

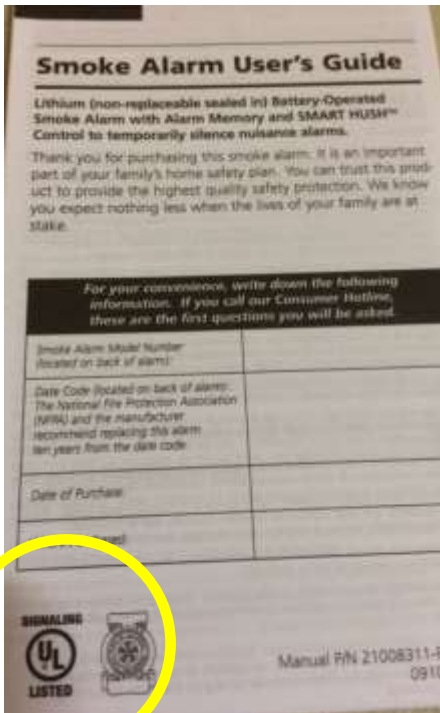
Two Critical Smoke Alarm Safety Updates



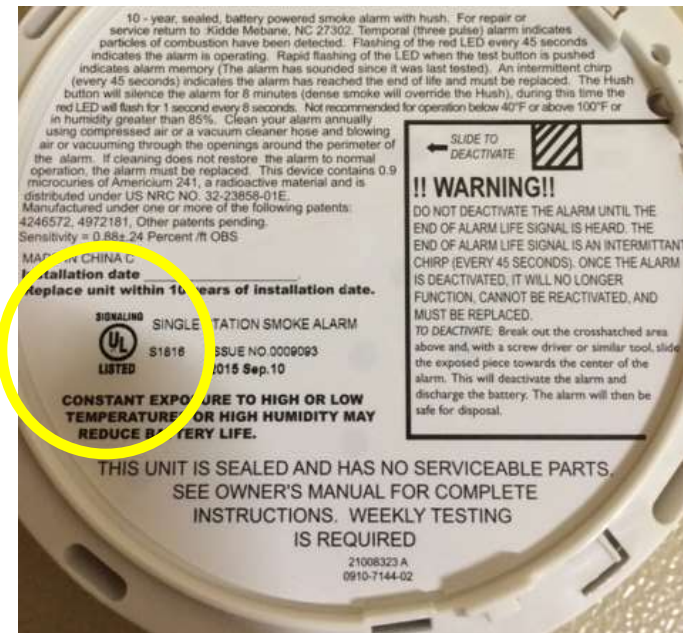
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Non UL-Listed Alarms Pose Safety Risks and Are Illegal

- Some online retailers sell smoke alarms that are not tested to nationally-recognized standards. (Amazon was worst offender and “seem” to have remedied the situation).
- These alarms may not comply with applicable building codes in many states and municipalities.
- Nationally Recognized 3rd Party Testing Laboratory such as UL or Intertek/ETL test alarms in accordance to the UL 217 standard, the industry-accepted standard.
- Products not tested to this standard may not accurately detect fire, alarm the consumer in a timely fashion, operate for the desired time period, or meet other critical performance standards.
- Any products that are installed by a consumer not meeting the listing and testing requirements may be in violation of the law and subject to the prescribed penalties.

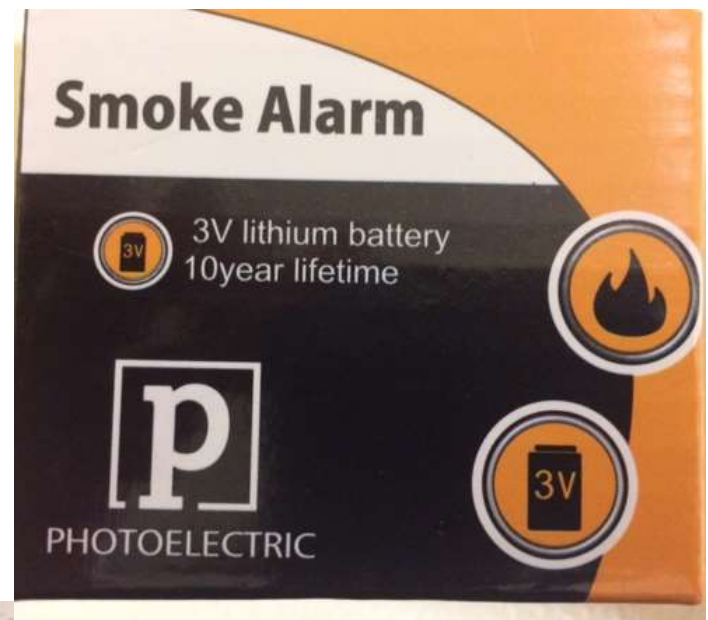


Smoke alarms listed by UL and ETL will have the mark showing on the front and/or back of packaging as well as on the back of the alarm and on the user's guide.

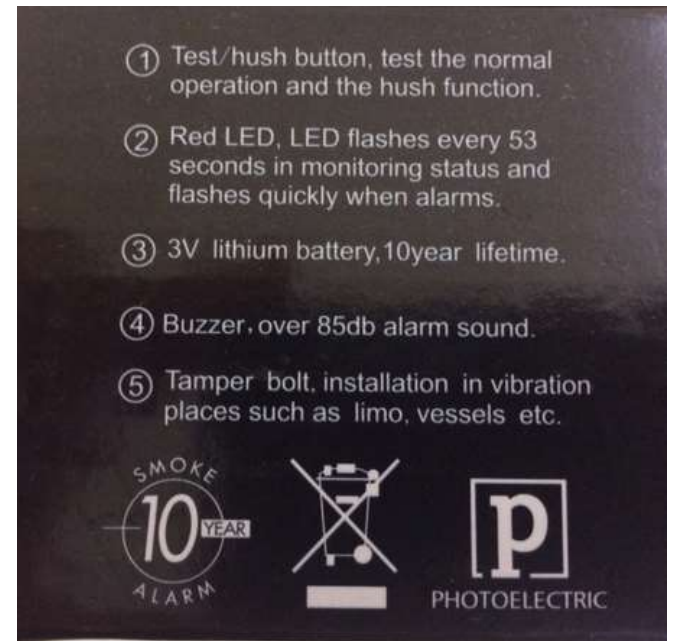


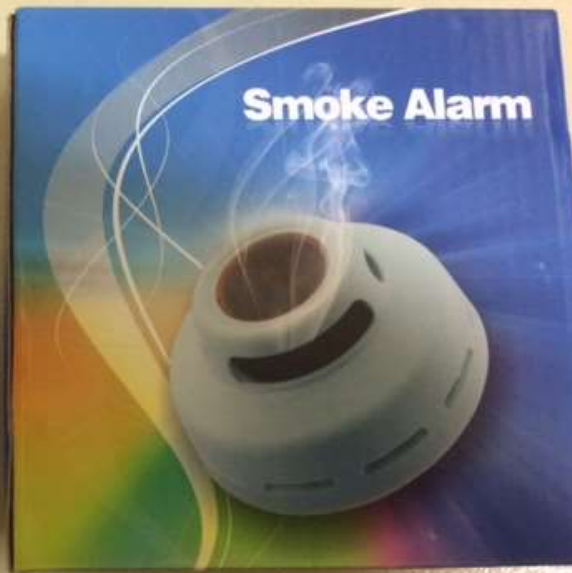
The X-Sense smoke alarm sold on Amazon lacks UL or ETL marking on its packaging and alarm itself.





The Bovon smoke alarm sold on Amazon lacks UL or ETL marking on its packaging and alarm itself.





The Arikon smoke alarm sold on Amazon lacks UL or ETL marking on its packaging and alarm itself.



10-Year Sealed Technology

- Alarms are reliable to world-class standards and have 14 years of successful operation
- Becoming more commonplace and cost coming down; more choices available
- CO alarms now have 10-year sealed batteries
- Understand the difference between the sealed batteries and off the shelf long-life batteries
- Growing list of supporters (e.g. New NFFF report)

Do Not Believe The “Detractors”

- Trust the results (NO data showing alarms are unreliable
 - “Detractors” using a CDC report that doesn’t test sealed battery alarms)
- Fear of 9-volt batteries losing significant sales
- Technology from “Detractors” not in leading brands’ sealed alarms
- Change Your Clock-Change Your Battery marketing campaign becoming obsolete
 - To be UL listed for smoke alarms, a battery must last a minimum of one year in an alarm
 - Industry should consider changing messaging

Confusing the Consumer?

- Off-the-shelf lithium batteries ARE not the same – deceptive practices.
- Note packaging on long life batteries (being sold next to 9-volt smoke alarms at retailers)



In Summary

- We will continue to work with the fire service industry to ensure non-UL listed alarms are not sold on-line.
- We will continue to promote the use of smoke alarms with sealed 10-year batteries which provide continuous power to the alarm. More innovative products to come.