

LIFESAFETY UPGRADE

ESL SAFEAIR™ FOR CARBON MONOXIDE (CO) DETECTION

- Gas detection technology targets CO and ignores other airborne substances and environmental variations
- Microprocessor-based design yields optimum performance and notifies the monitoring station of any problems
- Calls emergency help when an unsafe CO level is detected
- UL Listed



ESL 500 SERIES FOR FIRE PROTECTION

- Commercial grade smoke detectors provide superior reliability
- Photoelectric technology provides early warning detection
- Notifies the monitoring station of any problems
- UL Listed



Cover statistic: 1998 SDM/Protection One® Consumer survey on Home Security, ©2000, Sentrol. SafeAir™ is a trademark of Sentrol.

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ESL 

A PRODUCT OF SENTROL

**9 OUT OF 10
PROSPECTS**



**THINK LIFESAFETY PROTECTION
IS IMPORTANT.**

**ESL GIVES YOU THE TOOL
TO CLOSE THEM.**

HELP YOUR CUSTOMERS UNDERSTAND THE ADVANTAGES OF MONITORED LIFESAFETY PROTECTION

NINE OUT OF TEN NON-SECURITY SYSTEM OWNERS THINK FIRE PROTECTION IS IMPORTANT. And many are surprised to learn the dangers of carbon monoxide poisoning. So, while you're talking with your customer about intrusion protection, use the opportunity to present them a monitored lifesafety upgrade. ESL's customer brochure makes it easy for you to grab them and close more sales on the spot.


IT MAKES SENSE FOR YOU AND YOUR CUSTOMER.

- Your customers rely on your recommendations on how to keep them safe.
- By helping your customer develop a system that fits their individual needs, you become a lifesafety consultant instead of just a sales representative.
- Use this quiz to help customers quickly identify their lifesafety needs.

IT IS VITAL FOR FIRE SAFETY.

- Fire and smoke are the third leading cause of accidental death in the home.²
- Most residential fire deaths occur at night while occupants are sleeping.³
- Monitored detectors can call for help 24 hours a day.
- 22% of stand-alone retail smoke detectors fail to work (dead battery or no battery).⁴
- Statistics help show your customers that fire is a real threat.

A HOUSE FIRE HAPPENS EVERY



IS YOUR SECURITY SYSTEM DOING ALL IT CAN TO PROTECT YOUR FAMILY?

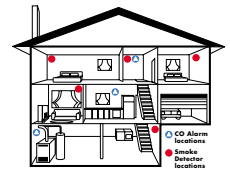
IT IS RECOMMENDED BY EXPERTS.

- The National Fire Code recommends one smoke detector on every floor plus one in every sleeping room.
- The National Fire Protection Association recommends that a carbon monoxide alarm be located outside each sleeping area of the home.

IT IS IMPORTANT PROTECTION AGAINST CO POISONING.

- An invisible, odorless gas, CO is the leading cause of poisoning deaths in North America.¹
- CO is most dangerous at night, when family members are exposed the longest.
- Symptoms of CO poisoning can be mistaken for the flu, but potentially are far more serious.
- Potential sources and dangers of CO in the home are numerous, as the customer brochure illustrates.

LIFESAFETY UPGRADE



NATIONAL RECOMMENDATIONS


- You need one smoke detector on every floor plus one in every sleeping room.¹
- You need one CO detector outside each sleeping area.²

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- Microprocessor-based design yields optimum performance and notifies the monitoring station of any problems
- Calls emergency help when an unsafe CO level is detected
- UL listed

ESL 500 SERIES FOR FIRE PROTECTION

- Internal self-diagnostics help ensure reliable performance
- Photoelectric technology provides early warning detection
- Notifies the monitoring station of any problems
- UL listed



¹National Fire Code, ²National Fire Protection Association, over statistics from National Fire Protection Association (NFPA), Series, Statistic™ is a trademark of ESL.

ESL
A PRODUCT OF HENTRO

MONITORED SMOKE AND CO DETECTORS CAN HELP YOU BEAT THE STATISTICS

DO THIS QUICK SELF-EVALUATION

What fuel-burning appliances are in your home?

- furnace
- oven/stove
- dryer
- fireplace
- water heater

Are your collectibles or family heirlooms irreplaceable?

Do you forget to test your smoke detector batteries monthly?

Do you or your spouse travel often?

Do you often leave pets home alone?

The more you answered "Yes" to these questions, the more your family needs the protection of a monitored lifesafety system.

WHAT IS CARBON MONOXIDE (CO)?

Carbon Monoxide (CO) is a colorless, odorless, deadly gas, that human senses cannot detect. It is produced by the incomplete combustion of fossil fuels including natural gas, propane, kerosene, gasoline, and heating oil.

Potential CO sources include your fireplace, wood stove, furnace, water heater, gas dryer or stove, vehicles, grill or space heater.

CO—THE SILENT KILLER

- CO is the leading cause of poisoning deaths in North America.¹
- On average, nearly 11,000 people are treated annually for CO poisoning.¹
- CO caused over 500 unintentional deaths in 1996.¹

SYMPTOMS OF CO POISONING

These symptoms represent CO effects on the average adult. Others who may experience symptoms earlier include the elderly, children, pets and those with health problems.

WHO WILL CALL FOR HELP WHEN THE ALARM SOUNDS?

Professionally-installed 24-hour monitored detectors can notify your monitoring station, which immediately calls the fire department to help you—whether you hear the alarm or not.

Monitored detectors are your best protection.

THE FACTS ABOUT FIRE

[MORE THAN 80% OF ALL FATALITIES DUE TO FIRE OCCUR IN THE HOME] Most fire deaths occur between 11:00 pm and 5:00 am.²

From 1987 to 1996, the U.S. averaged 481,000 house fires annually, resulting in:

- Over 4000 deaths per year
- Over 20,000 injuries per year
- Over \$5 billion in property losses per year³

COMPARE YOUR OPTIONS FOR LIFESAFETY PROTECTION

	ADVANTAGES	DISADVANTAGES
STORE BOUGHT DETECTORS (BATTERY OPERATED)	<ul style="list-style-type: none"> • Install yourself • Available in stores • Very inexpensive 	<ul style="list-style-type: none"> • 22% fail to work • Non-detects due to dead batteries • Batteries need to be checked frequently / changed • Non-monitored • No immediate response to an emergency
PRE-EXISTING DETECTORS (WIRED-IN 120 VOLT)	<ul style="list-style-type: none"> • Builder-installed (existing when home was purchased) • Less maintenance than store-bought detectors 	<ul style="list-style-type: none"> • Non-monitored • No immediate response to an emergency • You maintain and service your system (batteries) • If electricity is down, your detector may not function
24 HOUR MONITORED SMOKE AND CO DETECTORS	<ul style="list-style-type: none"> ✓ 24-hour monitoring ✓ Emergency help is called even when you can't ✓ System battery back-up in case of power failure ✓ We can maintain your detectors for you ✓ UL listed system detectors ✓ Professionally installed 	

BE THE PROFESSIONAL LIFESAFETY CONSULTANT

[BY HONESTLY PRESENTING ALL THE OPTIONS, YOU BUILD CREDIBILITY WITH THE CUSTOMER]

- Customer brochure compares the options so you can help them make the right choice for their needs.

¹Journal AMA, ²FEMA/U.S. Fire Administration, ³National Fire Incident Reporting, ⁴National Fire Incident Reporting.

THE LIFESAFETY CUSTOMER BROCHURE HELPS YOU CLOSE MORE SALES ON THE SPOT.