



From the Desk of Alan Reti

Hi – It's Alan here,

With 20 years of experience and thousands of fire safety equipment inspections under my belt, I've seen my share of improperly mounted and protected fire extinguishers.

And I've come to know how to spot ways to provide value added services to my clients.

Over half of the extinguishers we inspect and service, a majority are used in harsh environments where they come in contact with mud, snow, water, corrosives, even oils that may prevent the safe use of the extinguisher.

Replacing old fire extinguisher covers that are badly in need of replacement is one area you can provide added value the next time you fulfill an order or provide a safety inspection for your clients.

Let me explain.

We've serviced more than 25,000 extinguishers. Most are protected with the old pvc vinyl brittle sun-faded protective covers with the slit in the back. I've found extinguishers rusted at the neck or the base because their old covers didn't adequately protect them from their storage environment.

That's where our Fire Extinguisher Protective Covers come in and I've enclosed two samples for you to inspect and quality test.

More than that, we've turned the covers into a prominent business card that can't get lost in the rolodex or slipped through the cracks.

The signage on our covers can be customized to display your service company details - so whenever your clients walk past an extinguisher, or use it, they instantly know who to call for replacements.

It's like putting your business card in your clients' hands every day.

Our precision templating ensures your company's identify will stand out clearly and permanently. It won't rub off or fade over time.

This creates a lasting impression of your company's quality and reliability.

The AR Fire Equipment Innovation extinguisher cover:

- Is made from a unique patented polymer that's resistant to our harsh weather conditions. It's especially suited to the extreme cold temperature of our winters.
- Provides durability that repels industrial by-products such as manufactured dusts, fertilizers, oils even mud and water.
- Encloses the extinguisher so its corrodible parts are better protected from the elements.
- Will last indefinitely indoors. With our patented 2-year UV protection, standard covers only provide 1 year UV protection against fading, tearing, and ripping.
- Includes an address label that prominently displays your service company's logo and contact information for easy re-order.
- Includes a clear window that will not fade or crack due to the sun's harmful UV rays so you can easily see the gauge and ensure the tamper seal is intact.
- Includes fully customizable safety signage – you can layout your safety protocols in whatever format you may specify, front and/or back.
- Your customized look can include multilingual alert signage such as English, French, even Spanish, as per your samples, which addresses the North American marketplace or other.
- Is available in two sizes (10lb and 20lb) compatible with all extinguishers. As you can see, the small cover fits over 5# & 10# extinguishers and the larger cover accommodates 20#, 30#, even cartridge operated extinguishers.

Your clients will use your services again and again for utilizing our quality protective cover. Not only that, our cover costs a fraction of what lesser comparative covers typically retail for – around \$15.00 plus without your company's name on the cover.

This is a cover that stands out apart from the rest, makes fire extinguishers easier to locate and use, especially in situations where visibility might be compromised.

Your clients can be confident their extinguisher will perform in any emergency situation. They'll also be reminded of who provided them this superior protection.

Be the first to respond within fifteen days of this Special Offer. If you order 1,500 covers at \$1.50 for 10#, and / or 1,500 covers at \$2.00 for 20#, we will waive the usual cost of the copper template of \$300.

In fact, we are so confident of our covers, that we will invest our logo copywriting services at no additional cost for this Special Offer. Typically we charge in excess of \$750 for all graphic art work.

This is a steal considering we retail our covers for around \$5.00 each for a 10# cover. It means a healthy mark-up for you when you retail the covers to your clients.

Sincerely yours,

Alan B. Reti
President

P.S. I promise that your order will be imprinted exactly to your specifications. Simply indicate the changes you require on the enclosed Order form below.

P.S. S. **Your 100% Satisfaction is Guaranteed** – Order with confidence. If for any reason you are not completely satisfied with your order, simply return it for a full refund or replacement.



Okay Alan! Here's my order!

We want to waive all set-up fees and order 1,500 - 10# covers and 1,500 - 20# covers with our company name on the front for all to see. \$1.50 / 10# cover, \$2.00 / 20# cover

We want to waive all set-up fees and order 1,500 - 10# covers and 1,500 - 20# covers with our company name on the front for all to see - **but** we only want half (750 each size) at first, with the remainder of the order to be shipped with the balance due in 6 months.

Our logo captured below is correct

Change my imprint to:



No Imprint Desired.
Minimum case quantity to be shipped
10# - 350 / case, 20# - 250 / case

Additional Imprint Options:
Custom logo, lettering or special characters (\$750 one-time charge:
include black and white artwork, no shading, photocopies or faxes.)

Method of Payment: Shipping and handling additional, FOB Calgary Alberta, G.S.T. additional

Cheque Enclosed: (Payable to AR Fire Equipment Innovations Inc.)

Bill Account (net 30 days, please enclose bank details and trade references)

Visa **American Express** **Master Card**

Card Number

Expiration Date

Signature

(All orders shall be signed)

Date

Title

E-Mail

Telephone

Fax (Required to send you a FREE paper proof of your order)

To Order by Phone, Call 1 866 257 2579 or fax 1 403 262-3108

AR Fire Equipment Innovations Inc., 22 Cougarstone Bay SW Calgary AB T3H 4Z4

We are not responsible for typographic errors that may appear in this letter. This offer is subject to modification or withdrawal without prior notice. Our intent with the use of your logo, captured from website or other media, is to assist in the portrayal and branding of your company through the use of extinguisher covers. The use of your captured logo will not be identified on any related media associated with AR Fire Equipment Innovations Inc. or affiliated firms without your permission to do so. Please submit the correct vectored art and related media that your firm intends to utilize to market your protective fire extinguisher covers.