

# My Thoughts – for what it's worth!

## Simon Reeve's Security Blog – October 2008



Hello, and welcome to my blog. I have put this together to share some of thoughts and observations relating to the security industry, items of interest in the news and any other random things that have popped into my head whilst speaking with customers and colleagues recently. I don't make any promises that you'll agree with my rambling thoughts but I hope this blog does provide points of interest or sparks debate. Please let me know of any comments you have.

### **Come & See Us – RISCO Group UK Ltd Open days**

Great news, I'm coming to see you all! As part of our new product launches this year, we have hosted a number of open days throughout the UK. These days have provided us with an excellent opportunity for us to come face to face with a section of our prospects and customers within a geographical area. We believe that although national shows such as IFSEC are still essential for us to exhibit new products and get feedback from you, these regional open days allow us to bring the shows to your region and offer them on a more personal level.

These open days are held with the co-operation of the communications providers – CSL and Web Way One, the alarm receiving centre – E.M.C.S. and the battery supplier – EnerSYS so all the knowledge you need to tap into is under one roof.



We are coming to the Midlands on **Friday 3<sup>rd</sup> October**. We will be hosting the event at our Nottingham branch which can be found 2 minutes from M1, Junction 26.

**RISCO Group UK Ltd, Unit 10, Martin's Court, Bleheim Industrial Estate, Bulwell, Nottingham. NG6 8US**

We are coming to Scotland on **Friday 17<sup>th</sup> October**. We will be hosting this event at facilities offered by Purple Hotels in Glasgow.

**Purple Hotel, 2 Row Avenue, Renfrew, Glasgow, G51 4SY**

We will have new products, a prize draw and you will receive a FREE iWISE G3 detector trio pack. I hope that we'll see you there!

We will be also be holding a roadshow in the west midlands in the new year, more of which I will tell you about nearer the time.

### **Carbon Monoxide – the silent killer!**

Whilst visiting customers in Scotland a couple of weeks ago I was getting ready in the hotel room and overheard a story on GMTV relating to Carbon Monoxide poisoning. It seems to me that we go through worry cycles and that every year for a week or two we have a big push on these problems and then don't worry for the other fifty weeks.

The headline story referred to a push for a change in the law so that all rented accommodation including local authority owned properties had to have Carbon Monoxide detectors fitted as standard. This is following statistics that 50 people a year die as a result of the poisonous gas each year. The gas is created when combustion occurs incorrectly in items such as gas fires and central heating boilers and as it is completely tasteless, odourless and colourless it is impossible to detect without the use of a detector designed for the purpose. Symptoms of headaches and drowsiness as well as nausea are often ignored and when recognised as CO poisoning it is often too late.

In hard times with a number of companies fighting for the same customer's business, we all need to demonstrate to our prospective customer that we can provide something different. When all of the other guys (and gals) are selling a burglar alarm which really doesn't engage your prospect emotionally they are left to make the decision of who to go with rationally, weighing up the facts – how do you compare?

If we care and engage our prospects emotionally the decision is made because they **like** us, they **feel** protected and they **worry** about the consequences of not going with our solution. This emotional selling is much more powerful than selling on price. What was the last product that you bought for over £500 and why did you buy it? Was it because it had lots of features or was it because you **liked** the colour, design, sales person or **desired** a snazzy gadget to make your life easier?



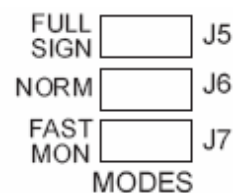
RISCO Group UK Ltd offer 12v wired and wire free Carbon Monoxide detectors which work with most panels and are suitable for new installations and upgrades. These systems are reliable, cost effective and can add value to the installation of a security system sale.

### Product Update – Wire free PIR sleep period

I was recently conducting a training course for one of my customers and an engineer explained that he was confused about something I had explained regarding the operation of our wire free PIR and its sleep period. The advice I gave conflicted with his understanding and caused a near riot between the engineer and one of his colleagues, this has prompted me to mention it in my blog.



When we supply a wire free PIR and Pet Immune PIR the jumper which controls the detectors operation is linked across the NORM position. This setting makes the detector transmit a supervision signal every 65 minutes (randomized at approx. 65 minutes) and also makes the detector operate with a 2 ½ minute sleep period.



The sleep period is what caused controversy, the detector picks up movement and transmits to the receiver. At this point the detector sleeps for the 2 ½ minutes and after that period the detector “wakes up”, detects, transmits and goes back to “sleep”.

The 2 ½ minutes of “sleep time” is simply that, it is NOT 2 ½ minutes of inactivity as has been suggested by a number of customers as their understanding of how it works. If a living room has a detector fitted and a family is moving constantly the detector will wake and transmit constantly every 2 ½ minutes. This is important to know when attempting to clear tampers when installing.

For reference to the other jumper positions:

FULL SIGN still transmits a supervision signal every 65 minutes (randomized) but the detector has no sleep period – it operates like a wired PIR does.

FAST MON has the same sleep operation as the NORM position but sends more frequent supervisory signals every 15 minutes (randomized), which can assist you in the preventing a panel “losing” a detector.

## **Contact Us! – Anytime**

I hope that my rant has proven somewhat useful and will update it for November, let me know if you have anything you would like me to add to my growing blog!

If you require any further information or wish to contact me please contact me by either calling 07970 110021, e-mailing [simon.reeve@riscogroup.co.uk](mailto:simon.reeve@riscogroup.co.uk) or by contacting your local branch.