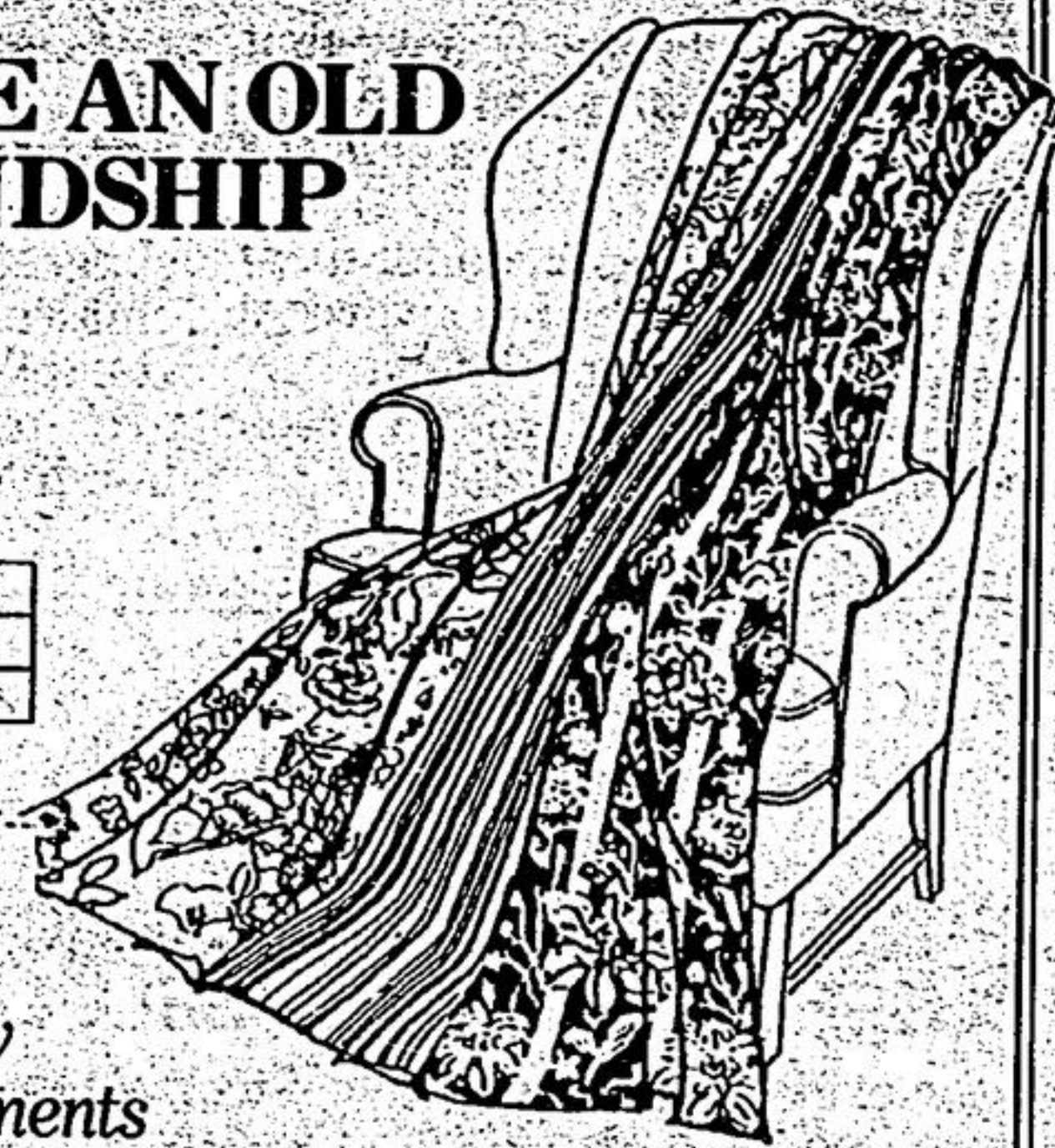


# Interiors

## New generation of smoke alarms more sophisticated

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Death tolls from home fires is declining, according to recent findings of the Consumer Product Safety Commission, down to 6.8 deaths per 1,000 home fires in 1984 from 7.3 in 1980. One reason for the decline is that many people are installing smoke detectors.

Yet this death rate still remains high. Fire officials believe lives can be saved with more installation of smoke alarms and a commitment by consumers to ensure the alarms are working properly.

Some concerned smoke detector manufacturers are responding to this call by developing a second generation of smoke alarms that offer special features

designed to motivate consumers to install these life-protecting products.

"The basic smoke detector that gained widespread acceptance in the '70s was effective for its ability to sound an alarm in case of fire," says Jacqui Black, director of marketing for Jameson Home Products, Inc. "However, technological advances have enabled us to develop more sophisticated alarms that can better address needs of consumers."

For example, as many cooks can attest, a smoke alarm may sound when harmless steam or smoky fumes from cooking waft the smoke detector's way. Such nuisance alarms are cited by

many consumers as a major reason for not installing a detector or taking the battery out of an existing one.

And if a smoke detector is purchased, it's placed away from the kitchen — the room where some 65 per cent of home fires occur.

There are now alarms with false alarm control that allows the user to push a button to prevent or silence the alarm for 15 minutes. However the unit will detect any high concentration of smoke from a real fire and override the "hush" feature to sound the alarm. It's one of the first smoke alarms on the market for kitchens.

Another new smoke alarm provides added protection for some hearing-impaired individuals and deep sleepers.

"Research has indicated that many individuals, either with hearing problems or those who are simply deep sleepers, may not hear the 85-decibel horn found on conventional smoke detectors," says Mr. Black. "We have a smoke alarm that features a horn nearly twice as loud as standard alarms."

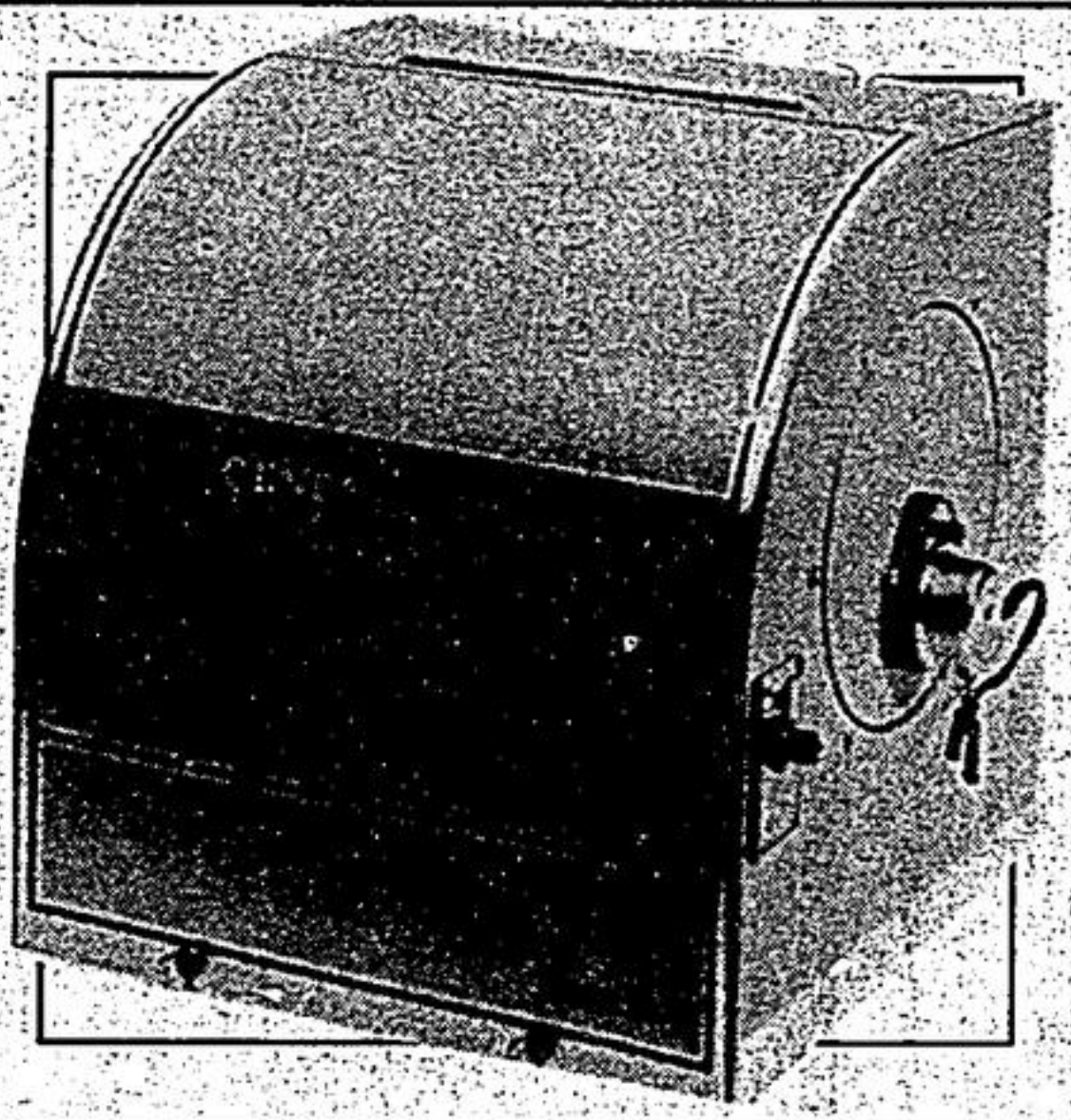
The special needs of families also have been addressed by smoke detector firms. A new model includes a remote horn connected to the smoke detector by 75 feet of wire. It may be placed in a child's room and the remote horn near the parent's bedroom or an area of the home that is frequently occupied.

When the detector senses smoke, both the detector and remote horn sound the alarm.

Important features standard today on many smoke detectors include a low battery "beep" indicator and a flashing LED light to indicate the unit is receiving power.

"Almost 90 per cent of all fire-related deaths occur in homes not equipped with an operating smoke alarm," Mr. Black says. "Such a statistic, and the new generation of detectors, should convince consumers more than ever of their value."

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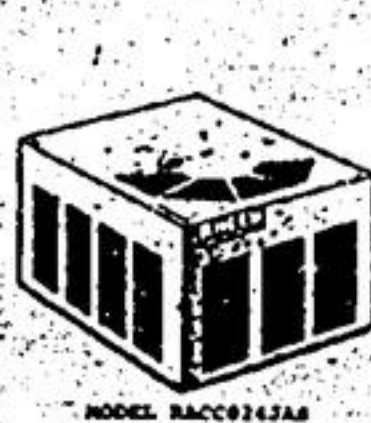


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