

Alarm Call[®]

– immediately identify
false alarms & avoid
unnecessary
evacuations



Save £1000's in staff time, lost revenues
and costly insurance surcharges.



Have you ever really added up the cost of false fire alarms?

According to the latest National Statistics data, there were 337,300 false alarms in 2010-11. Not only do these false alarms represent a considerable drain on the resources of the Fire and Rescue Services both in terms of lost time and financially, but also their impact on commerce and industry is significant in terms of interrupted productivity, down-time and loss of revenue.



The Heavy Costs of False Fire Alerts

Lost Revenue - In large stores and supermarkets the sales revenue lost during a false evacuation is tremendous. One supermarket chain had over 1000 false evacuations during 2004, resulting in lost revenue of over £10,000,000!

Lost Customers - Whether you fail to meet your production schedule or you evacuate customers from your store unnecessarily, the net result is lost customers.

Lost Production - In industry the cost of lost wages is further compounded by lost production. Many production lines can take several hours before they can be started up again.

Lost Wages - The average false evacuation takes at least thirty minutes until the "all clear" is sounded. For premises housing many staff this can add up to £1000's in wasted wages each time.

Stress - Customers and staff caught up in a fire alert can become extremely stressed, sometimes resulting in panic or stress related illness.

Legislation requires all premises with remotely monitored fire alarms (RMFAs) to pay a fee and register with their local Fire and Rescue Service. Each false alarm that involves an unnecessary fire service response will result in that response level being reduced, leading to the real possibility of alarm response being withdrawn completely, and a requirement that you notify your insurance company which could result in a substantial increase in your premiums.



The CST AlarmCall[®] system prevents unnecessary evacuations

AlarmCall from CST is a cost effective new wireless system that gives both Industry and Commerce a real alternative to regularly haemorrhaging money through false alarms.

Based on a sophisticated paging system, AlarmCall immediately notifies the designated fire marshals exactly where an alarm has been activated. They then have a 3-minute check time in which to establish the validity of the alarm, prior to it reaching the "call-out" status.

Working as a team, one marshal will go to the source of the alarm whilst the other goes on standby next to the central alarm panel. If, as in the case of 90% of alarms, the call is false, the marshals can communicate via phone or two-way radio and the "call-out" can be aborted.

During AlarmCall's first day of operation at a megastore location in Greater Manchester, no less than three hoax alarms were identified and invalidated - saving that retailer upwards of thousands of pounds in just one location and in just one day.

If you want to find out more about CST's products and services, contact us on:

 **0800 389 5642**

 **sales@call-systems.com**

 **www.call-systems.com**



AlarmCall[®] - the safeguard you can't afford not to have

DeafCall[®]

alert your hard of hearing staff in case of fire

Recent legislation requires all UK employers to make provision for disabled staff and customers, particularly in the area of fire safety. This is where CST's DeafCall Pager System comes into its own, providing an easy-to-use, low cost solution that is compatible with most alarm systems on the market.

Using the same silent paging system as AlarmCall, DeafCall sends a strong vibration to every pager together with a text message. A further text message will identify the location of the fire hazard, enabling the recipient to make informed choices about the evacuation route.

DeafCall from CST - a quiet revolution in fire safety for the deaf and hard of hearing.



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