

- smoke alarms
- carbon monoxide alarms
- fire extinguishers
- safety products



First Alert®

safety

RECONSIDERED



Are you offering the most advanced line of safety products to your consumers?

Today's homeowners are more informed and safety-conscious than ever. First Alert recognizes your need to meet the evolving demands of your loyal customers. When stocking your shelves with First Alert products, rest assured you are providing your customers with innovative solutions from the most recognized brand.

Leading innovations in home safety is just the beginning for First Alert. As your partner in home safety, we promise to keep you informed of the latest developments in the home safety category.

In recent years, several states have mandated the use of photoelectric smoke alarm technology in homes. As your public safety advocate, First Alert allows you to actively support your consumers in these states through our industry-leading comprehensive photoelectric product line.

In 2008, we've revised our product packaging to include educative icon-based messaging to motivate your consumers to purchase safety products with premium features.

With innovative products such as Tundra Fire Extinguishing Spray and ONELINK Wireless Alarms, we are expanding the safety category in both detection and suppression.

Customers in all channels of distribution have shown sales growth when they stock the First Alert Brand. From our award winning new products and innovative packaging, to our unique displays and merchandising concepts, First Alert products will drive your home safety business.

Look for these great features:



Contains both Photoelectric and Ionization Smoke sensors



Tamper-resistant design



Microchip minimizes false alarms



Photoelectric Smoke Sensing reduces false alarms such as those caused by cooking smoke and shower steam.



Talking alarm: Exclusive technology speaks the type and location of danger in your home when programmed



2 AA Batteries/Battery Backup



Remote Control Silence/Test: uses most remote controls to quiet unwanted alarms and test alarm functions



wireless



Dual Smoke & CO Sensing: Ultimate protection from two deadly dangers



120-volt AC Plug-In with Battery Backup



Eco-Friendly: completely recyclable as an electronic device



Mutes unwanted alarms



Sweeping Horn Tone: Varying horn tone makes it easier for those with normal age related hearing loss to hear alarm



No Rewiring: EZ adapter included. Fits most Kidde & Firex alarms



3 sensors in 1 alarm: carbon monoxide, propane gas and natural/methane gas



No battery replacement needed for 10 year life of alarm



Backlit Digital Display for greater visibility of hazard level and peak level



EZ access battery door



Lights a path to safety



Plug into any standard 120V AC outlet. No additional installation required



Why First Alert?

First Alert is America's most trusted brand in home safety. We are recognized by our premium standard of smoke alarms, carbon monoxide alarms, fire extinguishers, and other home safety products. No other manufacturer offers as versatile of a product line, while also driving expansion in the safety category with such innovative products as Tundra Fire Extinguishing Spray. We are the consumers #1 destination for fire and home safety information both in the news, online, and at storefront.

We have been the most trusted partner of safety-minded retailers and consumers ensuring home safety for fifty years. First Alert has great pride in our community involvement including a long standing, extensive outreach to fire service throughout the nation. National and local media experts turn to First Alert before any other when covering a home safety related topic. Last year, the First Alert brand touched media audiences more than 500 million times through placement in television, radio, online, and print.

Doing business with First Alert means you're partnering with the leader of the home safety category. Our mission is to manufacture the most innovative safety products for today's consumers.

merchandising

RECONSIDERED

Packaging Made Simple -

New packaging significantly enhances and simplifies the consumer shopping experience.



safety
made
simple

As a leader in home safety for 50 years, First Alert has created ground breaking technologies while supporting codes and performance standards to help safeguard consumers from dangerous fires. Considerable industry research around the use and response characteristics of photoelectric and ionization-type smoke alarms is fostering public policy discussions with lawmakers regarding how to provide consumers with the best protection available. While First Alert and industry experts agree that both technologies provide adequate escape time in most residential fires, a growing movement within state legislatures and the fire service community now favors photoelectric technology.

Photoelectric technology is significantly less prone to nuisance alarms and, therefore, decreases the risk of consumers improperly disabling batteries and thus leaving a home unprotected in the event of a house fire - research studies have found that consumers – about 22 percent (in a study done by the National Fire Protection Association (NFPA)) – will improperly remove the battery to deactivate the alarm.

Because photoelectric smoke alarms are proven to be less prone to nuisance alarms and potential deactivations, First Alert supports their installation and is encouraging and supporting fire service administration and lawmakers to move towards the use of photoelectric smoke sensing technology as part of a comprehensive fire safety program.





Standard 4 Pack Tray
Part #: AF400



18 piece Floor Display
Part #: AF400-18FD



18 piece Gravity Display
Part #: AF400-18WP



18 piece Shelf Display
Part#: AF400-18SD



What is it?

- A fire extinguishing spray that is powerful, effective, and intuitive to use.
- Designed with families in mind, it's easy to clean, biodegradable, and non-toxic.

Why retailers love Tundra spray

- Tundra spray consistently out sells traditional fire extinguishers.
- No Hazmat shipping fees!
- Unique shelf, floor standing, and power wing displays create opportunities to significantly expand sales of the safety set.
- Tundra spray is backed by the consumer-trusted First Alert® brand.

Tundra spray is more effective than traditional fire extinguishers on common household fires

- More than half of all fires start in the kitchen; traditional fire extinguishers are not formulated for this specific purpose.
- Tundra has a discharge time up to 4x longer than traditional fire extinguishers allowing 32 seconds of fire fighting power.**

What makes Tundra unique.

- A first in the industry. The wide-spray pattern allows the agent to more effectively fight a greater surface area of the fire at once-3x greater than a typical actuator.
- Ability to be able to fight fires involving electrical equipment. Independent testing has shown the spray pattern is not electrically conductive at 35,000 volts making it safe to fight small electrical fires.
- Tundra has been classified by ETL* for fire performance.



GREASE



FABRIC/TRASH



ELECTRIC*

SAFE | EASY | EFFECTIVE



* Classified for Compliance to UL Subject 711A (Class K), UL 711 Electrical Conductivity (Class C) up to 35,000 Volts. Classified for Compliance to KOFEIS 0108 (Class A) Trash Can, Curtain and Cushion Fires.

** 4x greater than 2-B:C or 5-B:C kitchen fire extinguisher; Minimum of approximately 32 seconds vs. approximately 8 seconds

Innovative Safety Solutions

First Alert offers battery operated alarms with the benefits of a hardwired system. OneLink alarms by First Alert feature a wireless connection so when one alarm is triggered, all alarms sound - Faster notification allows faster escape. Now you can enjoy the same level of protection that new homeowners receive without the cost of an electrician.

New Technology Provides New Options

Code and Fire Inspectors are now recognizing the advantages of ONELINK® Technology alarms which are coupled with the nuisance resistant photoelectric sensing technology. The incorporation of these technologies provides an exceptional alarm that can be offered as a lower cost alternative to installing hardwired alarms in retrofitting and remodeling applications.



SA501CN

Wireless Enabled Battery Operated Smoke Alarm

- Photoelectric Smoke Sensing Technology—stops most false alarms and is environmentally friendlier
- Test/Silence Button
- Low Battery Warning Silence
- 2 AA Batteries
- 10-year limited warranty

* Also available in starter twin pack with helpful DVD (SKU: SA501CN2)



SA521CN

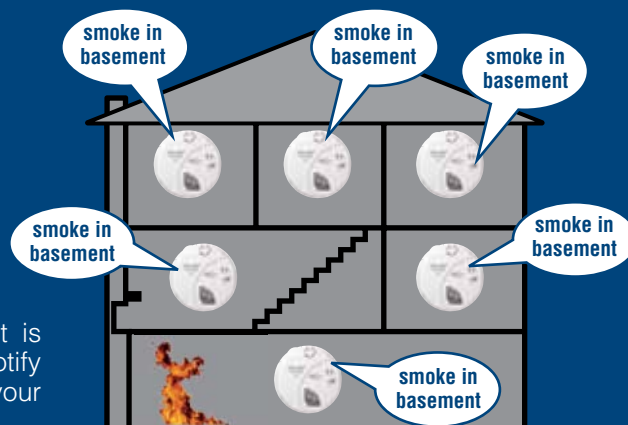
Wireless Enabled 120-Volt AC Hardwired Smoke Alarm

- Easily expand an existing interconnected 120V AC system by replacing one alarm in the series with this alarm
- Photoelectric Smoke Sensing Technology—stops most false alarms and is environmentally friendlier
- Test/Silence Button
- Low Battery Warning Silence
- 2 AA Batteries
- 10-year limited warranty



Exclusive! **Voice Warning!** WITH LOCATION™

OneLink alarms Exclusive Voice Location provides a protection that is offered only by First Alert. All OneLink alarms with voice will verbally notify you of the danger and the location of the danger so that you can alter your escape plan if needed.



SCO501CN

Wireless-enabled Battery Operated Combination Smoke & CO Alarm with Voice & Location

- Choose one of eleven pre-programmed locations
- Photoelectric Smoke Sensing Technology – stops most false alarms and is environmentally friendlier
- Test/Silence Button
- Low Battery Warning Silence
- 2 AA Batteries
- End of Life Timer
- 5-year limited warranty



CO511CN

Wireless Enabled Battery Operated Carbon Monoxide Alarm with Voice & Location

- Choose one of eleven pre-programmed locations
- Test/ Silence Button
- Low Battery Warning Silence
- 2 AA Batteries
- End of Life Timer
- 5-year limited warranty



SA511CN

Wireless Enabled Battery Operated Smoke Alarm with Voice & Location

- Choose one of eleven pre-programmed locations
- Photoelectric Smoke Sensing Technology - stops most false alarms and is environmentally friendlier
- Test/ Silence Button.
- Low Battery Warning Silence
- 2 AA Batteries
- 10-year limited warranty



* Also available in starter twin pack with helpful DVD (SKU:SA511CN2)

Add additional battery-operated **First Alert® ONELINK®** Enabled Alarms to create a wireless safety network.

smoke

ALARMS



SA720CN

Smoke Alarm with
Escape Light



SA710LCN

Smoke Alarm with
Lithium Battery

- Single Button Silence/Test
- 9-volt Removable Lithium Battery
- 10-Year Limited Warranty



SA710CN

Smoke Alarm
with Silence

- Single Button Silence/Test
- 9-volt Battery
- 10-Year Limited Warranty



photoelectric battery operated



photoelectric



mute button



remote mute



Hardwired



sweeping horn
pattern



10-year lithium
battery



bright escape
light



tamper resistant
design



photoelectric and
ionization



wireless

SA302CN

Dual Ionization and Photoelectric Smoke Alarm

- Utilizes both Ionization and Photoelectric Smoke Sensors
- Intelligent Sensing Technology reduces non-emergency or nuisance alarms
- Remote Control Silence/Test—uses most remote controls to quiet unwanted alarms and test alarm functions
- 9-volt Battery
- Single Button Silence/Test
- 10-Year Limited Warranty

Also available with lithium battery: SA302LCN



SA340CN

Sealed Smoke Alarm with 10-Year Lithium Power

- 10-Year Sealed Lithium Power Cells
- Meets Local Codes
- Tamper Resistant Design
- Single Button Silence/Test
- 10-Year Limited Warranty



SA305CN

Smoke Alarm with Lithium Battery

- 9-volt Removable Lithium Battery
- Single Button Silence/Test
- Locking Features Lock Battery Drawer and Alarm to Base
- 10-Year Limited Warranty



SA304CN

Smoke Alarm with Escape Light

- Bright Escape Light
 - 9-volt Battery
 - Single Button Silence/Test
 - Locking Features Lock Battery Drawer and Alarm to Base
 - 10-Year Limited Warranty
- Also available with lithium battery: SA304LCN



FG200B

Family Gard Smoke Alarm

- Test Button
- 9-volt Battery
- Non-branded carton packaging
- 3-Year Limited Warranty



SA303CN

Smoke Alarm with Silence

- Single Button Silence/Test
 - 9-volt Battery
 - Locking Features Lock Battery Drawer and Alarm to Base
 - 10-Year Limited Warranty
- Also available without silence: SA300CN



ionization battery operated



EZ adapter



eco-friendly



backlit digital display



plug & protect



battery backup



dual smoke & co sensing



talking alarm



3-way protection



EZ access battery drawer



smart sensing

CO615
Battery Backup
and Digital Display



carbon monoxide

ALARMS



CO605
Battery Backup

- 120-volt AC Plug-In with Battery Backup
- 2 AA Battery Backup
- Front-Access Battery Compartment
- Single Button Silence/Test
- Low Battery Warning Silence
- End of Life Timer
- 5-Year Limited Warranty



CO600
Basic

- 120-volt AC Plug-In
- Single Button Silence/Test
- End of Life Timer
- 5-Year Limited Warranty



CO410
Digital Display

- Backlit Digital Display for greater visibility of hazard level and peak level
- 2 AA Batteries
- Front-Access Battery Compartment
- Single Button Silence/Test
- Low Battery Warning Silence
- End of Life Timer
- 5-Year Limited Warranty



CO400
Basic

- 2 AA Batteries
- Front-Access Battery Compartment
- Single Button Silence/Test
- Low Battery Warning Silence
- End of Life Timer
- 5-Year Limited Warranty



plug in

battery operated



photoelectric



mute button



remote mute



Hardwired



sweeping horn
pattern



10-year lithium
battery



bright escape
light



tamper resistant
design



photoelectric and
ionization



wireless

combination ALARMS

SCO7CN

Smoke & Carbon Monoxide Alarm with Voice & Location

- Photoelectric Sensing Technology
- Exclusive Voice Alarm with Location
- 2 AA Batteries
- Remote Control Silence/Test
- Single Button Silence/Test
- Low Battery Warning Silence
- End of Life Timer
- 5-Year Limited Warranty



battery operated

GCO1CN

Combination Explosive Gas & Carbon Monoxide Alarm

- 3-Way Protection against Natural/ Methane Gas, Propane Gas and Carbon Monoxide
- Backlit Digital Display
- 120-volt AC Plug-In with Battery Backup
- 2 AA Batteries
- Front-Access Battery Compartment
- Remote Control Silence/Test
- Single Button Silence/Test
- Low Battery Warning Silence
- Line Cord for additional Installation Options
- End of Life Timer
- 5-Year Limited Warranty



SCO5CN

Smoke & Carbon Monoxide Alarm

- Photoelectric Sensing Technology
- 2 AA Batteries
- Single Button Silence/Test
- Low Battery Warning Silence
- End of Life Timer
- 5-Year Limited Warranty



hardwired

SMOKE & HEAT ALARMS



7020B

120-volt AC smoke Alarm with
Escape Light and Battery Backup



First Alert® Hardwired Alarms can be interconnected with up to eleven additional BRK® and First Alert® hardwired smoke or CO alarms and six compatible devices.



7010B

120-volt AC Smoke Alarm
with Battery Backup

- 120-volt AC with 9V Battery Backup
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- Side-Load Battery Drawer
- 10-Year Limited Warranty



7010

120-volt AC
Smoke Alarm

- 120-volt AC
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- 10-Year Limited Warranty



hardwired photoelectric smoke alarms



photoelectric



mute button



remote mute



Hardwired



sweeping horn
pattern



10-year lithium
battery



bright escape
light



tamper resistant
design



photoelectric and
ionization



wireless

9120

120-volt AC Smoke Alarm

- 120-volt AC
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- Latching Alarm Indication
- 10-Year Limited Warranty



9120B

120-volt AC Smoke Alarm with Battery Backup

- 120-volt AC with 9V Battery Backup
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- Side-Load Battery Drawer
- Latching Alarm Indication
- 10-Year Limited Warranty



RM4

Relay

- Activates auxiliary devices like a bell, siren, strobe light, exhaust fan, alarm panel, or door closer when connected alarm is activated
- 120-volt AC
- Form C contacts switch between a normally open contact a normally closed contact
- Maximum contact range: 120-volt AC and 30 volt DC; Resistive-15
- Fits in most standard junction boxes



100S

120-volt AC Hearing Impaired Smoke Alarm

- Meets requirements of the ADA (Americans with Disabilities Act)
- 177-Candela Strobe Light
- 120-volt AC
- Test Button
- 10-Year Limited Warranty



HD6135FB

120-volt AC Heat Alarm with Battery Backup

- 135°F fixed and 15°F/min rate-of-rise heat alarm
- 120-volt AC with 9V Battery Backup
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- Side-Load Battery Drawer
- Latching Alarm Indication
- Dust Cover
- Interconnectable with BRK® and First Alert® hardwired smoke and CO alarms
- 10-Year Limited Warranty



EZ adapter



eco-friendly



backlit digital display



plug & protect



battery backup



dual smoke & co sensing



talking alarm



3-way protection



EZ access battery drawer



smart sensing

FIRE extinguishers



AF400
Tundra Fire
Extinguisher Spray

- 4x Longer Spray Time than Traditional Fire Extinguishers
- Non-Toxic, Biodegradable
- Easy Clean Up



KFE2S5
Kitchen Fire Extinguisher

- UL Rated 5-B:C
- Quick-Release Mounting Cap for Easy Access
- Push Button Pressure Check
- Sodium Bicarbonate Extinguishing Agent
- 10-Year Limited Warranty

Also available in Pewter color: KFE2S5PW



FESA5
Auto Fire Extinguisher

- UL rated 5-B:C
- Unique Protective Bracket Mounts in Vehicles
- US DOT approved
- Push Button Pressure Check
- Sodium Bicarbonate Extinguishing Agent
- 10-Year Limited Warranty



FE5GO
Recreation Fire Extinguisher

- UL Rated 5-B:C
- Commercial-Grade Metal Valve and Trigger
- Easy-to-Read Pressure Gauge
- Bracket with Strap for Easy Mounting
- U.S. Coast Guard Approved
- Sodium Bicarbonate Extinguishing Agent
- 10-Year Limited Warranty

Also available in Marine White color: FE5GO-MN



FE10GO
Garage Fire Extinguisher

- UL Rated 10-B:C
- Commercial-Grade Metal Valve and Trigger
- Easy-to-Read Pressure Gauge
- Bracket with Strap for Easy Mounting
- U.S. Coast Guard Approved
- Sodium Bicarbonate Extinguishing Agent
- 10-Year Limited Warranty

Available in Marine White color: FE10GO-MN (pictured) and Red: FE10GO

non-rechargeable

rechargeable

FE1A10GO

Multi-Purpose Home
Fire Extinguisher

- UL rated 1-A: 10-B:C
- Commercial-Grade Metal Valve and Trigger
- Easy-to-Read Pressure Gauge
- Bracket with Strap for Easy Mounting
- U.S. Coast Guard Approved
- Monoammonium Phosphate Extinguishing Agent
- 10-Year Limited Warranty

Also available in Designer Pewter color: FE1A10GOP;
and Marine White color: FE1A10GOW



FE2A10GR

5lb. Compliance
Fire Extinguisher

- UL rated 2-A:10-B:C, meets minimum 2-A:10-B:C code requirements
- Fits Easily Inside Standard Fire Box
- Commercial-Grade Metal Valve and Trigger
- Rechargeable
- Ideal for Offices, Homes and Workshops
- Monoammonium Phosphate Extinguishing Agent
- 12-year Limited Warranty



FE3A40GR

5lb. Heavy Duty Plus
Fire Extinguisher

- UL rated 3-A:40-B:C, exceeds minimum 2-A:10-B:C code requirements
- Fits Easily Inside Standard Fire Box
- Commercial-Grade Metal Valve and Trigger
- Rechargeable
- Ideal for Offices, Homes and Workshops
- Monoammonium Phosphate Extinguishing Agent
- 12-Year Limited Warranty



FE4A60B

10lb. Commercial
Fire Extinguisher

- UL rated 4-A:60-B:C
- Fits Inside Standard Fire Box
- Commercial-Grade Metal Valve and Trigger
- Rechargeable
- Ideal for Offices and Commercial Applications
- Monoammonium Phosphate Extinguishing Agent
- 12-year Limited Warranty



FE20A120B

20lb. Heavy Duty Commercial
Fire Extinguisher

- UL rated 20-A:120-B:C
- Commercial-Grade Metal Valve and Trigger
- Rechargeable
- Ideal for Commercial and Special Applications
- Monoammonium Phosphate Extinguishing Agent
- 2-year Limited Warranty



FEBRA2-6

Steel Fire Extinguisher Bracket

- Designed for secure mounting in Marine and Vehicle Applications
- Fits Models FE5GO, FE10GO, FE1A10GO
- Approved for Marine Use



FEBRA5-6

Steel Fire Extinguisher Bracket

- Designed for Mounting Heavy Duty Fire Extinguishers
- Fits Models FE2A10GR and FE3A40GR
- Approved for Marine Use



rechargeable

brackets

additional

SAFETY PRODUCTS

escape ladder



EL52-2 2-Story Escape Ladder

- 14-foot Long Assembled Escape Ladder
- Strong Steel Construction
- Large Hooks Secure Easily to Window Sills
- Slip-Resistant Rungs
- DuPont Cordura™ Nylon Strapping
- 6-Year Limited Warranty
- Tested to ASTM standards
- Also available in 3-story length: **EL53W-2**



PIR720R Motion Sensor

- Motion Sensing Hand-Free Socket Automatically Turns on Light when you enter room and off when you leave
- Installs in Existing Light Socket
- Senses Movement in all Directions (12-foot range 360°)
- For use with 25-100 watt Incandescent Bulbs
- Ideal for Laundry Rooms, Basements, Walk-in Closets and Garages

motion sensing

For additional safety information visit www.firstalert.com

