

The Monitor

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www.apollo-fire.co.uk

 **apollo**
WORLD CLASS FIRE SOLUTIONS

Burning issues



Richard Bramham
Marketing Director

I've always thought that Janus, the mythical Roman god with one face looking to the past and another looking to the future, would have been very good at business. Understanding a company's heritage and strengths, while also adapting and innovating to meet the challenges of a changing market, is the key to continued commercial success.

Apollo's journey from a small specialist company to a world leading independent fire detection manufacturer is built upon our ability to use our past experience to develop new solutions for our customers. Our decision to acquire a Chinese company and extend our reach into the vibrant Far Eastern market is one result of our ongoing strategic assessment of future need.

The central feature of this edition of the Monitor also explores one of the many challenges that Apollo customers are facing; the issue of integration between fire detection and other building management systems (see pages 4 and 5). We have developed a practical and reliable solution to this dilemma in the form of OpenConnect®, which enables fire control panels to talk to other BMS equipment using standard communication platforms.

OpenConnect also demonstrates another of Apollo's key business principles: partnership. This latest innovation could not have been realised without collaboration from our Panel Partners, and it is they who will deliver the benefits of the new system to market. Another example of successful partnership is shown on page 7, where we celebrate the relationship between Apollo and Ampac, our representative in the Asia Pacific region.

So, in this first edition of the New Year, we thank you for your continued business and look forward to working with you in 2011.



Photo courtesy of Richard Spiers, Friends of Strawberry Hill

Strawberry Hill forever

An Apollo fire detection system has been chosen to protect the newly refurbished Strawberry Hill, an internationally recognised historic house.

Strawberry Hill is Britain's finest example of Georgian Gothic revival architecture.

The house was created by Horace Walpole, the son of Britain's first Prime Minister Sir Robert Walpole, from an original building dating back to 1698. It quickly became internationally famous for its design, based on the great gothic cathedrals and abbeys of the era.

During Walpole's tenure, the house became home to a vast collection of art and antiquities that reflected Walpole's social position and aspirations as an innovator of style. Following his death, the contents were sold off in 1842 and the house gradually fell into a state of disrepair. The World Monuments Fund included it among the 100 most endangered heritage sites in the world.

In response the Strawberry Hill Trust was formed and, using restoration grants, they initiated its repair. The Grade I listed building reopened to the public in October 2010 after a two year, £9 million restoration process.

"Strawberry Hill needed a modern fire detection system to protect its contents, visitors and staff"

Like any other public access building, Strawberry Hill needed a modern fire detection system to protect its contents, visitors and staff. The fire system was designed by M&E consultants Martin Thomas Associates Limited and installed by contractor Multiserve. Apollo customer Technical Alarm Systems won the contract to supply and commission the fire system in a competitive tender.

Apollo's analogue addressable XP95 range was specified to meet the main fire protection requirements, with aspirating fire detectors used in some rooms to preserve the historic décor. XP95 Isolating Sounder Bases were used to minimise the number of devices required and to provide adequate warning in the event of an emergency. The fire system is configured around an Advanced Electronics MX4404 control panel and interfaces with other critical equipment.

Strawberry Hill became a tourist attraction during Walpole's life-time, with many people trying for one of the four visitor tickets that Walpole allowed per day. The house is just as popular today, with public interest being so high that it was fully booked for the first couple of months after its reopening.

NewsBytes

GUARANTEED FOR LIFE!

All Apollo products are now guaranteed in accordance with the recommended working life of the product, which for detectors is 10 years (5 years for CO detectors). This guarantee further enhances the assurance of the quality and reliability of Apollo products and service. For further information, please refer to our current General Conditions of Sale on our website.

2011 CATALOGUE

Have you received your copy of the new 2011 Apollo product catalogue? The latest version has been updated with new product and approvals information and is available to download on the Apollo website, www.apollo-fire.co.uk. If you would prefer to receive a hard copy please email us at marketing@apollo-fire.co.uk with your address details.

NEW APPOINTMENTS

Andrew Thomson has been appointed as Apollo's new UK Regional Sales Manager for the North East and Scotland, following the retirement of Brian Melville. Paul Costigan has joined the Apollo team as Warehouse Manager and will help the existing team to improve warehouse and inventory processes.

Cover story



Apollo Fire Detectors Limited has acquired the business and assets of Chinese company Beijing Luhe. The company is CCCF certified and the acquisition represents a strategic decision to further strengthen Apollo's presence in China.

Paul Fisher, Apollo's China Programme Manufacturing Director, explained: "CCCF certification is limited to a certain number of fire product manufacturers. Acquiring a locally based company is therefore a sensible way of securing market share. Beijing Luhe was a very good fit with Apollo's business model."

The Chinese company, Apollo (Beijing) Fire Detection Product Company Limited, employs 65 people.

Let's work together

The integration of a fire detection system and a building management system seems like a sensible and desirable goal. The Monitor reports on Apollo's new solution.

Buildings today can have any number of systems installed in order to control security, fire, comfort and environmental issues, most of which are already integrated. It would therefore seem practical to include fire detection in this; to create a single system for building management. Doing so would present the user with a single, common interface, thereby making things much simpler, cheaper and more efficient.

Despite the apparent benefits, there are a number of valid arguments for keeping fire detection systems separate; not least because they are safety-critical. For this reason, fire detection should therefore theoretically take precedence over any non safety-critical equipment and remain completely independent. For example, is it worth the risk of a fault in the lighting circuit knocking out the fire detection system? In addition, if the different systems are kept separate then the user cannot mistake the visual and audible warnings of a fire alert for anything other than an alarm.

It must also be considered that fire detection systems are subject to much tougher standards and controls than other building management processes. There are many regulations governing the integration of fire detection systems, meaning that a highly accomplished system

designer and installation engineer are needed in order to understand the application standards and which takes precedence where different systems meet. The latest recommendation is from the European Standard, DD CLC/TS 50398:2009, which has been adopted by the UK as a draft for development and states 'the integrated alarm system shall be designed so that any application is not adversely affected by any other application in normal conditions'.

"A single device to control these commands would prove much cheaper and easier to install and maintain".

In practical terms, it is already clear that a degree of interaction between systems is required if safety-critical procedures are to be effective. Integration between fire detection and building management systems can be achieved by making the actions of one system or component dependent on the signal from another. This is the method that has been chosen to date, with the installation of ancillary devices and interfaces allowing a fire alarm to trigger other pieces of plant and equipment. Actions can include opening and closing doors, shutting down air conditioning, or stopping passenger lifts safely at ground level.

Many of today's applications include numerous interfaces, and in the case of a large project the cost of installing multiple devices to enable limited integration can soon mount up. A single device to control these commands would prove much cheaper and easier to install and maintain.

Apollo has developed a product that can do this. OpenConnect Gateway will replace the need for installing numerous interfaces by allowing the fire detection system and building management system to communicate directly. OpenConnect Gateway is a simple, off-the shelf product that will take the information from your fire alarm control panel and connect it to a building management system using standard protocols.

Installing OpenConnect means that the fire detection will remain separate from the building management system but enable communication between the two; thereby ensuring that the integrity of the fire detection system is maintained. More details of this exciting new development will be available soon.



Apollo go worldwide on the web



Apollo are continuing to strengthen their international reach by launching two new international versions of their website. The two new websites are part of an ongoing commitment to customers worldwide and aim to highlight products and features specifically for the American and Chinese markets.

A Chinese version of the Apollo UK website has been designed and launched in order to support this important region. The site was launched at the China Fire 2010 Exhibition where Apollo had an impressive and very busy stand, receiving in excess of 400 enquiries. The Chinese version of the website can be viewed direct at www.apollo-fire.cn, or by clicking on the "change country" link from the UK site.

A new US website has also been launched. Differing from the other versions, the US website includes an interactive map of regional distributors. This is due to the large number of sales locations in the US, and will allow users to find the relevant contact information. The US website can be viewed by visiting www.apollo-fire.com.

Both websites retain many of the features from the original English version of the site, such as Apolloplus, the Product Selector and an RSS feed that provides the latest news on the homepage, plus a new intuitive menu and site structure. The Apollo websites allow users to explore applications and customer case studies, which will help customers to find suitable products for their requirements.

Sound and safety

Apollo is developing a new sound testing facility at its headquarters in Havant. The new facility will extend Apollo's inhouse testing capabilities further and will allow the testing of all types of audible alarm devices, including voice alarms.

The new facility will comprise a hemi-anechoic chamber, which is a room that is insulated from exterior sources of noise and is designed to stop reflections of sound. The chamber has a cut off frequency of 100Hz.

Although Apollo was able to undertake some sound testing previously, investment in the sound chamber ensures that our R&D team can develop Apollo's growing range of AV devices to meet relevant approvals using purely inhouse facilities. This will speed up delivery of product to market, encourage further innovation and ensure our products deliver the quality and reliability our customers expect.



Ampac serves a territory that extends from Australia to the Pacific Islands such as Fiji and Tonga in one direction and as far as South East Asia to countries including Vietnam, Hong Kong and Malaysia in the other. Headquartered in Perth, Western Australia, Ampac has a network of customer service offices in other major Australian cities, and a base in Auckland, New Zealand. The company also has a European subsidiary, established around 10 years ago, that is based in the UK.

Ampac and Apollo have been working together since 1993. During this time, Ampac has grown to be one of Apollo's top three customers; a clear indication of the significance of the region and the growth that it has experienced in terms of fire detection.

Commenting on the mutually successful relationship between Apollo and Ampac, Kim Williams, Sales Manager for the Asia Pacific region, said: "There is a great deal of synergy between our two companies, including an emphasis on quality, trust, reliability and excellent customer support. These common goals have enabled us to work very closely together to build a successful working relationship and grow our mutual business in the Asia Pacific."

In the past 17 years, Ampac and Apollo have won projects covering a variety of different environments. Applications have varied from a 540MW hydro-electric power station on the Waitaki River in New Zealand to international hotels, such as the Hilton in Auckland and the Sheraton in Perth.

Ampac is also responsible for fire detection in many of the territory's major hospitals. One example is the Monash Medical Centre, Victoria. Ampac began work on this site in 2001 with the installation of a networked system including 6000 Apollo fire detectors, and they continue to provide customer support, maintenance and system extension services today. Ampac has also recently secured two new hospital projects at Fiona Stanley, Western Australia and the Gold Coast, Queensland.

The wizards of Oz (and other places)

Ampac and Apollo have a successful long-term partnership that has seen business in the Asia Pacific region increase significantly. The Monitor finds out the secret of their success.

Great South Run



Richard Johnson, Production Engineer at Apollo, recently took part in the Great South Run to raise money for Sam's Fund. This charity is close to our hearts as it was set up to support the grandson of an Apollo employee. Sam (pictured left) suffers from Cerebral Palsy and the fund is helping him to live as much of a normal life as possible as he starts school. Richard raised an impressive £300 for the cause.

Middle Eastern delight

A new, 28 million square feet luxury residential development in Bahrain has been equipped with an Apollo-based fire detection system. Riffa Views sets the standards for luxury residential developments, containing over 900 villas and including a number of sporting, social and entertainment venues.

Riffa Views Golf and Country Club is one of the venues that is now being protected by Apollo. The Royal Golf Club is home to Bahrain's first 18-hole championship golf course, which has been designed by international golfing legend Colin Montgomerie. The state-of-the-art Country Club, which boasts a swimming pool, multi-purpose sports court, children's play area, Italian restaurant and a gymnasium and sauna, is protected by a fire detection system based on Apollo's XP95 analogue addressable range.

Apollo XP95 fire detectors were also chosen to protect Riffa Mall. More than 450 detectors and almost one hundred ancillary devices were installed at the high class shopping complex on the Riffa Views development.

The contract to supply and install fire detection systems to a number of venues on the complex was awarded to Khayber Trading, who have represented Apollo in the territory for many years.

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Series 65 security

Apollo's Series 65 12V Relay Base allows reliable, high quality fire detection to be integrated into home security systems. This opens up some significant opportunities for fire system designers and installers to win additional work.

The Series 65 12V Relay Base incorporates a single-pole, voltage free changeover contact for switching ancillary equipment. This will allow it to function in security applications as well as part of a fire system. When the detector changes to alarm state, the relay is energised, causing the contact to change state. In the latching mode the contact will remain in this condition until the detector is manually reset, but in the non-latching mode the contact automatically re-sets both itself and the detector.

Designed to operate over a voltage range of 10 to 15 volts, the relay base is operated by the detector and must therefore be fitted with a Series 65 smoke or heat detector to function. Installation is simple, due to the 'one way only' fit feature common to all Series 65 bases that eliminates the possibility of fitting a detector incorrectly.

Diary Dates

6-8th April - ISC West, Las Vegas, USA

16-19th May - International Firex 2011,
Birmingham, UK

If you would like more information on any of Apollo's products or services, please visit the website at www.apollo-fire.co.uk, email us on marketing@apollo-fire.co.uk, or phone +44 (0)23 9249 2412.

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