a SmokeGard system for everyone."

---Louis Fedor, Vernon, New York

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

Bulk Rate
U.S. Postage
PAID
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