

The Monitor

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First XPander® application p3

Putting the customer first p4-5

China JV signed p7

NVQ achievements p8

Burning issues



Michelle Agius
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Sales & Marketing Director

What a year it's been for Apollo Fire Detectors. Having experienced unprecedented growth, both in the UK and abroad, last year Apollo truly consolidated its position as the partner of choice for world class fire detection solutions.

An early highlight in May 2007 was International Fire Expo, where we launched the new Apollo corporate identity. Representing a strategic review of the business in response to the changing demands of our customers and markets, the new corporate ID supports Apollo's ambitions for growth. International Fire Expo also saw the preview of XPander® - Apollo's wireless range, which is now fully available. Goodenough College - the first building to be equipped with XPander - is featured opposite.

Apollo's reputation was further enhanced when we became the Official Fire Solutions Partner for Premier League football club Portsmouth FC. Association with the Club as well as two business award wins has helped to significantly raise local awareness of Apollo in the last year.

The last 12 months has also seen Apollo strengthen its international presence with the opening of a new design centre in the US. Home to the first non-UK-based product development team for Apollo, the centre accelerates new product introductions conforming to UL, FM and other US-based approvals and is a further addition to Apollo's growing international network.

In the last year, not only has Apollo launched 25 new products and processed 18,000 customer shipments worldwide, but we've also added real value for our customers. We launched e-Monitor, Apollo's first online e-newsletter, a handy guide to BS5839 and our first full product catalogue - ultimately keeping you informed and making your lives easier! More than 400 customers have also taken part in our free, one-day training courses - giving them comprehensive guidance on the whole product range.

Apollo capped the year with the signing of a joint venture (JV) agreement in China (see page 7). Extending our market share in China, the JV is just a taste of the exciting times ahead at Apollo.

In Brief

PATENT NEWS

Apollo has received official notification that the StartUp™ and FasTest® functions which feature in its Orbis® range of conventional fire detectors have been patented in Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, Spain, Switzerland, Liechtenstein and the United Kingdom.

Apollo has also received a UK patent for the Discovery Sounder.

THE PERFECT MATCH

C-Tec's CFP AlarmSense fire panel is now fully compatible with Apollo's AlarmSense® sounder, sounder beacon base and alarm relay. Designed to reduce false alarms in houses with multiple occupation, the sounder or sounder beacon base will activate locally should the associated detector operate.

CALIFORNIA CALLS

Apollo's XP95A isolating base has received California State Fire Marshal listing. The base senses and isolates short circuit faults on XP95A loops and spurs.

MOVERS AND SHAKERS

Tim Preston has joined Apollo's senior management team as Finance Director - a role that will also involve working for Halma plc, Apollo's parent company. A Cambridge University Maths graduate, Tim brings 14 years financial experience to the position.

Dan Burton has moved from Apollo's UK sales team to become Export Sales Manager for territories in Africa, the Middle East and Far East. He will also be responsible for Ireland. Sam Ward, formerly of Apollo's engineering department, has replaced Dan as UK Regional Sales Manager - South East.

Eva Kosanovic is the second Product Manager to join Apollo, strengthening the product management team. She brings over 10 years experience in product development, project management and product launches to the role.

Sophia Zhang has been appointed as Product/Project Manager with direct responsibility for co-ordinating Apollo's overseas and UK activities with respect to product development for China.

See page 7 for news of China joint venture.



XPander is Goodenough

Goodenough College in central London is the first building to be equipped with Apollo's new range of XPander® wireless detectors. ERIF UK designed, supplied and installed the new fire detection system.

Goodenough College was founded in 1930 to provide students who came from countries across the British Empire with a collegiate life along Oxbridge lines. Today it is home to more than 600 postgraduates from over 90 countries.

Situated in Grade II listed buildings at Mecklenburgh Square in Bloomsbury, the college required a fire detection solution that would provide comprehensive protection, reduce nuisance alarms and not interfere with the existing architecture - such as ornate ceilings.

ERIF UK recommended Apollo fire detection technology, including the new wireless range of XPander fire detectors, as Denis Kelly, Marketing Manager of ERIF UK, explains:

"All Apollo fire detectors use the same open digital protocol, making them forwards and

backwards compatible. This makes our job so much easier, as it widens our choice of fire solutions.

"It meant that we were able to specify the new wireless XPander range for the heritage locations at the college, so we didn't compromise the interiors, alongside more established devices like the Discovery® Multisensor for combating false alarms in the accommodation blocks. This meant we were able to offer the client the most appropriate fire detection solution for their needs."

The fire detection system at Goodenough College incorporates approximately 1,200 Discovery and XPander devices in all, configured around five Advanced control panels and programmed to enable phased evacuation block by block.

New challenge

The Challenge Works, a 19th century building in Sheffield converted into student accommodation, has been equipped with a new Apollo fire detection system. The specification stated a required reduction of false alarms and contractors Absolute Fire & Security selected a combination of Apollo's Discovery® fire detectors and intelligent sounders. Every bedroom in the 20 separate apartments is equipped with its own Discovery Multisensor and intelligent loop-powered sounder while other areas of the building are protected using heat detectors and optical smoke detectors.

Apollo aims to deliver an unrivalled customer experience. Here are just a few examples of how we help to make our customers lives easier.

Putting the customer first

WORKING TOGETHER

Apollo takes the views and experiences of its customers very seriously. When key customer Static Systems Group wanted to improve installation on projects with suspended ceilings, we worked with them to develop a solution.



The direct result is Apollo's ceiling tile mounting box - a very simple design that allows detector and sounder bases to be wired, tested and commissioned prior to the ceilings being finished, delivering significant time savings.

CONTINUOUS INNOVATION

Since its inception in 1980, Apollo has enjoyed an unrivalled reputation for innovation, quality and reliability that continues to this day. Many of our innovations, such as the unique, patented XPERT address card, remain unparalleled. One of the latest examples is the Heater Base, which is used in conjunction with either a deckhead mounting box or waterproof base cover and is designed to be used in cold climates where environmental conditions could result either in icing or condensation affecting the operation of fire detectors. Developed following consultation with a Scandinavian customer, the Heater Base is available in two versions: one compatible with Orbis® conventional detectors and the other for use with our intelligent ranges.



CUSTOMER

ENCOURAGING EXCELLENCE

Apollo's mission is to be the Partner of Choice and deliver excellence for its customers. We also want to ensure that we do everything in our power to help our customers deliver the same high standards for their clients. That is why we provide a number of support mechanisms to help our customers get the most out of Apollo's products and services.

For example, in the last year more than 400 people have taken part in our comprehensive programme of free, one-day training courses, offering our customers complete guidance on the whole product range. While our dedicated software programmes - the Apollo Loop Calculator and SimSystem - can be used to establish the viability of a fire system design prior to installation, helping to give designers confidence and save time.

COLLABORATIVE APPROACH

Central to Apollo's collaborative approach is the decision to use a common, open protocol across the entire product range. The protocol that Apollo's fire detectors use has been available since 1986, when the company introduced its first range of intelligent fire detectors. Since then it has been extended - once for the XP95® range and once for the Discovery® range - but never modified.

For our customers, using a reliable, open protocol has a number of benefits. These include more competitiveness on price and service, greater choice when seeking appropriate devices for new systems and upgrades, and forwards and backwards compatibility between products, which delivers significant time savings when maintaining and servicing a system.

WORLD CLASS FIRE SOLUTIONS

Apollo's comprehensive range of products is certified to all key international standards. Wherever they are in the world, our customers can be confident that our products are fully accredited. Furthermore, Apollo's certifications are not limited to geographical location, but also cover a wide range of applications, including marine and intrinsically safe - offering complete piece of mind for our customers and their clients.

With five international offices already established and more planned in the near future, Apollo is able to provide its customers with technical, engineering and training support whatever the location.

A wide range of engineering product guides is also available from our website - www.apollo-fire.co.uk - so reliable, technical back-up is always on-hand to help you.

Apollo in the spotlight

Apollo has been taking part in a number of exhibitions across Europe.

Intersec (Dubai)

Apollo attended Intersec, the premier exhibition in the Middle East, and saw some major developments in the territory. Kim Williams, Export Sales Manager, says: "Until five years ago, the Middle East was seen as a traditional market for conventional fire detection. As the economy has grown, more international companies are being attracted into the area and we have seen a significant shift towards intelligent fire detection technology. This was very much the theme among visitors to our stand at Intersec this year."

Sicur (Spain)

Apollo exhibited at Sicur (see below) for the third time in February and the feedback from customers has been very positive. Apollo Spain received many enquiries from contacts based in the country and from further afield, such as Portugal and South America. "The contacts made during Sicur 2008 will help to improve Apollo's market share within the Spanish market," said Enrique Castellanos, General Manager, Apollo Spain.

Firex South (UK)

With over a thousand visitors, Firex South 2008 in March was a resounding success for Apollo. The exhibition offered a chance for existing and potential customers to talk to the Apollo team and view a selection of new and established products including XPander®, AlarmSense®, Orbis® and Orbis IS, Plateau™ and Discovery®.

As we went to press, Apollo was heading off to the MIPS exhibition in Russia and Iran Oil. Look out for news in the next issue of the eMonitor.



UK contracts news

PROTECTING PLYMOUTH'S NEW LANDMARK

The new Roland Levinsky Building of the University of Plymouth has been equipped with an Apollo fire protection system supplied and commissioned by Multi-Alarm Systems of Bristol and installed by Mitie Engineering Services (Peninsula) Ltd.



The specification stated a fire protection system designed to L2 standards. A combination of Apollo's Discovery® technology and Multi Ifax control panels meets these requirements. In all around 460 Apollo Discovery devices and interfaces were installed to work with the building's UPS and door access systems as well as the sound and light systems in the theatre. The fire system also includes two high sensitivity, aspirating smoke detector units and a pager system that alerts staff and deaf students in the event of an emergency, ensuring compliance with the DDA.

PART OF THE FURNITURE

IKEA Belfast, the first store opened by the Swedish chain in Northern Ireland, has been fitted with an Apollo intelligent fire detection system. Designed to L1 standards, the fire system protects the 29,000m² store which houses IKEA's full product range, totalling 9,500 items. More than 400 Apollo XP95® devices governed by two Advanced MX4004 panels were supplied, installed and commissioned by Belfast-based Ashdale Engineering. To comply with the DDA, the store was also equipped with a PA/VA system, which includes a link to allow communication with disabled people during an emergency.

Chinese joint venture is signed

Apollo Fire Detectors Limited has cemented a joint venture (JV) agreement that will extend the company's market share in China and provide its customers in China with the choice of sourcing imported or locally manufactured JV products. The deal was formally signed in Beijing on 23 January 2008 and announced to the Hong Kong Stock Exchange in February.

The JV partner is BJB, a leading player in the fire market in China and part of the Beida Jade Bird Group, which is one of Peking University's largest enterprise groups, with five listed companies and over 7,000 employees. The group deals in technologies including electronics and software system development.

Describing the synergies between the two companies, Apollo's Managing Director Danny Burns said: "Apollo has decided to work with BJB because of their strong

technical capability and their close links with Peking University, which demonstrate the company's commitment to high technology products and rigorous technical standards.

"Apollo brings its longstanding experience of working to internationally recognised product standards and its well proven product designs to the table. This combination of local talent and international expertise will ensure that fire detection customers in China can access the best quality

products, designed and made to international standards, right on their doorstep."

Production will be based at BJB's existing factory in Hebei Province. The move to manufacture locally follows on from Apollo's investment in establishing Apollo China, a subsidiary charged with developing strategy in the region, including marine markets, and developing a distribution network for Apollo fire detection products in China.

Going East

In order to raise their company's profile in the Lithuania, Apollo's Dale Boucher and Simon Flavell joined up with Robin Edmunds of Kentec to present the latest fire detection developments to an audience of 150 Lithuanian installers. The seminar was organised in conjunction the BK Group, Apollo's representative in Lithuania.



Raising the bar

Apollo's first National Vocational Qualification (NVQ) course, organised by Training Co-ordinator Chris Adamson, has been a huge success. All eight participants passed, achieving Business Improvement Techniques NVQ Level 2. Chris comments: "During the course, the NVQ team successfully reduced change-over time on the Orbis® line by 75 per cent, which is a significant achievement and has contributed significantly to our Lean Management Programme. We are so delighted with the results that we are planning a further eight NVQ courses in the near future."



Apollo's successful NVQ participants.

ReaderReplyCard

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

- XPander
- Heater Base
- Discovery
- Orbis
- XP95
- I would like to arrange to visit Apollo and tour the facility
- I would like to receive the new monthly eMonitor

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

Diary Dates

2-4 June - NFPA, Las Vegas
 7-10 October - Security, Essen
 21-22 October - Firex North, Harrogate
 28-31 October - China Fire, Beijing

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