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UNSOLICITED "PLUG" ON DENVER TELEVISION NEWS GIVES "SMOKEGARD" DETECTORS A BOOST!

On March 12, Denver-area TV viewers (and delighted distributors for "SmokeGard" detectors) heard the following unsolicited testimonial on Channel 4 (KOA) News:

Reynalda Muse: "The Denver Fire Prevention Bureau says we don't have to spend much to get all the protection we need."

Arlene Arnsbarger: "-------- is one of the companies that offers a complete fire protection package. $600.00 will buy you a photo-electric smoke detector, 6 heat detectors, installation, additional fire prevention information and a lifetime guarantee. According to the Denver Fire Prevention Bureau Chief, all that isn't necessary for adequate protection."

Chief Neville, Denver Fire Department: "From our point of view, the thermal or heat type detector is probably the least effective type. Even in the area of heat detectors, there are good ones and bad ones. But the heat detector responds much slower than does the product of combustion detector, so we would not recommend heat."

Arlene Arnsbarger: "The Denver Fire Department favors the ionization type smoke detector like that made by Statitrol in Denver. With at least 80% of all fire related deaths caused by smoke inhalation, Chief Neville said one smoke detector that responds quickly to combustible particles in the air is better than devices which respond only to visible smoke or which react to very high temperatures. If you're approached by a company sel-
ing fire detection equipment, or merely want to buy such equipment for your home, contact your local Fire Department first. Fire officials could sit in on the sales pitch with you, and give you specific advice on what kind of fire detection equipment would be right for your home. Arlene Arnsbarger, KOA News, at the Denver Fire Prevention Bureau."

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SMOKEGARD DISTRIBUTOR OF THE MONTH

U.S. Home Security, Inc., of Pasco, Washington, was formed in May, 1972, as a family corporation, with Robert L. Andelin as President and Jennis F. Andelin as Vice President and Secretary. Initially a marketer of various lines of burglar alarms, the company discovered "SmokeGard" and found that the market was even greater for our detectors than for burglar alarms, so it is now a full-time distributor of "SmokeGard" detectors alone.

Dr. Andelin divides his marketing efforts into four areas:

1. The Fire Protection Industry. A reduced price offer to firemen is a continuing advertising and good will effort here.

2. Dealer Network for Direct Sales. Fire-conscious companies or individuals sometimes do very well as direct sales dealers, in various communities in eastern Washington and eastern Oregon. Dr. Andelin helps train them, showing them there is no better product for the money than "SmokeGard" detectors.

3. Dealer Network for Sales to the Construction Industry. The recent adoption of building codes requiring products-of-combustion detectors has made this an effective area. Building supply companies and electrical contractors have been good dealer prospects. They also sell direct (in multi-case quantities) to large builders. They have a total of about 45 "repeat business" dealers, and expect to double that number this year.

4. Employee Home Safety Programs. U.S. Home Security has contacted large and small organizations, convincing them of the need and desirability of conducting an Employee Home Safety Program. They anticipate continuing this successful sales area.

Dr. Andelin tells us that he has found daytime calls on farmers to be very productive in the winter months. One of his salesmen averaged sales of five Model 720 detectors per day during a few weeks in January.

He also makes it a point to contact building inspectors to familiarize them with approved "SmokeGard" detectors. His sales staff is encouraged to obtain a monthly list of building permits issued, all of which are prospective customers! Building permit lists are a matter of public record, and obtainable readily.

Dr. Andelin feels one of the big selling points for "SmokeGard" detectors is the reminder program for replacement batteries.

CANADIAN SALES:

AN IMPORTANT REMINDER-

"SmokeGard" detectors sold in Canada have different approval requirements (ULC instead of UL), and different internal construction than those sold in the United States. "U.S.A." "SmokeGard" detectors must not be sold in Canada.

Such sales are in violation of Underwriters' Labs of Canada and the Canadian Atomic Control Board. We have already been informed we are in violation of those agency regulations and have given our assurance no further shipments will be made. Your cooperation is essential.

WATCH FOR THE STATITROL "BAKER'S DOZEN SALE"!
"GET ME TO THE SHOW ON TIME"

Jess Foss of our Northern California representatives' (Michel & Gates) office is shown with the "SmokeGard" portable display at the Bay City Hardware Show. If you'd like to use one of our portable units at a show in your area, ask your representative to arrange scheduling. The units must travel air freight (faster service, less damage)...we pay one-way fare; you return to us prepaid. Check with your rep now!

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A few distributors have found a "repeat" market in mobile home parks...referrals are sometimes easier to obtain, since these communities have a "neighborly" approach to life. (Also, some have split bedroom areas, which means a double sale!)

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EMPLOYEE PROGRAM "NOTES"

It's not to your advantage to cut prices too far, in selling an employee program. Most safety supervisors are aware of the benefits their company and their employees get from such a program (if you've "spelled it out" adequately)...and price cuts have a way of snowballing, which means less profit for you in the long run. Our suggested sale prices give everyone a fair break...and don't ruin things for the fellow-distributor who's trying to set up a multi-location program, only to find someone has undercut him in West Flibberty, thus scrapping his whole deal!
This is one of our most successful products.

When they come back looking like this - if you think this one looks bad, you should see some of our other "used" smoke detectors.

SmokeGard saves lives — a lot of them.

For specific information on lives saved by SmokeGard ... or to find out how you can get a shiny new early warning detector ..., write or call:

STATITROL
140 South Union Blvd.
Lakewood, Colorado 80228
(303) 986-1081

Better Fire Defense Products... Worldwide

"Ask the man who owns one"

* April FIRE COMMAND
* April SAFETY PRODUCT NEWS
* April OCCUPATIONAL HAZARDS
* May NATIONAL SAFETY NEWS
* May FIRE CHIEF

(with copy variations for the safety publications, directing their attention to Employee Safety Programs)

are encouraged to write for more information on our "used" detectors. Another ad in this same vein will appear in June NATIONAL SAFETY NEWS, June OCCUPATIONAL HAZARDS, July FIRE JOURNAL and July FIRE CHIEF.

In response, we're sending out a "package" of testimonials, from grateful "SmokeGard" owners whose lives have been saved... or who feel they were lucky to be warned in time. Owners like Mrs. Persis Van Cleef of Cooperstown, N.Y., whose Victorian home is pictured, who wrote:

"Last fall I had installed four of your "SmokeGard" units. I live in a three-story Victorian house (pictured above). It is not possible for me to know what is going on in 13 rooms, a full attic, and a full basement with 2 furnaces, every moment of the day or night. By now, I recognize the voices of my four "watchmen", and want to tell you it comforts me to have them always on the alert.

This morning at 8, the village fire siren sounded before I was up for the day. My initial thought was sorrow for anyone having a fire at -10°. At 8:10 A.M., one of my "SmokeGard" alarms sounded. Then I thought the fire must be mine and had been discovered from outside. I went through the house to inspect, found nothing, and then saw smoke billowing from the second dwelling from me. I realized one of my alarms had been triggered from the smoke in the area.

I didn't really know before how grateful I could be for an effective warning system."