

The Monitor

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The logo for Apollo Fire Detectors Limited, featuring a stylized red and white triangle above the word 'apollo' in a bold, lowercase font, with 'FIRE DETECTORS LIMITED' in smaller text below.

The logo for Apollo World Class Fire Solutions, featuring a stylized sunburst above the word 'apollo' in a bold, lowercase font, with 'WORLD CLASS FIRE SOLUTIONS' in smaller text below.

Partner of choice

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Apollo's Gone To Iceland

The Grand Hotel Reykjavik, Iceland, is a first-class hotel for those who insist on the very best in facilities and service, so naturally when it came to fire protection owners Reykjavik Hotels didn't compromise.

Having specified an analogue addressable fire detection system, they awarded the contract for supply, installation and maintenance to Security Center of Iceland. Apollo's reputation for high reliability, top customer service and freedom of product choice secured the project.

Security Center used Apollo's Discovery range with control panels from Control Equipment Ltd to satisfy the fire detection requirements of the

fourteen storey building. In total, over 1,000 devices were installed by electrical contractor G Gudjonsson ehf, including optical smoke detectors, beam detectors, duct detectors, manual call points and ancillary devices.

Every guest room is equipped with an Apollo Ancillary Base Sounder, while around 100 input/output units and switch monitors enable the fire detection system to interface with the hotel's smoke ventilation and sprinkler systems. In the event of an emergency, guests can be evacuated in phases, with those nearest to the source of an alarm alerted first.



UK Contract News

TOP OF THE MENU

TV chef Jamie Oliver's new restaurant '15', in Cornwall, is protected using Apollo fire detection technology.

EDUCATED CHOICE

Students in Plymouth are being protected by Multi Alarms GB Ltd, who are commissioning a new Apollo-based intelligent fire detection system for Plymouth University as part of the Rowe Street Development. The project completes in Summer 2007.

SAFE AND SOUND

Meanwhile students at Heriot Watt University in Scotland are benefiting from a fire system upgrade that has equipped accommodation and self-catering blocks with a new Apollo intelligent fire detection system. Supplied, installed,

commissioned and maintained by Safe Services, the L2 system was brought on line without loss of coverage and replaces a 15 year old conventional system that was causing false alarms.

BAR NONE

Everyone will receive the same high quality of fire protection at the new Community Justice Centre in Liverpool. Designed to L1 standards, the fire detection system features both XP95 and Discovery devices. It was supplied, installed and commissioned by Specifire to a design by W S Atkins.

DANCE AWAY

Apollo has got all the right moves for City Limits in Sheffield – one of the largest dance studios in Europe and home of *Strictly Come Dancing*

TV stars Darren Bennett and Lilia Kopylova. Rexal Senate supplied the Apollo-based fire detection system, which was commissioned by Control Equipment and installed by SHS Ltd.

QUICK MARCH

Glencourse Barracks, an MoD training complex of 21 buildings, has a brand new fire detection system incorporating around 1,500 Apollo Discovery devices. The L1 system was installed by FMS Ltd.



Far left: the '15' restaurant.
Left: Discovery multisensor.
Below: City Limits, Sheffield.

Market Focus: Romania

Apollo Fire Detectors began exploring the Romanian market in 1990. They quickly established contact with businessman Marius Retegan and encouraged him in his ambition to set up a company that specialised in fire detection.

Marius recalls: "Siel Invest, for distribution, and Helinick, our installation and projects company, were established in 1991. We were among the first companies to become active in the safety and security market in this country. We received a lot of support from Apollo, which enabled us to develop a strong and reliable business in the local fire detection market."

The first major project that they equipped with an Apollo fire detection system was the Romanian Television Building in 1993. Since then, Siel Invest and Helinick have racked up a list of prestigious projects, including the Crowne Plaza Hotel and the Romanian Parliament Palace. Marius estimates that the distribution side of the business alone is responsible for supplying over

"We received a lot of support from Apollo, which enabled us to develop a strong and reliable business in the local fire detection market"

half a million Apollo fire detectors and the group's turnover reached 14 million Euros in 2006.

After almost 16 years, Apollo is still the main provider of fire detectors to Marius' group of companies. Marius says: "Apollo's reputation for excellent quality, reliable technology and user friendly products is now well-known in this country. Coupled with their open protocol, international approvals and a competitive price, these factors have made Apollo the number one choice in Romania."

According to Dale Boucher, Apollo's Export Sales Manager for the region, having the right technology in place is only half of the story. "What sets Apollo apart isn't just our technology. We invest in people. Our success is dependent on people like Marius who can help us to understand local market trends so that we can offer appropriate solutions. The Siel Invest team is an integral part of Apollo's international family."



New products, new direction

Apollo launched its new corporate identity and message at International Fire Expo 2007 with a wealth of new products and a new team in place to carry the company well into the future.

"Apollo's head office is based in the UK, but it has a true international presence so International Fire Expo is the perfect platform from which to launch our new corporate identity, along with our new direction," says Michelle Agius, Sales & Marketing Director. "We want to reach as many of our customers as possible with the message that Apollo is continuing to move forward, to innovate and to offer outstanding fire detection solutions around the world."

These aims are reflected in Apollo's new corporate identity, the most visible signs of which – the new logo and a change of corporate colours – were prominent in the design of stand F10 at the show.

[Find out more about Apollo's new image and direction overleaf.](#)

XPanding your horizons

A new wireless range of intelligent fire detectors is just one of several innovations launched by Apollo at this year's International Fire Expo.

The XPander range (pictured) is designed for use where wired detectors are either impractical or undesirable and offers an instant fire protection solution using existing XP95-compatible control panels. No special adjustment or programming is required: once connected, the XPander devices are simply recognised by the control panel as another detector connected to the system.

"The XPander range owes a lot to Apollo's policy of listening to its customers," says Paul Smith, Apollo's Head of Marketing. "People using our product in the field asked for a simple, stylish solution that didn't involve them in additional training or installation time and XPander is our response."

Also new is the Plateau range of detectors, which feature a unique design that enables them to lie flush to the ceiling and makes them ideal for use in heritage applications, where minimal aesthetic intrusion is demanded of the fire detection

system, or in situations where there could be a high risk of damage such as prisons.

Apollo also previewed a forthcoming range of Discovery sounders, mini switch monitors developed for EU and UL applications, deep isolating bases for use with sounders and a marine sounder at the exhibition.



"The world is changing and Apollo is changing with it"

Apollo: the partner of choice

Apollo Fire Detectors is undergoing a major transformation to ensure it continues to respond to the changing demands of its markets and its customers. The Monitor reports.

What does it mean for our customers?

Fire detection has come a long way from its technological infancy in the early 1980s to the standards-driven, sophisticated international market sector it is today. Apollo has been there from the start, contributing innovative products and developing a level of customer service second to none.

When Apollo first began, it was very much an engineering-led company with smoke and heat detectors comprising 100% of sales. Today, detectors account for only 60% of sales and the business is much more customer- and market-led. In addition Apollo has moved from being a UK company with some overseas sales to a position of real international presence.

Apollo is currently Europe's largest fire detector manufacturer, but it has no intention of resting on its laurels. The new logo is the most visible expression of a major strategic shift at Apollo.

"We have reassessed our corporate image against our achievements, our market position and our future direction," explains Michelle Agius, Sales & Marketing Director. "This process has taken several months, but we believe that Apollo is now well-placed to face the future with confidence."

Apollo is building on its strengths by placing more emphasis on the things it does well: developing system sales with panel OEMs and nurturing strategic partnerships; diversifying into new markets to maximize opportunities in sectors such as marine, off-shore and transportation; and consolidating its international presence.

"The world is changing and Apollo is changing with it. This new structure will underpin our exciting, ambitious but achievable sales targets for the future," says Michelle.

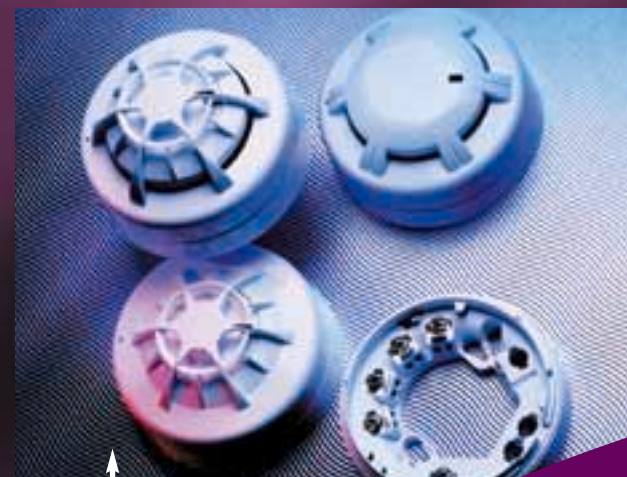
As a specialist manufacturer Apollo never competes with its own customers, preferring instead to foster partnering as the key to success. The corporate review will further strengthen this partnering approach, as well as enhancing the company's ability to provide localised support to meet customer needs whatever the location.

Michelle explains: "We're not a commodity sales business, we're a solutions business. We understand that our customers around the world need tailored regional solutions."

Apollo's growing network of strategically located offices worldwide will ensure that the company continues to provide this local service. Direct Apollo help is already available in Germany, Ireland, Spain, North America and China and the company has strategic plans to add offices in three further territories within the next three years, subject to commercial viability.

In other words, excellence in customer service continues to be the central concern for Apollo. "This is a key differentiator for us," says Managing Director Danny Burns. "It is estimated that around 80% of the global detector market by value is served by suppliers. In other words, most suppliers ultimately compete with their own customers. Apollo simply doesn't operate like this, which makes us the partner of choice."

"Most suppliers ultimately compete with their own customers. Apollo simply doesn't operate like this, which makes us the partner of choice"



1980 Apollo founded

1986 Apollo protects Lloyds of London

1990 Apollo becomes UK market leader

1992 XP95 Launched

1995 3rd Queen's Award for Export

1997 Apollo opens new headquarters

2001 Panel Partnership formed

2005 3 million detectors produced and sold

2007 new direction

Apollo's winning team

2007 means a brand new start with a new corporate direction, and the Apollo team has been restructured with some key strategic appointments and a growing network of international offices.

Strategic Appointments

New Chairman

Nigel Trodd took over from Neil Quinn as our new Divisional Chief Executive and company Chairman in April, following an internal reorganisation within Halma plc, Apollo's parent company. Nigel assumes responsibility for all the companies in Halma's Fire Division: Apollo Fire Detectors, FFE, Apollo GmbH, Air Products & Controls and Klaxon. His wealth of international fire industry expertise will be invaluable to Apollo as the company seeks to consolidate its position on the world stage and we are looking forward to working with him.



Nigel Trodd



Paul Smith



Gary Craig

Michelle Agius, Apollo Sales & Marketing Director, said of the new appointments: "The new structure of the sales and marketing team will enable Apollo to dedicate more time to supporting its overseas activities and developing future international strategy."

Growing International Presence

America

Apollo is expanding its US activities with a new development centre. Home to the first non-UK based product development team for Apollo, the centre will accelerate new product introductions conforming to UL, FM and other US-based approvals. Tim Williams has been appointed President of Apollo America and will be seconded for two years to the new Apollo offices in Louisville, Kentucky. He replaces Bill Abraham, who has left to set up his own business.

China

Mike Lam recently took over responsibility for Apollo China, ably supported by Tony Ye and Tom Ji. As Director of Marketing he is tasked with developing our strategy in the region, particularly in the marine markets, and develop our growing distribution network.

Germany

Apollo GmbH is our longest established sister company overseas and has just appointed a new Sales and Production Manager, Volker Meier, whose remit includes sales and product management throughout Germany and parts of Europe.

Sales & Marketing

Paul Smith joined Apollo in November 2006 as Head of Marketing. With over 20 years sales and marketing experience, he takes responsibility for Apollo's Marketing, Marketing Communications, Product Management and Technical Sales Support.

Gary Craig joined Apollo as Head of Sales in April with over 20 years fire industry experience – most recently as Sales Director for a major Apollo competitor. He takes responsibility for Internal and External Sales activities at our Havant operation.

Within the existing Apollo team, Paul Pope moves from Technical Sales Manager to UK Sales Manager and Kim Williams adds the Far East to his existing Export Sales responsibilities.

Ireland

Frank Pierce is Technical Co-Ordinator for Apollo in the Republic of Ireland, with the specific brief of supporting our distributors, specifiers and end-users. Our primary objectives in this market are to promote the name of Apollo and increase the territory's general knowledge base.

Spain

Enrique Castellanos has been promoted to General Manager of Apollo S.A. in recognition of his dedication and commitment to the company and our customers. Apollo S.A. is geared to providing customers with more rapid delivery and excellent technical support and has recently added a demonstration and training room for this purpose.

Customers can find out more about Apollo's new direction through our forthcoming corporate brochure and new DVD, or by visiting our new website which has a fresh new look to complement our new corporate identity. Visit www.apollo-fire.co.uk

Neil Quinn – the man with an Apollo mission

Neil Quinn may no longer hold an official position with Apollo, but the ties between us go beyond mere titles, as Danny Burns, Managing Director, explains.

"Neil has played a central role in the company's rise to international status: Apollo achieved all three of its Queen's Awards for Export and won a British Chamber of Commerce Award for doubling exports to Australia under his leadership. As Sales Director, he was responsible for overseeing the launch of our first analogue addressable range, Series 90, which established Apollo as a world leader in fire detection technology."

"He led us to even greater heights after 1992, when he became our Managing Director – not least of which was designing, building and moving into our current

"Neil was a pillar of strength to us, particularly in the initial period when we were starting out. We will always remember him for his support in the Indian market and his sense of fair play. Whatever Apollo is today in India, it's all thanks to Mr Quinn."

Nitin Shah, Managing Director, Nitin Fire Protection

"Neil you have been an inspiration to us all, but to consider you a friend is all the more important. Thank you for all you have done for us over the years, and we wish you all the best for whatever your journey brings."

Alf Pelliccione, Managing Director, Ampac

"To me the essence of Apollo is that formulated and implemented by Neil Quinn. His insight into the Fire Industry has been pivotal in the strategic growth of Apollo, and I wish him good luck in his new role."

Andrew Foster, Managing Director, C-Tec

UK headquarters with no loss of customer service." Neil became Apollo's DCE and Chairman in 2000, taking over from Stephen O'Shea (Apollo's founding managing director).

Neil sent this message:

"I know probably better than most the key role that our customers have played in Apollo's growth. We have been successful in maintaining our independence despite the consolidation in the industry resulting from acquisition activity by the big players. I am confident that the team we now have, led by Nigel, will continue to offer the innovative products, services and support in the future that have been so key to our success to date."





International Developments

NEW HEIGHTS

The largest lifting vessel in Asia – a floating crane that can lift up to 4,000 tonnes in weight – has been protected using an Apollo-based fire detection system. Our colleagues at Shanghai Jin Zhou won the contract and supplied a six loop fire detection system that includes over 400 marine Discovery devices as well as some intrinsically safe fire detectors for hazardous areas.

DOWN RIO WAY

Ezalpha, Apollo's representative in Brazil, has supplied an XPlorer fire detection system to the Sheraton Hotel Barra da Tijuca in Rio de Janeiro. Including a full voice evacuation facility, the new fire detection system is based around a Morley control panel and incorporates over 2,000 detector heads. This is the

second Sheraton Hotel that Ezalpha has equipped in as many months.

GROWTH IN INDIA

Apollo's market share in India has grown significantly in the last 12 months with our longstanding representative, Nitin Fire Protection, reporting installations for clients including IBM, Credit Suisse Boston, India's Oil & Natural Gas Corporation, Le Meridien Hotels and the Indian Airport Authority.

NEW DISTRIBUTOR

Secura Pvt Ltd is our new distributor in the Maldives. Synergies with Apollo include a strong commitment to people, with training courses in place for its own employees and external third parties, as well as the very high standards of customer service on offer via

its fire equipment service centre. In fact, the company has already secured its first project for Apollo. The Burunee Residential Building will be equipped with a conventional fire detection system based on Apollo's Series 65 fire detectors.

Approvals News

The Orbis IS range has now been approved in France by both Bureau Veritas and Marine Marchande Française (MMF).

Apollo's range of Sounder Beacon Bases has received CPD certification from LPCB.



City Living

“The installation, design and implementation phases went very smoothly and the fire detection system has proved to be totally reliable”

Apollo technology lies at the heart of an intelligent fire detection system installed to protect The Pavilions, a new urban village for students in the centre of Lincoln.

Leader Systems UK Ltd of Rugby won the contract to design, supply and commission the fire detection system and recommended Apollo's Discovery range of intelligent fire detectors as Tony Weaver, Systems Manager, explains.

“We identified that the areas of high risk for unwanted alarms were the bedrooms, kitchens and internal link corridors and we recommended the Apollo Discovery range because it features five programmable sensitivity settings that make it extremely adaptable to differing environmental conditions.”

Approximately 1,700 Apollo Discovery devices were installed in total, with smoke detectors in the bedrooms, corridors and landlord areas and heat detectors in the kitchens. The fire system also links with a site-wide pager system, automatic ventilation, magnetic door closers and lift shutdowns.

Paul Whittingham of The Mainstay Group, comments: “The installation, design and implementation phases went very smoothly and the fire detection system has proved to be totally reliable. It has been trouble-free from an operational and safety point of view, which is a credit to all parties concerned.”

TECHNICAL TIP

Apollo's Discovery range offers a number of features to ensure that warnings are particularly reliable and nuisance alarms are kept to a minimum. Examples include automatic drift compensation, self-monitoring to reject transient alarm conditions and five programmable settings that allow sensor sensitivity to be matched to specific requirements.

Football crazy

Linvoy Primus, premiership player for Portsmouth FC, visited Apollo's offices in Havant recently on behalf of the charity Faith & Football, of which he is a trustee. Linvoy is leading a group trek to the summit of Mount Sinai to raise funds for the charity, which helps underprivileged children. Apollo is sponsoring a member of the expedition team, Mike Harris, who is Player Liaison Manager for Portsmouth FC and whose wife works at the company.



Michelle Agius, Apollo's Sales & Marketing Director, with Linvoy Primus (right).

ReaderReplyCard

To receive further information on any of Apollo's products or services, please complete the coupon below:

- XPander
- Plateau
- Discovery
- Marine Products
- AlarmSense
- Ceiling Tile Mounting Box
- I would like to arrange to visit Apollo and tour the facility

Name _____

Position _____

Company _____

Address _____

Tel _____ Fax _____

Email _____

Return to: Jo Chittenden, Apollo Fire Detectors Limited, 36 Brookside Road, Havant, Hants PO9 1JR, England. Fax: +44 (0) 23 9249 2754.

Apollo People

Ursula Salero has become a permanent member of Apollo's staff, having accepted the post of Credit Controller with our Credit Control team.

Grahame White has accepted the post of Warranty Engineer with the Technical Sales team. He first joined the company as a temp in 1997 and has worked in a number of roles. Grahame is currently studying for an ONC in Electrical Engineering.

Diary Dates

3 - 7 June – NFPA, Boston, USA

17 - 19 October – Fire & Security, Shanghai, China

27 - 30 November – Marintec, Shanghai, China

Barry Baulch

It is with deep regret that we report the death of Barry Baulch on 30th March 2007. Barry joined Apollo's sales department in 1982 and spent 22 years with the company, serving in a number of roles. We will remember him best for his passionate commitment to customer service, which led to the instigation of our ongoing customer training programmes. Our deepest condolences to Chris, Barry's wife, his family and friends.



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