7-1-1975

Statifacts

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FROM THE PRESIDENT'S DESK---OUR PHILOSOPHY ON NEW-PRODUCTS RELIABILITY
(We Look Before You Leap!)

In the design, development and testing of new smoke detection devices, we must be keenly aware of the reliability required...particularly in the first ones produced in any new model.

We might compare detector reliability to that of a parachute...if a flaw in design or construction causes it to malfunction, it's too late to repair it after it leaves the aircraft! (As a matter of fact, the time from malfunction to disaster is remarkably similar in both cases.)

The detector, however, contains many more components than a parachute, each designed and built by a different manufacturer (with different reliability standards). It is fair to presume that many of these manufacturers are not concerned with a "parachute" level of reliability. We must, therefore, monitor their quality, as well as our own.

One of the main components of our "parachute" is a delicately-balanced ionization chamber. So much goes on within it that it is hard to describe.

As you know, we measure an infinitely small current of electrical charges, moving across an air space within the chamber. Measured in picoamperes, this current becomes even smaller if combustion particles interfere or block its path. The reliability of this constant measurement depends on consistently discriminating between those combustion particles and other changes in the...
chamber environment, such as wind, humidity, air density, and most importantly, changes caused by aging.

With all our sophisticated laboratory testing, the most meaningful test is field experience. We must send these new detectors to a variety of geographic areas, expose them to "worst case" environments, and then, with still more time and monitoring, we gain some measure of confidence in the detector's reliability. (If, however, changes must be made in the detector, the whole process must be repeated!)

The point is...our first new model "parachute" MUST WORK when it meets its first real test. And, assuming reasonable maintenance and care, it must also work with the same degree of reliability thirty years later.

As our Distributor, your reputation with your customer reflects the reliability of your products. Our policy in introducing new products or models will ALWAYS require that we sacrifice "immediate" sales because of delays due to our quest for the highest possible standard of reliability. Just as with the parachute...if it fails, the customer isn't too interested in his money-back guarantee!

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LET'S SHARE!

When you give me a dollar and I give you a dollar, we each end up with one dollar; neither of us has gained. But when you give me an idea, and I give you an idea, each of us now has TWO ideas. Send us your successful marketing or promotional ideas, so we can share them.

Standard Electric Supply Co. of Waltham, Mass., was one of the first electrical supply distributors to recognize the "SmokeGard" potential in the electrical supply field. Very successful in battery-model sales, Standard is now beginning to push the A.C. powered units. A new fire alarm law in Massachusetts has created much interest in the A.C. "SmokeGard" detectors, and Standard expects a more equal demand for these units. Sales to date have exceeded 1000 units (over $50,000 in new business!). And Standard expects past sales to be only a fraction of the rapidly-growing market.

Demonstration is the key to Standard's success, also; they reach the public through a light fixture display room and the contractors through a contractor supply room and counter. Sample detectors are displayed, and literature is put on all counters. All sales personnel are capable of demonstrating "SmokeGard" detectors...and most of them have units installed in their own homes.

Employee Safety Programs have been started with some of their large industrial accounts, and this is an increasing area.

Pictured is Steve Brand, Vice President of Standard Electrical Supply Co.

DON'T MISS OUT ON OUR "BAKER'S DOZEN SALE"...place your 7
MEET THE FOLKS IN "PROCESS QUALITY ASSURANCE"...THE DEPARTMENT THAT Keeps OUR RELIABILITY TOPS!

BOB PAYNE, Mgr.  JOHN STEWART and GARY VAN AKEN

D AVE OLIPHANT and
LINDA BENJAMIN

BERNICE BELL OWS and
PAUL GARCIA

CANDY WALTERS, SYLVIA CRANDALL and PHIL HARLER

NFPA "LOOK-ALIKES"??

Two new NFPA publications you may want to add to your sales kits are G-100 (Seconds Count Escape Planner, left) and G-8B (Fire Prevention All Over Your Home, right), shown above. You may note a certain resemblance to our "SmokeGard" 700 in the smoke detectors caricatured in these two pamphlets. You can order both pamphlets from NFPA, 470 Atlantic Ave., Boston, Mass., 02210, in lots of 100 or more. They present a good life safety message...plus a "picture" of our detectors!

* * *

RADIO TALK SHOW OPPORTUNITY TO STRESS DETECTOR MESSAGE

Gary Clark, of Fire Safety Systems in San Jose, California, appeared on a San Francisco radio show in April, to talk about home fire safety, and to answer questions from listeners who phoned in. In response to his offer of fire safety and detector literature, he received inquiries from as far away as Seattle, Wash., and Calexico, Calif. Might be worth trying in YOUR town!
ARE YOU COVERING THE MOBILE HOME MARKET?

It has been brought to our attention that some of our Distributors may be able to better their sales performance record by including the mobile home market, which is especially big in some sections of the country. New mobile homes, of course, are required to have smoke detectors. However, many (pre-code) older homes exist "out there" which are even more in need of SmokeGard detectors.

You might consider setting up a dealership with a trailer park or sales agency, as a "sideline" income producer for both of you. Their contacts would reduce the time involved in "canvassing".

FIVE LIVES SAVED BY "SMOKEGARD" IN OHIO FIRE

The two detectors pictured above are credited with saving the lives of a family of five in Wickliffe, Ohio...plus the family dog! Even though the plastic case of the one unit was completely deformed from the heat, its alarm horn was still sounding!

ANOTHER "USED DETECTOR" AD...

The ad at the left, with a burned-out "SmokeGard" detector on its pedestal, has been placed in:

* June NATIONAL SAFETY NEWS
* June OCCUPATIONAL HAZARDS
* July FIRE JOURNAL
* July FIRE CHIEF

Readers are encouraged to send for our "testimonial package" of Statitrol success stories...letters from customers whose lives have been saved by our detectors (see another case below). Additionally, in the safety publications, we suggest the employee off-the-job safety programs. When you visit companies which have these magazines in their waiting rooms, be prepared to call their attention to this dramatic message; it should help you "sell" them!

Future ads will highlight our Battery Replacement Program, emphasizing our concern for your customer's continued safety.