

# Clearing the air.

## Why...

Because most CO poisonings happen at night when people are asleep, it's essential that CO detectors to be monitored. Establish this importance in the minds of your customers to create a valuable opportunity that protects lives and increases revenue. After all, CO detection is not only an incremental sale – monitoring and periodic maintenance is also a source of recurring revenue.

## When...

Laws requiring CO alarms are being introduced around the country right now. Take advantage of this critical ramp-up period. New legislation stresses the importance of CO alarms with consumers. Run your sales programs in parallel with state and local awareness campaigns, and use this momentum to upgrade new and existing residential systems with CO monitoring hardware and services.

## Where...

A recent surge in legislation passed at both the state and local levels across the country emphasizes the importance of CO alarms in all residences that use fossil fuels for heating. In fact, The Centers for Disease Control and Prevention estimates that almost 500 deaths a year and over 15,000 people seeking medical attention are a result of carbon monoxide poisoning. Most, if not all of these poisonings could be prevented if monitored carbon monoxide alarms were in use.

## How...

Stress the importance of monitored CO detectors among your sales team and customers. This focus helps save lives. It also increases sales, boosts monitoring revenue, and enhances customer retention. It's a win-win.

# Safe homes. Safe businesses.

## UL 864 applications

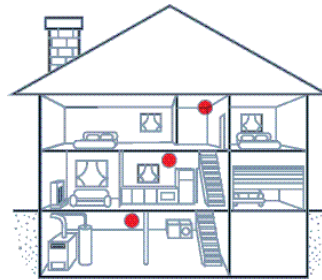
### Commercial and multi-unit residential systems

More than half of the U.S. population lives in states requiring the installation of CO detectors in commercial occupancies such as hotels, rooming houses, dormitories, day care facilities, schools, hospitals, assisted living facilities,

and nursing homes. It may not be the law in your jurisdiction yet, but CO detection should be a part of every new installation and retrofit. It's a responsibility no life safety contractor should ignore.

## UL 985 applications

### Household Life Safety and Intrusion Systems



● Recommended CO Detector Locations

If your AHJ doesn't currently require CO detectors to be installed in new homes, it's likely just a matter of time. The number of states requiring CO detectors has doubled in the past five years.

NFPA 720, *Standard for the Installation of Carbon Monoxide*, stipulates that CO detectors be located outside of each separate sleeping area in the immediate vicinity of the bedrooms, and on every level, including basements. Meanwhile, the new International Residential Building Code mandates CO detection in all new and remodeled homes.

Introducing the new

# SafeAir™ 260-CO

The 260-CO blends inconspicuously with any decor, and its smooth contoured design is compatible with both residential and commercial environments.



10-year end-of-life signal.

SafeTest™ feature — functional test with real CO.

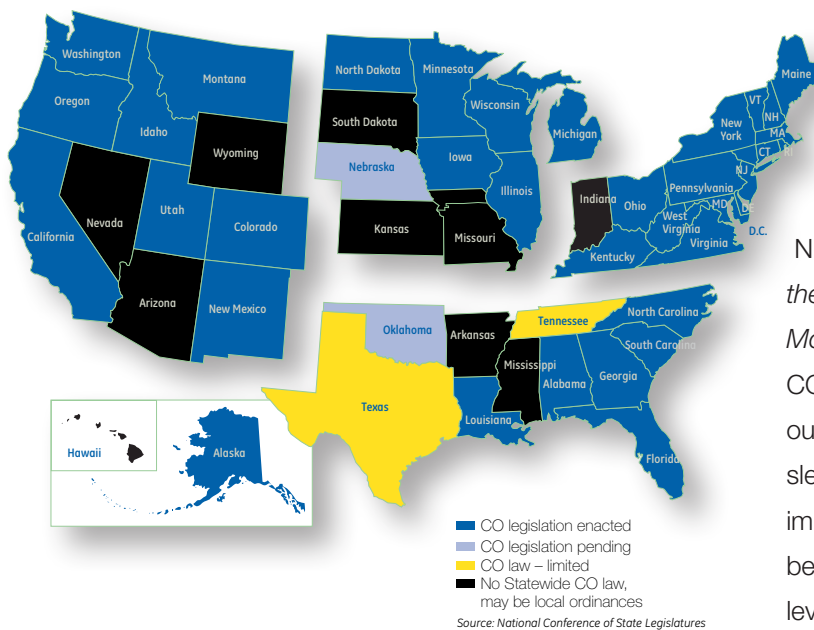
Advanced electro-chemical sensing technology.

Wiring option activates sounders of all connected detectors when any one goes into alarm.

Find out how you can add CO detection to your next job... it's more economical than you might think.

Contact your EST representative today.

## Carbon Monoxide Detection Laws



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