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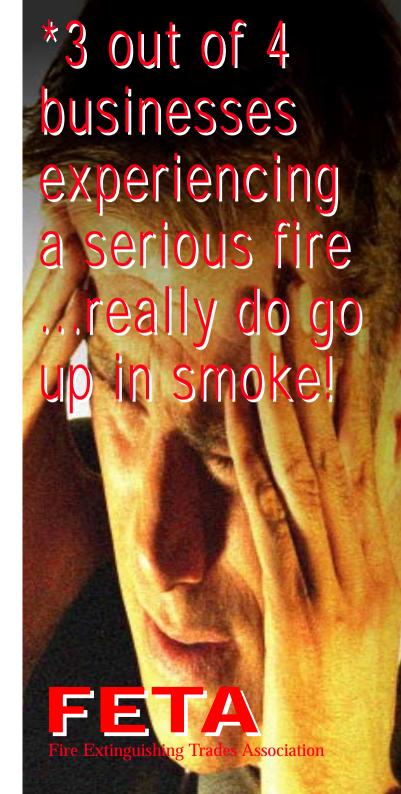
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...don't become a statistic



*It is a not appreciated by all in business that over 75% of companies that experience a serious fire go out of business either directly as a result of the fire or within 3 years of reopening¹. the corner of an office or factory for several years without being called upon but when a fire breaks out it must work first time and effectively. Hence the need to choose a firm that supplies Kitemarked product and adheres to a

stringent code of conduct in the all-important ongoing maintenance.

PORTABLE FIRE EXTINGUISHERS
CAN PREVENT A RELATIVELY
MINOR INCIDENT DEVELOPING INTO
A SERIOUS FIRE



FIRE PROTECTION AND SAFETY HINGES ON THE FIRST FEW MINUTES

Research² also shows 80% of fires that occur are dealt with by a portable fire extinguisher without the need for fire brigade intervention and without escalating into a serious fire.

The damage that can be caused by fire to a business cannot be over estimated. The visible signs of a burnt-out building and ruined stock is only half the story. There are also the consequential losses from business interruption, laying off employees and the customers forced to turn to alternative suppliers, who may never come back. Insurance can soften the blow but more than three quarters do not recover.

Portable fire extinguishers have proved to be the most effective means of first aid protection.

However it is essential in these days of workplace regulations and risk assessment that they are fit for purpose. An extinguisher can sit in



PEACE OF MIND FROM THE EXPERTS

FETA, founded in 1916, has over 80 member companies, multi national and regional, all providing product and service you can rely on. For details of FETA members and their Code of Conduct log onto www.feta.org.uk or complete the attached freepost card.

WHEN FIRES ARE EXTINGUISHED IN THE EARLY STAGES, LOSS OF LIFE AND DIRECT PROPERTY DAMAGE IS MINIMISED

¹Fire industry estimate.

 $^2\mbox{Figure}$ based on data collected in FETA survey on reported fires, April - June, 2000.

THE VITAL FEW MINUTES:

RAISE THE ALARM BY ACTIVATING THE NEAREST CALL POINT OR SHOUTING 'FIRE'

MAKE SURE ALL
OCCUPANTS LEAVE THE
BUILDING BY THE MOST
DIRECT ROUTE

CALL THE FIRE BRIGADE

ACTIVATE A FIRE EXTINGUISHER IF SAFE TO DO SO

IF THE FIRE IS NOT IMMEDIATELY EXTINGUISHED LEAVE THE BUILDING