

# THE P50 REVOLUTION

QUARTERLY NEWS FROM ECO FIRE SAFETY...

AUTUMN 2019

## Introduction

It's been a very busy summer here at EFS, driven mainly by the demand from customers making the switch from their old metal extinguishers to the revolutionary P50. It's not surprising because the P50 is easier to use, more environmentally friendly and more cost effective than having traditional metal extinguishers.

We also launched our Fire Risk Assessment Service to help our clients ensure they are fully covered.

On Page 4 you can also learn all about a new product for the construction industry; the

SafteyHub. This is a fully configurable site safety point makes life much easier and safer for the industry.

As ever, our advice is free and we are easy and professional to deal with so let us know if we can assist.

Yours Sincerely



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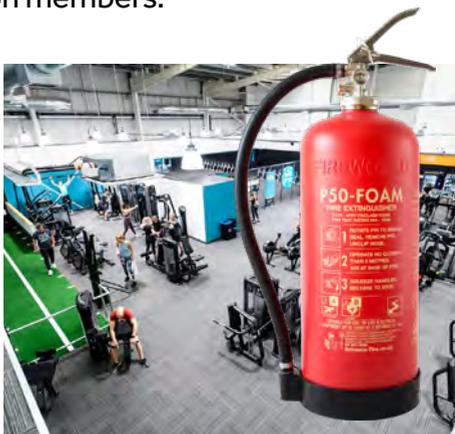


## UK's Largest Fitness Chain Chooses P50

The UK's largest fitness operator has chosen the P50 to protect its 200-plus gyms and more than a million members.

Fast-expanding PureGym is installing the multi-use composite P50, the only extinguisher that needs no external servicing contract and can be maintained in-house by trained staff, in its new gyms, with a programme to replace metal extinguishers in all its premises.

Eliminating the process of "organising and chasing" external servicing was the driving force behind the decision to swap metal



"On average we are installing half the number of P50 extinguishers compared to the old metal ones in our new sites or existing sites going through renewals of extinguishers," Mr Shevlin said.

The installation of hundreds of units across England and Scotland is running alongside the programme to fit P50s across Heathrow Airport's terminals.

Heathrow chose the fire extinguisher because it fitted with its sustainability strategy to reduce its carbon footprint.

PureGym's investment comes at a time when sales of P50 are growing at 45% already this year, with three shifts running at our Norfolk factory and further growth predicted.

Britannia Fire's Sales Director Andy Spence said: "The P50's innovation and technology is



*in line with what the modern world demands. It is a made in the UK product. PureGym highlighted the in-house maintenance as the most important factor. For Heathrow, it was sustainability to help its strategy to lower its carbon footprint.*

*"P50s are also in emergency vehicles, including ambulances. The P50s were chosen for emergency vehicles to keep vehicles on the road. Servicing means emergency vehicles have to be taken out of action.*

*"For our marine and offshore market, it is the P50's lack of corrosion that is a real sales trigger, as well as the cutting the servicing offshore."*

PureGym was launched in 2009 and pioneered the model for affordable, flexible and high-quality fitness clubs in the UK. Most of its sites are open 24 hours a day and offer a full range of high-quality equipment without the need to commit to a 12-month contract.



extinguishers for the P50 as well as the major savings the investment would bring.

PureGym's head of risk Malcolm Shevlin discovered the P50 and its special features at a presentation by a fire and rescue service.

The fact that fewer P50 units were needed to replace metal extinguishers was also a big appeal.



## Safety Hub

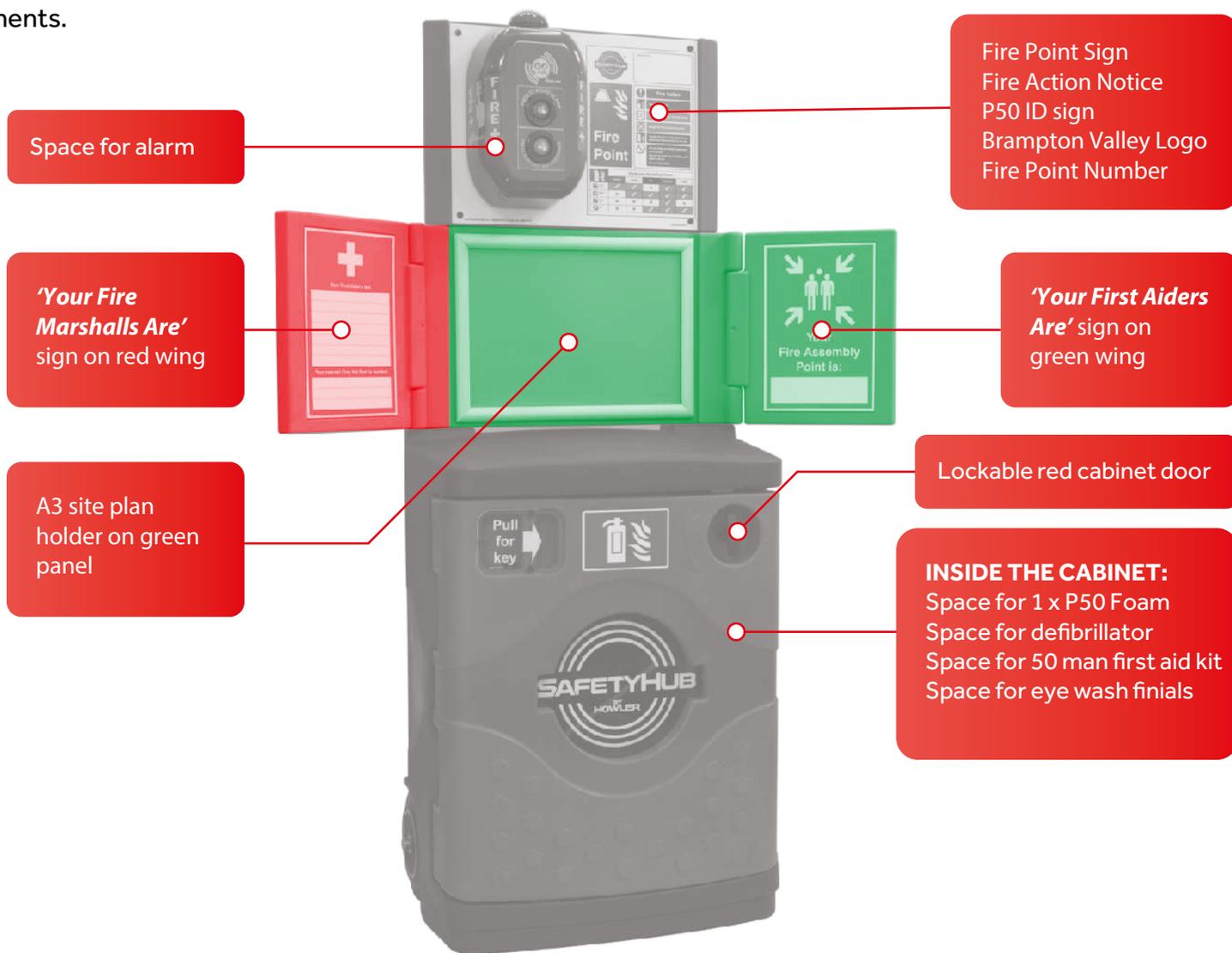
Say 'hello' to the SafetyHub – a unique, fully configurable site safety point that you can tailor to your exact requirements.



SafetyHub is a new concept that is so much more than just a mobile fire point: it can be configured as a PPE station, First Aid point, Fire Safety centre, Spill Response hub, Safety Information centre... in fact, it can be configured to be exactly what you need it to be, wherever you need it.

Designed to be 100% recyclable, every element of the SafetyHub is constructed from materials that are tough enough to survive the harshest treatment whilst minimising environmental impact, particularly at end of life – which should be a long way off, as it's very durable indeed!

Perfect for use on construction sites, in factories, workshops, filling stations, on civil engineering projects, at events and in pretty well any other kind of busy environment you can think of, SafetyHub is equally at home indoors or outside and will be invaluable for ensuring the safety of everyone on site.



## The Great P50 Switch...and why it's a no brainer!

There are so many good reasons to choose the P50 and replace your old metal extinguishers including: ease of use, lower costs, improved on-premise security, less inconvenience and the P50 is kinder to the environment!

We asked our customers what their main reason for choosing the P50 was, here's a few..

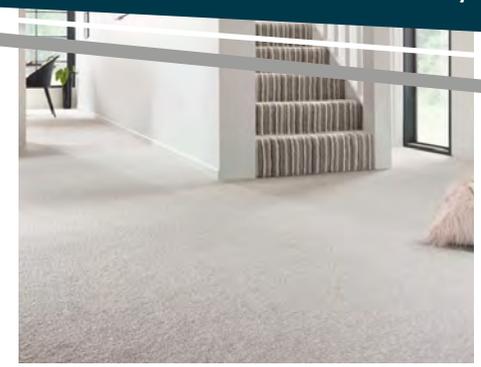
- Heathrow Airport chose the fire extinguisher because it fitted with its sustainability strategy to reduce its carbon footprint.

- Ambulance Services and Transport companies choose the P50 because it means they can keep vehicles on the road, and they don't have to be taken out of action to service the extinguishers.
- Wentworth House chose the P50 because they liked the fact that the public would only have one extinguisher to choose from as opposed to two. This meant less confusion in the event of a fire.

Adoption of the P50 is growing faster than ever, take a look at some of the companies that have made the switch recently.



## Carpet Specialists Pull the Rug on Traditional Extinguishers!



Carpet & Flooring Ltd are a commercial wholesale supplier of floor coverings with over 30 years trading and employing more than 300 people.

With 12 distribution centres around the UK, they offer next day delivery on their vast range of carpets, carpet tiles and vinyl. This has earned them a firm reputation among flooring contractors and specifiers as a trusted brand and supplier of high-quality products.

*"We have been aware of the P50 for a few years and decided to leave our current supplier once we realised the potential benefits, we couldn't see any reason to stay with our old metal extinguishers", explained Dylan Sweeney, National Operational Risk Manager for Carpet & Flooring.*

*"Like any business we are always looking to improve health and safety, especially fire related. When I received an email from Eco Fire Safety with their short video explaining the benefits of the P50 over traditional extinguishers, I decided to take them up on their offer of a free survey and demo", added Dylan.*

Eco Fire Safety provided a detailed survey and report identifying both fire safety improvements and cost savings for Carpet & Flooring Ltd across their 12 locations. Our recommendations reduced the overall number of units by almost 50% and enabled the client to service the new P50's in house, without the need for costly external service engineers. Naturally, suppliers of old traditional units aren't a big fan of the P50!

*"We have halved the number of units required but with no decrease to our fire coverage rating", explained Dylan. "We anticipate the P50's will pay for themselves within the first 2 years and save us between £1000 - £2000 per site annually on service and maintenance! We would happily recommend Eco Fire Safety because they operate within our own ideals, great product and superb service".*

## Servicing Your P50 In-House

Our customers love the fact that they don't have to have their P50's inspected by an external engineer. By delegating the task in-house you can save time and money. It also eliminates any security or work interruption issues.

Carrying out your own in-house inspection of the P50 is straight forward and takes just a few minutes per unit.

This video shows the simple process:

## The P50 Brochure – All You Need to Know!

If you would like to download the new P50 brochure in PDF format, click [here](#)...



## Britannia P50 Featured on ITV's Made in Britain

The ITV show, Made in Britain, recently visited Britannia Fire to produce a short feature film on how the revolutionary P50 is made.

In case you missed it, you can watch the entire manufacturing process by clicking on the following link...

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