productcatalog

- smoke alarms
- —carbon monoxide alarms
- fire extinguisherssafety products







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 industryleading 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**



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



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



120-volt AC Plug-In with **Battery Backup**



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



No battery replacement needed for 10 year life of alarm





visibility of hazard level and peak level

Tamper-resistant design

programmed

wireless



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

Eco-Friendly: completely recyclable

No Rewiring: EZ adapter included.

Backlit Digital Display for greater

Fits most Kidde & Firex alarms

as an electronic device



Microchip minimizes false alarms





2 AA Batteries/Battery Backup



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



Mutes unwanted alarms



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



EZ access battery door

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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

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 Shelf Display Part#: AF400-18SD



18 piece Floor Display Part #: AF400-18FD



18 piece Gravity Display Part #: AF400-18WP



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.







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

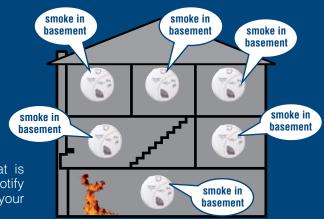
Wireless Enabled 120-Volt AC Hardwired Smoke Alarm

- 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





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)





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



































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/Testuses 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







































- 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





- 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





















combination

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



















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







































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





- 120-volt AC
- Single Button Silence/Test
- Tamper-Resistant Locking Pins
- Universal Mounting Bracket
- 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 Also available in clamshell: SA9120BCN













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







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











- 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

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



































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

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



- 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



FEBRA2-6Steel Fire Extinguisher Bracket

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

FEBRA5-6Steel Fire Extinguisher Bracket

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







- 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

escape ladder

environmetal SAFETY PRODUCTS

LT1 Lead Test Kit

- Tests paint and other items for lead content
- Kit includes all test materials
- No lab-testing necessary



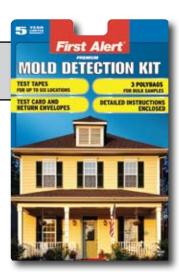
RD1 Radon Gas Test Kit

- Everything included for a complete mail-in radon test
- Kit includes all test materials, manual and preprinted return envelope
- Listed under EPA Radon Gas Measurement Proficiency Program
- Lab test fee included—no additional fees required



MT1 Mold Test Kit

- Tests desired and spots for harmful or toxic mold spores
- Everything included for a complete mail-in mold test
- Kit includes all test materials, manual and preprinted return envelope



WT1 Water Test Kit

- Tests water for harmful bacteria, hardness, mineral content and more
- Kit includes all test materials
- No lab-testing necessary







Hardwired SMOKE ALARMS

7010 SERIES

AC & AC/DC Photoelectric Smoke Alarms

- Photoelectric smoke sensing technology
- Single button test/silence
- Optipath 360 Technology[™] patented technology provides 360° of direct access to the smoke sensors
- Perfect Mount allows for easy alignment of alarm
- Dust Cover
- 10 year warranty
- Escape light illuminates path to safety (model 7020B)

Available versions:

7010: AC only

7010B: AC with 9V battery backup

7020B: AC with 9V battery backup & escape light







120V AC & AC/DC SMOKE ALARMS

- Single button test/silence
- Latching alarm indicator remembers which unit initiated an alarm
- Smart Technology helps reduce the number of nuisance alarms
- Perfect Mount allows for easy alignment of alarm
- Dust Cover
- 10 year warranty

Available versions:
9120: AC only
9120B: AC with 9V battery backup
9120AB: AC with 9V Alkaline battery backup
9120LB: AC with 9V Lithium battery backup
9120B-GFD: 9120B 18-pack Gravity Feed Display
91206CP: 9120 in bulk Contractor 6-pack
9120B6CP: 9120B in bulk Contractor 6-pack

9120 SERIES



120V AC SMOKE/STROBE COMBO

- Designed for hearing impaired residents
- Meets the requirements of the ADA (Americans with Disabilities Act)
- Bright 177 candela strobe light
- 1Hz flash rate meets requirements for visual signaling devices
- 10 year warranty

100S



Hardwire C CARBON MONOXIDE ALARMS



SC7010 SERIES

120V AC/DC PHOTOELECTRIC SMOKE & CO COMBO ALARM W/VOICE

- Voice Warning with Location Exclusive! A voice will tell you the programmed location of unit and the danger detected (model SC7010BV).
- Spread Spectrum Horn Tone Lower and varying horn frequency makes it easier for the elderly with normal age related hearing loss to hear the horn.
- Two Latching features Alarm Latch: Remembers which unit initiated an alarm. Low Battery Latch: Identifies which unit is in low battery condition.
- Two silence features can silence the low-battery chirp for up to eight hours or temporarily silence an unwanted nuisance alarm
- 5 year warranty





Available versions:

SC7010B: AC with 2AA alkaline battery backup SC7010BV: AC with 2AA alkaline battery backup and voice

SC9120B



120V AC/DC SMOKE & CO COMBO ALARM

- Single button test/silence
- Latching alarm indicator remembers which unit initiated an alarm
- Two silence features can silence the low-battery chirp for up to eight hours or temporarily silence an unwanted nuisance alarm
- Intelligent Sensing Technology™ helps reduce the number of nuisance alarms
- Perfect Mount allows for easy alignment of alarm
- Dust Cover
- 5 year warranty

CO5120 SERIES



120V AC/DC CARBON MONOXIDE ALARMS

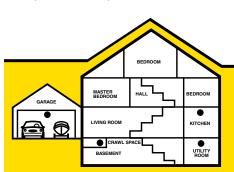
- Single button test/silence
- Latching alarm indicator remembers which unit initiated an alarm
- Two silence features can silence the low-battery chirp for up to eight hours or temporarily silence an unwanted nuisance alarm
- Intelligent Sensing Technology[™] helps reduce the number of nuisance alarms
- Dust Cover
- 5 year warranty
- LCD digital display with memory (model CO5120PDBN)



120V AC/DC HEAT ALARM W/RATE-OF-RISE

HD6135FB

- 135°F Fixed temperature and Rate-of-Rise
- Thermistor heat sensor
- Remote Control Silence/Test uses most remote controls to temporarily quiet unwanted alarms and test alarm functions
- Latching alarm indicator remembers which unit initiated an alarm
- Two silence features can silence the low-battery chirp for up to eight hours or temporarily silence an unwanted nuisance alarm
- 9V battery backup
- For applications not suitable for smoke alarms
- 10 year warranty





This allows the unit to sense a heat rise and alarm prior to reaching the fixed temperature. The alarm will sound when the microprocessor senses a temperature rise of a set number of degrees per minute. This enables a more rapid response to a potential fire.

120V AC SMART STROBE

- Smart Strobe has separate flash patterns to distinguish between a smoke/ heat or CO danger
- Bright 177 candela strobe light
- 1Hz flash rate meets ADA, ANSI 117.1, NFPA 72 and UL 1971 requirements for visual signaling devices
- Can be interconnected with BRK/First Alert smoke, heat and carbon monoxide alarms
- 10 year warranty

SL177

Listed to



RELAY

- Now works with "Smart interconnect" BRK CO alarms
- 120-volt AC-powered
- Form-C contacts that switch between normally open and closed contacts
- Maximum contact rating: 120-volt AC and 30-volt DC; Resistive-15 amps; Motor-1/3 horsepower
- 10 year warranty

RM4



Adaptor Plugs

- Easily connect competitive alarms without rewiring
- For use with most Firex® and Kidde® smoke alarms
- Perfect for retrofit applications

Available: ADK-12 Kidde® adaptor ADF-12: Firex® adaptor

