

The Monitor

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Editor: Alison Kettle

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Burning issues



Michelle Agius

Michelle Agius
Sales & Marketing Director

“Aligning brands is a terrific way to push our brand strength”

International Fire-Expo in May and NFPA in June gave us an ideal opportunity to communicate directly with our customers and worldwide strategic partners about Apollo's new Corporate Identity. It recognises that we are not only moving with the dynamics of the market, but also continuing to listen and recognise our brand strengths – along with our customers' needs and future requirements.

The Apollo brand has worldwide recognition and this is why we have chosen to be the Official Fire Solutions Partner to Portsmouth Football Club, who play in the Barclays Premier Football League (see opposite). Aligning brands is a terrific way to push our brand strength through the supply chain worldwide. Football is an international language and we are an international player, which makes it a perfect fit!

With sales increasing year on year in excess of 25 per cent worldwide and the introduction of over 30 new products during 2007, our mission remains to be your Partner of Choice. This is a very exciting year for us all and one where we are seeing a number of long term strategic plans coming to fruition and foundations being laid for the future.

NewsBytes

NEW UK CONTROL PANEL

C-TEC has launched a new Apollo-compatible automatic extinguisher panel for areas housing expensive, dangerous or irreplaceable items such as computer servers, chemicals or antiques. The EP203 panel is fully compliant with EN 12094 Part 1, and can be used with Apollo's XP95 and Discovery ranges.

US CUSTOMER FEATURED

Ray Kamal, Vice President of Computrols Inc, features in the latest Annual Report from Halma plc, Apollo's parent company. The relationship between Apollo and Computrols is included as a prime example of partnering. The partnership between the two companies was officially formed in 2004 and is playing a key role in raising awareness of

the Apollo name among key audiences in the US. It has already resulted in Apollo fire detectors being installed to protect the Statue of Liberty.

APPROVALS

Apollo's Sounder Beacon Base (DIN Tone) has received VdS approval. The XP95 IS heat, ionisation and optical detectors have been approved by RINA, the Italian marine authority, for use in conjunction with single and dual protocol translators.

Above: Apollo and Computrols – a prime example of partnering.

Below: German approval for the Sounder Beacon Base (DIN Tone).





Partner of choice for Pompey



Apollo has signed an agreement to become Official Fire Solutions Partner for Barclays Premier League football club, Portsmouth FC.

Commenting on the agreement, Michelle Agius, Apollo Sales & Marketing Director, said: "As an Official Supply Partner, Apollo has a fantastic opportunity to align itself with one of the foremost clubs in the Barclays Premier League. Commercially, our ties with Pompey will enhance the brand reputation of Apollo and should help to drive additional sales at domestic and international level.

"Association with the Club will also help to raise local awareness of Apollo as a significant local employer and give our staff an added incentive to be proud to work for us."

The agreement guarantees that Apollo will be the only partner in its field of expertise and that Apollo products will be specified for all Portsmouth FC's buildings. This is significant because the deal coincides with some major refurbishment plans at the club's home ground, with significant improvements being

planned at the Fratton Park stadium next season.

In the longer term, Portsmouth FC is also looking to build a new 36,000 capacity stadium on reclaimed land in the city's docklands area. The proposals include around 1,500 waterfront apartments, as well as restaurants and other leisure facilities surrounding the new stadium, with approximately 750 new homes being developed at the existing Fratton Park site. The project is estimated to cost in the region of £600 million.



Apollo's Michelle Agius (centre) with customers Denis O'Brien (left) and Pradeep Rattan (right) of Tube Lines.

Speaking for the Club, Paul Bell, Director of Commercial and Marketing said: "Portsmouth FC has undertaken a major overhaul of its brand, commercial structure and associated partners. The club has a clear vision to be seen as a leader and an innovator - and as such wishes to ensure that its partners have similar brand values. Within its industry, Apollo's ideals are closely allied with ours and we are delighted that they are joining us as our Fire Solutions Partner."

Strengthening Ties

Apollo has extended its OEM supply agreement with Finnish company ESMI Group. Apollo already supplies them with fire detectors and other field devices in the Nordic and Baltic regions and will now provide TAC (the parent company of ESMI Group) with products for the market launch of its intelligent addressable FX fire alarm system in the UK, which is scheduled for early 2008. Apollo and TAC will also work together to achieve the required LPCB listings for the ESMI FX family of products, which are compatible with Apollo addressable and conventional fire detectors.

Providing fire solutions for our customers is the main pillar of Apollo's product programme. Here's a selection from over 30 new product innovations that we will be showcasing at the International Fire Expo in May, all of which are scheduled for completion by the end of the year.

New fire solutions

MORE INNOVATIONS

We're constantly working with our customers to improve our range of fire detection solutions. Here are some examples that will be available soon.

Two new Open Area Sounders are being developed. The first extends Apollo's XP95 range and provides an omni-directional visual and audible alarm. Equipped with a 100dB sounder with integral isolator, this new addition features a continuity link that enables cable testing without disconnection and is fully weatherproof.

The second new device is the Discovery Open Area Sounder Beacon with advanced control and status features that enable both volume and tone to be programmed via the control panel. Its 16 selectable tone pairs make the device ideal for use in schools, where different tones can be used to prompt different actions, such as break times and lesson periods, as well as a fire alarm. There's also a soft start option for hospitals and nursing homes. Both sounder and beacon functions can be controlled separately, and each device can be controlled individually, as a group or globally, enabling faster response times.

In response to customer suggestions, Apollo is developing a new, smaller Mini Switch Monitor that can act as an interface where space is limited. Measuring just 39mm x 39mm x 20mm, the new device can be DIN rail mounted or fitted into the backbox of a manual call point. The new Mini Switch Monitor reports the contact status of one or more open switches on a single pair of cables and offers isolate, interrupt and non-interrupt functions in a single unit. Three coloured LEDs give clear indication of status and there is a pre-alarm as standard. This new version will replace all existing models.



Intelligent Open Area Sounder coming soon.



The new Mini Switch Monitor can act as an interface.

MAKING WAVES

Marine fire detection is a key area for Apollo and here are just a few of our latest innovations.

Another evolution is the new Mains Input/Output Unit for marine applications. The device provides a voltage-free single pole changeover relay output and monitored switch input and alerts users to an open or short circuit fault. DIN Rail mountable, the Unit can switch loads up to 5 amps at 240 volts.

A new Weatherproof Manual Call Point designed to EN54 Part 11 will be available shortly. Available with or without a built in isolator and rated to IP67, the device is suitable for any harsh environment where water or dust ingress is likely. Examples include marine applications and wash-down areas in food processing.

Main photo: Apollo's unique XP95 UV Flame Detector

Far right: The Mains Input/Output Unit for marine applications.

Right: The IP67 rated Weatherproof Manual Call Point

development
e showcased at
e end of 2007.

from Apollo

a particular passion for
three of our latest



New to Apollo is the base-mounted XP95 Flame Detector, which monitors for the ultra-violet and infra-red radiation produced by flaming fires. The device is solar blind to reduce the risk of false activation, has low current consumption and is marine approved. Compatible with most conventional control panels, the Flame Detector fits a standard XP95 base and is suited for use in vessel engine rooms, or situations where the use of a smoke detector is inappropriate.

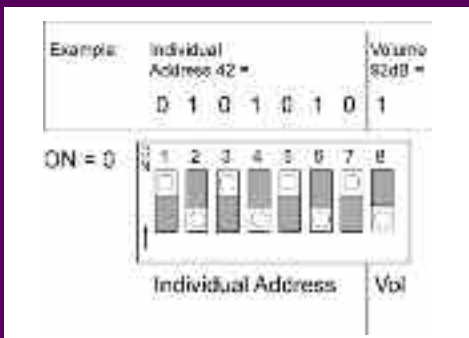


Techtalk

Our technical sales team answers your queries.

Q: How do I address a sounder?

A: All Apollo addressable sounders are addressed in the same way. The first seven switches of the DIL switch are used to select the address and represent the values 1, 2, 4, 8, 16, 32 and 64. Any address between 1 and 126 can be set by adding combinations of these numbers together. Setting the right value simply entails sliding the appropriate switches towards the centre of the sounder.



Q: Why am I having problems with a beam detector?

Most problems with beam detectors can be eliminated following three simple rules.

1. Always mount all parts of the beam detector on solid building structure.
2. Ensure that no direct sunlight falls, or is reflected, onto the receiver at any time.
3. Ensure there are no obstructions within 300mm of the centre of the entire beam path.

Spreading the word

Three major exhibitions in the UK, US and Russia have played an important role in spreading the word to customers about Apollo and its future plans.

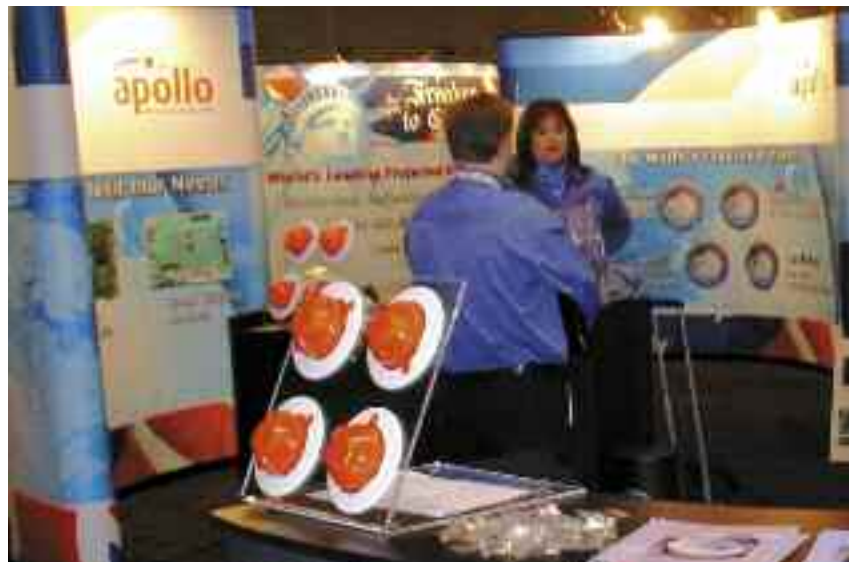
International Fire Expo in May saw the launch of Apollo as a provider of world class fire solutions. The stand was busy throughout the exhibition and visitors included the editors of key UK trade journals FSE, Fire Prevention and Electrical Contracting News.

Almost simultaneously, Apollo America was being unveiled at the NFPA World Safety & Conference Exposition in Boston, USA. Tim Williams, new President of the company, comments: "Apollo America has emerged as a substantial and serious player in the US fire detection market. The show gave us a great opportunity to explain our

product offering in greater detail, including some solutions that are unique to the US."

Other highlights included the launch of three Apollo-friendly fire systems companies: Advanced Fire Systems Inc; Xtralis (the new name for Vision Systems Ltd); and AsBuilt, the new company founded by Bill Abraham, Apollo's former representative in the US.

Apollo also exhibited at the MIPS exhibition in Russia during April and Export Sales Manager Dale Boucher reports: "We've been coming here for five years now and interest in our products and services is certainly increasing. Our profile is growing, we have some major projects in the pipeline and some local control panels under development as a direct result of attending MIPS."





Apollo is exhibiting at The Shanghai International Fire & Security Technology Equipment Exhibition in China for the first time this year. The company has been active in China for many years and is using the exhibition to highlight the expansion of its operations, including its new offices in Shanghai which provide technical support for customers in the region.

Top: Apollo's Paul Smith (right) receives recognition of Apollo's commitment to the Russian market as an exhibitor at MIPS five years in a row.

Above: Dale Boucher (right) congratulates Alexander Zorin, MD of NITA (left), on the development of the first Apollo-compatible analogue addressable control panel in Russia.

Left: The Apollo stand at the NFPA show saw the launch of our new corporate identity in the US.

Apollo strengthens board

Mubashar Akhtar (pictured right) has joined Apollo as Manufacturing Director. Mubashar, who has many years experience in manufacturing process control, joins Apollo from Harmonic Inc and takes responsibility for the production and test engineering, supply chain and operational management aspects within the business.



Apollo's former Operations Director Chris Elkins also takes up a new role on the Board as Business Operations Director. These senior appointments will ensure that Apollo's manufacturing and business operations continue to improve to support our ambitious plans for growth. Supporting Chris in his new role will be Erica O'Rourke, who joins Apollo in the newly created role of Human Resources (HR) Manager.

Ireland apprenticeship is European first

A trailblazing apprenticeship scheme that offers security and fire trainees a recognised trade certificate has been launched in Ireland. Frank Pierce, Apollo's representative, has been instrumental in seeing the apprenticeship through to fruition, sitting on the working group and helping to draft the curriculum for the fire systems course. The new scheme is unique in Europe and the first new apprenticeship to be introduced in Ireland for 25 years.

Historically, Ireland's security industry had no recognised training route leading to professional status. The Security Systems Training Council (SSTC) has been working with Government training authority FOSS to rectify this situation. They invited the fire industry to join them in formulating an appropriate training programme. The proposed curriculum was put out for stakeholder comment in February 2007 and finally ratified by the National Approvals Accreditation Council in May.

The apprenticeship is aimed at school leavers and consists of seven modules, including practical company placement and block release. The second element covers essential mathematics and IT skills, as well as training in standards, good practice, design and health and safety.

Apollo's Frank Pierce comments: "The new apprenticeship is a major step forward in the recognition of professionalism in the fire and security industry in Ireland. The scheme leads to a recognised trade certificate, much like those for plumbers and electricians. It can in turn lead to higher levels of learning, such as a degree or further professional qualification."

Know Spain, know gain



Apollo España is celebrating its second anniversary this year. Increased construction activity in Spain has created a growing market for fire protection and this was one factor in Apollo's decision to open a local Spanish subsidiary in July 2005. Based in Madrid, the new office was established to provide more efficient and immediate support to Apollo customers in the region.

When Apollo España began, it served five distribution companies: now it has a customer base of over one hundred, from regional distributors through to installers. This is quite an achievement in just two years and a tribute to the hard work of its staff: Enrique Castellanos, General Manager; Leigh Castellanos, Administration; and Eduardo Pulido, Warehouse. The company offers a 24-hour delivery service to its customers and last year added a new training facility to its premises.

ReaderReplyCard

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

- Discovery
- XP95
- Orbis
- Marine products
- I would like to arrange to visit Apollo and tour the facility
- I would like to receive the new monthly eMonitor

Name _____

Position _____

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Tel _____ Fax _____

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

Apollo People

John Eastwood joins Apollo in the newly created role of Product Manager for Intelligent Products, bringing a wealth of experience from his previous role with Hozelock.

Helen Bainbridge is our new Customer Service Manager with responsibility for our Internal Sales, Export and Despatch departments.

June Evans has been appointed as PA to Apollo's Managing Director, Danny Burns.

Diary Dates

6-9 November – Sfitex, St Petersburg
21-23 November - Fire India, Mumbai
27-30 November - Marintec, Shanghai



Let's Celebrate

Apollo Export Sales Manager Dale Boucher (pictured left) went to Copenhagen in Denmark recently to congratulate Hans-Erik Nielsen, Managing Director of Apollo customer ADI-Alarm System (right), on 25 years with the company. His anniversary coincided with the company moving into new offices, so it was a double celebration.



36 Brookside Road, Havant,
Hampshire, PO9 1JR, UK.

Tel: +44 (0)23 9249 2412
Fax: +44 (0)23 9249 2754

Email: sales@apollo-fire.co.uk
Web: www.apollo-fire.co.uk