

Protecting What Matters Most...



2012 Product Catalog

SMOKE ALARMS | CARBON MONOXIDE ALARMS | FIRE EXTINGUISHERS | SAFETY PRODUCTS

First Alert[®]



First Alert is America's Most Trusted Brand in Home Safety & Security

For more than half a century, We have built our name on offering consumers top rated smoke alarms, fire extinguishers and carbon monoxide alarms they can depend on to protect their families.

WE WORK DILIGENTLY WITH BUYERS, FIRE DEPARTMENTS AND OTHER SAFETY ORGANIZATIONS AND LEGISLATORS to educate the public about safety and security. As the most trusted home safety and security brand in America, First Alert produces innovative and necessary products to protect what matters most.

Doing business with us means you're partnering with the leader of the home safety and security category. OUR MISSION: Provide innovative products for simplifying and improving lifestyle while protecting what matters most.

Industry Innovation **For Over 50 Years**

As the industry leader for over half a century, First Alert has become known as the brand America trusts for protecting what matters most. This is due, in no small part, to our innovation. **WE WERE THE FIRST COMPANY TO OFFER RESIDENTIAL SMOKE AND CARBON MONOXIDE ALARMS** and we continue to expand and improve our legacy line with products that consumers can trust to help protect them in the case of an emergency.

We feature dual sensor ionization/photoelectric smoke alarms as well as alarms with voice technology that are more effective at waking up sleeping children versus the standard beeping alarm. We have interconnected alarms that feature our Onelink technology. And our carbon monoxide alarms are put through a rigorous testing process at every stage of manufacturing. Every single alarm is tested along the way and we stand behind our products' capabilities. Our innovation even makes its way to our packaging. We find a way to speak directly to the consumer in a manner that he or she can understand the complicated technologies.

We are the most trusted name in home safety and security because for more than 50 years we've been doing our best to keep the home safe.

Merchandising **Made Simple**



New packaging significantly enhances and simplifies the consumer shopping experience.

KIDS WAKE UP!

VOICE ALARMS ARE MORE EFFECTIVE at waking children*

Studies have shown that children respond quicker to a voice alerting them to danger. Thus, the First Alert Voice Smoke Alarm helps better protect your children compared to standard beeping alarms. These alarms are wirelessly interconnected and utilize Onelink Technology. This means when one alarm sounds, they will all sound to alert you and your children to where the danger is.

*The Effectiveness of Different Alarms in Waking Sleeping Children, International Symposium on Human Behavior in Fire, 2004



SCO501

Combination Smoke & Carbon Monoxide Alarm with Voice & Location

- Choose One of 11 Pre-Programmed Locations (Kitchen, Bedroom, etc.)
- Photoelectric Smoke Sensing Technology – Reduces false alarms and is environmentally friendlier
- Test/Silence Button
- Low Battery Warning
- 2 AA Batteries
- End of Life Timer
- 7-Year Limited Warranty
- Wireless Interconnection Capability
- Voice & Location Feature

ALSO AVAILABLE: SCO501CN-3ST - Single Alarm; SCO500B - Single Box



CO511

Carbon Monoxide Alarm with Voice & Location

- Choose One of 11 Pre-Programmed Locations (Kitchen, Bedroom, etc.)
- Test/Silence Button
- Low Battery Warning
- 2 AA Batteries
- End of Life Timer
- 7-Year Limited Warranty
- Wireless Interconnection Capability
- Voice & Location Feature

ALSO AVAILABLE: CO511B - Single Alarm



SA511

Smoke Alarm with Voice & Location

- Choose One of 11 Pre-Programmed Locations (Kitchen, Bedroom, etc.)
- Photoelectric Smoke Sensing Technology – Reduces false alarms and is environmentally friendlier
- Test/Silence Button
- Low Battery Warning
- 2 AA Batteries
- 10-Year Limited Warranty
- Wireless Interconnection Capability
- Voice & Location Feature

ALSO AVAILABLE: SA511B - Single Alarm; SA511CN2-3ST - 2pk w/ DVD



SA720CN
Smoke Alarm with
Escape Light

- Photoelectric Smoke Sensing Technology
- Escape Light
- Test/Silence Button
- 9V Battery
- 10-Year Limited Warranty

SMOKE ALARMS

PHOTOELECTRIC SMOKE SENSING TECHNOLOGY detects smoke particles most commonly produced by smoldering fires, which may burn for hours before bursting into flame. This sensor also helps reduce nuisance alarms that often come from cooking smoke or shower steam.



SA710CN
Smoke Alarm with
Silence

- Photoelectric Smoke Sensing Technology
- Test/Silence Button
- 9V Battery
- 10-Year Limited Warranty

*ALSO AVAILABLE: SA710LCN - with 10-Year
Lithium Battery*



SA320CN
Dual Ionization and
Photoelectric Smoke Alarm

- Utilizes Both Ionization and Photoelectric Smoke Sensors
- Intelligent Sensing Technology - Reduces nuisance alarms
- Test/Silence Button
- 2 AA Batteries
- 10-Year Limited Warranty

SA305CN

Smoke Alarm with Lithium Battery

- 9V Removable 10-Year Lithium Battery
- Test/Silence Button
- Locking Feature Locks Battery Drawer and Alarm to Base
- 10-Year Limited Warranty



SA303CN

Smoke Alarm with Silence

- Test/Silence Button
- Locking Feature Locks Battery Drawer and Alarm to Base
- 9V Battery
- 10-Year Limited Warranty



SA340CN

Sealed Smoke Alarm with 10-Year Lithium Battery

- 10-Year Sealed Lithium Power Cells
- Meets Local Codes
- Tamper Resistant Design
- Test/Silence Button
- 10-Year Limited Warranty



SA304CN

Smoke Alarm with Escape Light

- Bright Escape Light
- Test/Silence Button
- Locking Feature Locks Battery Drawer and Alarm to Base
- 9V Battery
- 10-Year Limited Warranty

ALSO AVAILABLE: SA304LCN - with 10-Year Lithium Battery



SA300CN

Basic Smoke Alarm

- Test Button
- Locking Feature Locks Battery Drawer and Alarm to Base
- 9V Battery
- 10-Year Limited Warranty



IONIZATION SMOKE SENSING TECHNOLOGY detects smoke particles most commonly produced by fast flaming fires that can spread quickly.

Innovative Safety Solutions



We offer 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.

SA521

120V AC Onelink
Smoke Alarm

- Easily Expand An Existing Interconnected 120V AC System By Replacing One Alarm In the Series with This Alarm
- Photoelectric Smoke Sensing Technology
- Test/Silence Button
- Low Battery Warning
- 2 AA Batteries
- 10-Year Limited Warranty

ALSO AVAILABLE: SA520B - Single Box; SA521CN-3ST - Single Clam

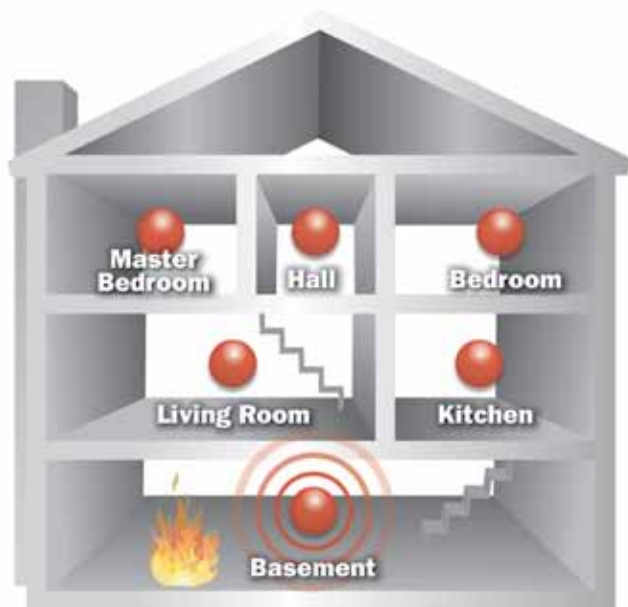


SA501

Onelink Smoke Alarm
Basic

- Photoelectric Smoke Sensing Technology
- Test/Silence Button
- Low Battery Warning
- 2 AA Batteries
- 10-Year Limited Warranty

ALSO AVAILABLE: SA500B - Single Box; SA501CN-3ST - Single Clam;
SA501CN2-3ST - Twin Pack w/ DVD



Standard Alarms



Onelink Alarms
All Alarms Respond As One!

NEW TECHNOLOGY PROVIDES NEW OPTIONS, you can enjoy the same level of protection that new homeowners receive without the cost of an electrician.

CO615

Plug-in with Battery Backup
and Digital Display

- 120-volt AC Plug-in w/ Battery Backup
- Backlit Digital Display
- Front-Access Battery Compartment
- Test/Silence Button
- 2 AA Battery Backup
- Low Battery Warning
- End of Life Timer
- 7-Year Limited Warranty



CARBON MONOXIDE ALARMS



CO605

Plug-In with Battery Backup

- 120V AC Plug-In with Battery Backup
- 2 AA Battery Backup
- Front-Access Battery Compartment
- Test/Silence Button
- Low Battery Warning
- End of Life Timer
- 7-Year Limited Warranty



CO600

Basic Plug-In

- 120V AC Plug-In
- Test/Silence Button
- End of Life Timer
- 7-Year Limited Warranty



CO410

Battery Operated with
Digital Display

- Backlit Digital Display
- 2 AA Batteries
- Front-Access Battery Compartment
- Test/Silence Button
- Low Battery Warning
- End of Life Timer
- 7-Year Limited Warranty



CO400

Battery Operated
Basic

- 2 AA Batteries
- Front-Access Battery Compartment
- Test/Silence Button
- Low Battery Warning
- End of Life Timer
- 5-Year Limited Warranty



SCO7CN

Combination Smoke & Carbon Monoxide Alarm with Voice & Location

- Photoelectric Smoke Sensing Technology
- Electrochemical CO Sensing Technology
- Exclusive Voice Alarm with Location
- 2 AA Batteries
- Test/Silence Button
- Low Battery Warning
- End of Life Timer
- 7-Year Limited Warranty

KIDS WAKE UP!

VOICE ALARMS ARE MORE EFFECTIVE at waking children*



GCO1CN

Combination Explosive Gas & Carbon Monoxide Alarm

- 3-Way Protection against Natural/Methane Gas, Propane Gas and Carbon Monoxide
- Backlit Digital Display
- 120V AC Plug-In with Battery Backup
- 9V Battery
- Front-Access Battery Compartment
- Test/Silence Button
- Low Battery Warning
- Optional Horizontal or Vertical Mounting
- End of Life Timer
- 5-Year Limited Warranty



SCO5CN

Combination Smoke & Carbon Monoxide Alarm

- Photoelectric Sensing Technology
- 2 AA Batteries
- Test/Silence Button
- Low Battery Warning
- End of Life Timer
- 7-Year Limited Warranty



Multi-Pack Merchandising

We not only aim to keep households safe with our products but we want to make the task of creating a safe home turnkey. By packaging multiple safety products together, we make it easier for the consumer to buy the products they need.

This approach to merchandising bodes well for you, too. These packages can be exclusive giving your store an advantage over the competition with an easily marketable product. Now the consumer knows where to go for enhanced home safety at a value.

AF400-FG2

Tundra Extinguishing Spray &
Family Gard Smoke Alarm

SA300CN2

Two Pack - SA300
Smoke Alarms

SCO403

Two Pack -
1 - CO400 CO Alarm
1 - SA303 Smoke Alarm

CO400CN2

Two Pack - CO400
CO Alarms



Is Your State In The Red?

CO
PROTECTION

New State Laws

Educating America on the importance of CO protection and state or local legislation is important to us.

When it comes to safety, you have to not only know how to protect, but what to protect against. **WE WORK CLOSELY WITH STATE LEGISLATORS, LOCAL FIRE DEPARTMENTS AND MEDIA** to inform consumers about the dangers of CO and fire and the laws designed to protect them. Through these efforts it is also made clear how to best equip the home to protect against these dangers.

WE SUPPORT YOUR STORES by helping you educate your employees and create legislative friendly point-of-sale planograms that inform consumers and increase sales. We also work with individual buyers and/or stores to create interactive events that engage and involve the community to again, further educate and drive sales.

Carbon Monoxide poisoning is a leading cause of accidental poisoning in the United States. For more information about smoke and CO legislation, visit firstalert.com/legislation-map*



7020B

**120V AC Smoke Alarm with
Escape Light and Battery Backup**

- Escape Light
- 120V AC with 9V Battery Backup
- Photoelectric Smoke Sensing Technology
- Side Load Battery Drawer
- Tamper Resistant Locking Pins
- Universal Mounting Bracket
- Single Button Silence/Test
- 10-Year Limited Warranty

HARDWIRED ALARMS



7010

120V AC Smoke Alarm

- 120V AC
- Photoelectric Smoke Sensing Technology
- Tamper Resistant Locking Pins
- Universal Mounting Bracket
- Test/Silence Button
- 10-Year Limited Warranty

*ALSO AVAILABLE: 7010B - with Battery Backup;
7010BSL - 120V with Battery Backup & Integrated
Strobe (UL 217 & UL1971)*



SC7010B

**120V AC Smoke &
Carbon Monoxide Alarm**

- 120V AC with 9V Battery Backup
- Photoelectric Smoke Sensing Technology
- Tamper Resistant Locking Pins
- Universal Mounting Bracket
- Test/Silence Button
- 10-Year Limited Warranty
- Front Load Battery Drawer

ALSO AVAILABLE: SC7010BV - with Voice

First Alert Hardwired Alarms can be interconnected with up to 11 additional BRK® and First Alert hardwired smoke or CO alarms and six compatible devices.

SC9120B

120V AC Smoke & Carbon Monoxide Alarm with Battery Backup

- 120V AC with 9V Battery Backup
- Side Load Battery Drawer
- Tamper Resistant Locking Pins
- Universal Mounting Bracket
- Test/Silence Button
- Latching Alarm Indication
- 7-Year Limited Warranty

ALSO AVAILABLE: SC9120BCN - in Clam; SC9120BPCN - with Adaptor Plugs



9120

120V AC Smoke Alarm

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

ALSO AVAILABLE: 9120B - with Battery Backup; SA9120BCN - in Clam; SA9120BPCN - with Adaptor Plugs



CO5120BN

120V AC Carbon Monoxide Alarm with Battery Backup

- 120V AC with 9V Battery Backup
- Intelligent Sensing Technology™
- Side Load Battery Drawer
- Latching Alarm Indicator - remembers which unit initiated alarm
- Test/Silence Button
- 7-Year Limited Warranty

ALSO AVAILABLE: CO5120PDBN - with Digital Display



3120B

120V AC Smoke Alarm with Battery Backup

- Photoelectric/Ionization Dual Smoke Sensing
- 120V AC with 2AA Battery Backup
- Two Latching Features
 - Low Battery Latch
 - Alarm Latch
- Test/Silence Button
- 10-Year Limited Warranty

ALSO AVAILABLE: Adapter plugs ADF-12 and ADK-12



50 years of category leadership makes BRK Pro Standard products the first choice of professionals and contractors for their home safety and security needs. Visit www.brkelectronics.com for more information.



AF400

Tundra Fire Extinguishing Spray

- 4x Longer Spray Time than Traditional Fire Extinguishers
- Non-toxic, Biodegradable
- Easy Clean Up



What is Tundra?

- A fire extinguishing spray that is powerful, effective, and easy 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
- Tundra spray is backed by the consumer-trusted First Alert® brand

How effective is Tundra?

- Tundra spray is more effective than traditional fire extinguishers on common household fires
- 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 extinguisher
- Independent testing has shown the spray pattern is effective at extinguishing electrical fires up to 35,000 volts
- Tundra has been classified by ETL* for fire performance

* 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

FIRE EXTINGUISHERS



KITCHEN5

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: DKITCHEN5 - in Pewter color



AUTO5

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



REC5

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



GARAGE10

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

ALSO AVAILABLE: AUTOMAR10 - in Marine White

HOME1

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: DHOME1 in Pewter color;
MARINE1 - in Marine White



HOME2

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



PRO5

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



PRO10

10lb Commercial Fire Extinguisher

- 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



BRACKET2

Steel Fire Extinguisher Bracket

- Designed for Secure Mounting in Marine and Vehicle Applications
- Fits Models REC5, GARAGE10, HOME1
- Approved for Marine Use



BRACKET5

Steel Fire Extinguisher Bracket

- Designed for Mounting Heavy Duty Fire Extinguishers
- Fits Models HOME2 AND PRO5
- Approved for Marine Use





ADDITIONAL SAFETY PRODUCTS



CO250T
Travel CO Alarm

- 9V Battery Operated
- Loud 85dB Alarm
- Compact Size
- 7-Year Limited Warranty
- Travel Bag Included
- Hinged Door for Easy Battery Replacement



WA100
Water Alarm

- 9V Battery Operated
- Detachable Water Sensor with 6ft. Line Cord
- Loud 85dB Alarm
- Easy Installation
- Compact Size
- 2-Year Limited Warranty
- Ideal For Use Near: Water Heater, Toilet, Dishwasher, Sink, Refrigerator, Sump Pump



EL52-2
2-Story Escape Ladder

- 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: EL53W-2 - 3-Story Length



PIR725
Motion Sensing Light Socket

- 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 & Compact Fluorescent Bulbs
- Ideal for Laundry Rooms, Basements, Walk-in Closets and Garages
- 3-Year Limited Warranty

LT1

Lead Test Kit

- Tests Paint and Other Items for Lead Content
- Quick and Easy Testing with Swabs and Indicator Solution
- 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 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
- Immediate Results by Sampling Water with Test Strips
- Kit Includes All Test Materials
- No Lab-Testing Necessary



For Additional Safety Information Visit firstalert.com or Call Your First Alert Sales Representative

For Additional Information and More Safety Products Visit:
www.firstalert.com
