

The Monitor

Issue: No 46, May 2011

Editor: Rhian Rouse



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COVER STORY:

The quest for success



Apollo is a British success story. We are proud of our heritage and our achievements in taking quality British engineering to all the corners of the globe. In this special edition of The Monitor, we want to take you behind the scenes at Apollo and show you what really goes into making our company and our fire detection products the best in the world.

Our journey begins on page 4, where we see how great ideas and inspiration lead to the development of new solutions to help our customers. As we progress, you will witness the extreme tests of endurance to which our products are subjected before they can carry the Apollo name. As we approach the centre of this edition, many clues to the company's success are revealed.

Moving on to pages 8 and 9, we emerge into the uplands of innovation and technology, where our latest product developments can be found. Nor is this the last secret to be uncovered: the final stages of the journey will take you to the pinnacle of customer support where you will be granted access to the most comprehensive protection and the best expertise that any fire detection company can offer its customers.

During our travels together you may recognise some familiar landmarks, but we hope that all our readers will discover something new about Apollo along the way.

NewsBytes

CUSTOMER CARE

Lorne Angus has joined Apollo as Customer Care Manager. Heading up our newly created Customer Care Department, Lorne's chief responsibility will be ensuring that we continue to lead the industry in every aspect of customer care (see our interview with Lorne on page 10).

NEW LINK

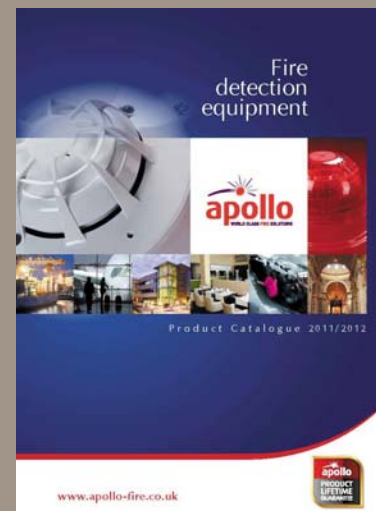
Tim Coletta has been appointed as Apollo's new Supply Chain Manager. An essential part of our Manufacturing team, Tim will be responsible for our supply chain and business systems.

GREAT RECEPTION

You may hear a new voice on Reception when you call Apollo, as Martine Cunningham joins the team. She takes over from Liz Longman, who has recently retired after 13 years outstanding service.

NEW CATALOGUE

Apollo's new product catalogue for 2011-2012 is now available. This edition has been updated with a new layout and design highlighting key features for specific product ranges. You will also get an insight into the type of applications each product range is suitable for. The catalogue is available electronically at www.apollo-fire.co.uk or in hard copy format. Please contact our marketing team on 02392 492412 or email marketing@apollo-fire.co.uk to request a copy.



Explore Apollo at International Firex

Apollo is taking a slightly different approach at International Firex this year. Visitors to our stand will be taken on a journey through our company, our products and applications. The Apollo team will be on hand throughout the exhibition to guide you.

Along the way, visitors will learn why so many people make Apollo their partner of choice. One of the latest examples is the introduction of our Product Lifetime Guarantee, which provides a warranty on our products, which for detectors is 10 years (CO detectors, 5 years).

The Lifetime Guarantee is just the latest addition to our comprehensive after sales service. We believe that selling a product should only be the start of the relationship. Apollo therefore offers an extensive customer support service, which includes access to our Technical Sales Team who can answer any questions or concerns, a recalibration service to help maintain existing fire

systems at peak performance and a disposal service to ensure that end-of-life fire detectors are disposed of responsibly.

An interactive virtual factory tour on the stand will show how an Apollo fire detector comes into being, from early prototyping through to production using the latest surface-mount technology. There is also information about our testing regimes, which not only ensure that new products come to market quickly, but also that they meet all major international approvals.

Of course, no Apollo stand would be complete without the latest product developments. Among

the attractions this year is OpenConnect Gateway®, a device that can be incorporated into a fire control panel and enables the fire system to communicate fully with a building management system (BMS).

Other product developments on display this year include a new version of XPander®, Apollo's wireless range of fire detectors and an Auto-Aligning Beam Detector with Laser Alignment.

For all these reasons and more, come to Hall 3, Stand C10 and explore Apollo.



It starts with you

Rapid prototyping is used to assess new designs quickly.

Apollo's development process begins and ends with the customer. Through our Voice of the Customer survey, and through regular contact via our field sales team, we obtain suggestions for new products. These suggestions are reviewed regularly at director level and those that make it through the vetting process are researched in more detail. Our four Product Managers then take overall responsibility for the evolution of new fire detection products.

It is the role of our design team to turn your inspiration into a reality. Rapid prototyping techniques enable us to assess new product designs quickly. For example, we can build a prototype design from wax using laser tools. The capability to produce a three dimensional model without having to invest in expensive pre-production tooling not only cuts down costs; it also helps us to perfect the physical design of a detector before it reaches the market.

Once the design process is complete, a new device moves on to the next stage in our journey: manufacturing.

>> Do you have a good idea for a new or improved product? Send it to us at ideas@apollo-fire.co.uk

Producing the goods

Pre-production models undergo rigorous testing (see opposite) and then full production gears up so that, when the product is launched, we have sufficient stock to meet demand. Our 7000m² factory houses some of the most advanced automated production systems available, including a surface mount capability that can place two million components in 24 hours. This ensures that the electronic circuitry on which our fire detectors rely is of the highest quality.

Although we use automation in some areas, manual assembly techniques still have an essential role to play. For example, we hand solder delicate internal components. In fact, every Apollo fire detector is assembled by hand, so we can personally guarantee the quality of the finished product. Our dedicated assembly line teams are capable of producing in excess of 20,000 devices every day.

Having undergone a series of production tests to check calibration and functionality, the final destination for any new Apollo fire detector is our packing area. Here a final visual inspection is made to ensure the product leaves our manufacturing facility in perfect condition.



Putting technology to the test

Fire detection products face many trials during their lifetime. Out in the real world, they may encounter dust and water vapour, extremes of temperature, corrosive atmospheres, or be subject to vibration and impact. At Apollo, we want to make sure that every one of our fire detectors has the best start in life; so we put our products through their paces before we allow them to leave the factory.

THE RIGHT ENVIRONMENT

A suite of environmental tests ensure that our products will withstand the most rigorous real life situations. Electro-magnetic interference tests are run to make sure that no external piece of equipment can confuse the fire detector, and equally that the device cannot interfere with any external equipment. In general fire detection applications, this reduces false alarm issues; but in some circumstances, such as hospitals, it is particularly important to make sure that fire detection devices are fully shielded so they cannot compromise other life-critical equipment.

SHAKE AND BAKE

Ovens, freezers and a vibrating platform are other tools of the testing trade at Apollo. Our products are tested to make sure that they can cope with operating temperatures from minus 40°C to plus 70°C. We also like to shake things up a little: just to make sure our detectors can cope if they are installed in distribution areas with heavy traffic, or engine rooms on ships.

SAFE AND SOUND

Fire detectors are not the only things we test. The latest addition to Apollo's extensive in-house testing facilities is a hemi-anechoic chamber, which allows us to test all types of audible alarm devices, including voice alarms. It will also speed up development of new audio and audio visual warning devices.

TRIAL BY FIRE

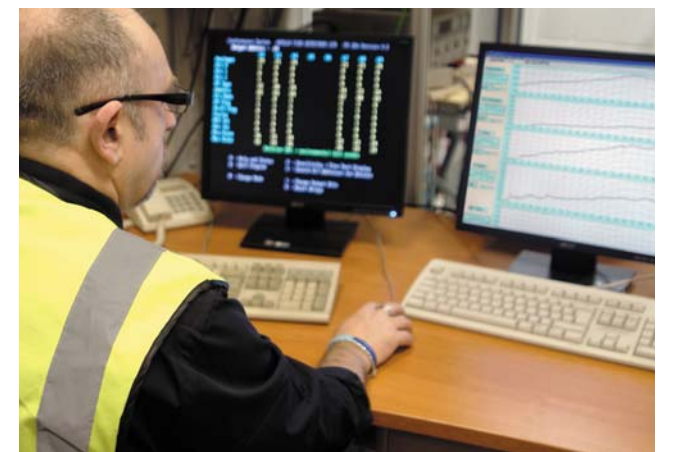
Of course, the most critical test of all is how a detector reacts to fire. Apollo's in-house facility is capable of conducting any fire test to the same standards as certifying bodies. This gives us, the manufacturer, and you, our customers, real confidence that our fire detection products meet the highest standards for accuracy and reliability.



Far left: Detectors on the soak rack.

Left: A detector during a vibration test.

Below: The critical fire test.





USA

US certification by Underwriters Laboratories (UL) is just one of the thousands of different product certificates held by Apollo from many different national and international bodies. These ensure that our products are suitable to provide fire detection all over the world.

UK

Apollo is proud of its British heritage. As well as extensive design and manufacturing facilities, our headquarters in Havant is home to comprehensive fire test facilities. Did you know that, in the last couple of years, we used enough poly foam in our smouldering fire simulations to upholster approximately 100 sofas?



Russia

The Kremlin in Moscow is one of many world-famous landmarks that Apollo has protected throughout its 30-year history. Others include the Statue of Liberty, New York, the Royal Albert Hall, London and a number of Olympic venues.



China

Apollo has four sales offices across the globe; the most recently opened was Apollo (Beijing) Fire Detection Product Company Limited in China in 2010. Others can be found in America, Germany and Ireland. These offices support our global network of partners and distributors on all five continents, ensuring customers receive quality, local support wherever they are in the world.



Brazil

Did you know that Apollo is protecting decision makers across the globe? Palácio do Planalto in Brasilia - the official workplace of the President of Brazil - is one example. Apollo technology also protects governmental buildings as far afield as Dubai, Hungary and Norway.



Across the sea

The oceans are no barrier for Apollo. Did you know we offer both conventional and analogue addressable marine ranges? Apollo also offers Intrinsically Safe detectors that can be used in hazardous areas where electrical equipment could spark an explosive mixture, such as oil rigs.



Around the world with Apollo

Apollo's UK-manufactured fire detection solutions can be found across the globe and our name is known from Iceland to New Zealand. Yet there may still be some things that you don't know about Apollo...

Scaling new heights

This is where all the effort that has gone before really pays off: creative thinking, collaboration with partners, outstanding design and rigorous testing come together to deliver exciting new products for our customers.

GATEWAY TO INTEGRATION

Fire detection can be easily and fully integrated with building management systems (BMS), thanks to OpenConnect Gateway® from Apollo. This device can be incorporated into a fire control panel and enables the information from a fire system to be communicated to a BMS (and vice versa) using standard protocols Modbus®, BACnet™ and LonWorks®. In essence, this allows the fire signals to be fully integrated with other BMS signals, but allows the fire detection wiring and devices to remain physically separate.

The OpenConnect protocol is being made available to participating control panel manufacturers under licence.

Licensed manufacturers will be able to develop their own software to incorporate this protocol and will provide a suitable physical connection between their panel and the OpenConnect Gateway.

>> Interested in offering OpenConnect Gateway on your control panels?
Contact enquiries@apollo-fire.co.uk



Far left: Apollo's wireless XPander
Below: The slimline Plateau detector
Bottom left: OpenConnect allows integration
Bottom right: Auto-Aligning Beam Detector



THE WORLD IS FLAT

Plateau, the new, slimline fire detector from Apollo, is soon to be available to market. The patented Plateau is flush mounted and fits into a recess in the ceiling so that only the plastic cover plate is visible. This greatly reduces the device's aesthetic impact and means that ceiling lines are virtually uninterrupted. A special vandal-resistant version for security applications will also be available. This version comes equipped with a 100mm square, 4mm thick stainless steel plate instead of the standard plastic cover.

XPANDING HORIZONS

XPander, Apollo's wireless range of fire detectors, has recently been reviewed to make the technology even more reliable. The range has also been extended to include an optical smoke detector, a multisensor smoke detector, heat detector types A1R and CS, a wireless base, a manual call point, a sounder and a sounder beacon and Single and Dual Input/Output Units. XPander is designed to be used in conjunction with a standard fire detection system and is ideal for protecting remote buildings, temporary structures or heritage interiors where hard wired devices are inappropriate.

>> Not familiar with wireless technology?
Apollo offers training courses on XPander.
Visit www.apollo-fire.co.uk/training

KEEP IN LINE

The Auto-Aligning Beam Detector with Laser Alignment solves the problem of installing beam detectors accurately. It enables the installer to use a visible laser to align the beam initially, rather than relying on sight alone. The device also includes an automatic, motorised auto-alignment feature to ensure that the beam remains on target. This feature compensates for minor adjustments and counters any building movement over time.



Yours for life

Big news for our customers: Apollo is now guaranteeing all of its products for the recommended working life of the product, which for detectors is ten years (five years for CO detectors).

Our Product Lifetime Guarantee further highlights our commitment to supporting customers by providing them with reliable, quality fire detection technology. The extended warranty protects against the unlikely event of a manufacturing defect and is applicable when products are used in dry, non-corrosive atmospheres and provided that they are regularly inspected, tested and cleaned in accordance with Apollo guidelines.

BS5839, the industry code of practice, puts the onus on the manufacturer to define the working life of the product, along with the requirements for servicing and maintenance. However, most manufacturers provide very limited information on their products' working life.

Richard Bramham, Marketing Director at Apollo, says: "This is a powerful new way for Apollo to support its customers while also confirming the confidence that we have in our products. This market leading standard is the first of its kind to be offered by a fire detection manufacturer."

All products that were manufactured from 01/12/2010 onwards are covered by the new guarantee. Each Apollo product carries a date of manufacture, so it is easy to check if your stock is protected.

>> For more information on the Product Lifetime Guarantee, see our current General Conditions of Sale at www.apollo-fire.co.uk

The BIG interview



The Monitor talks to Lorne Angus, Apollo's new Customer Care Manager.

What is the role of customer care?

The Customer Care team are here to provide support to our customers before, during and after a purchase. We provide a number of services designed to enhance customer satisfaction at all levels of contact with Apollo.

What does Apollo do well in this regard?

Apollo already achieves a high level of customer satisfaction because we are always prepared to go that extra mile. We also maintain contact with our customers in a number of ways. The team here can respond readily to contact via telephone, email or fax and always do their best to satisfy customer requests.

What areas are you looking to improve?

At present, I am reviewing the information we give to customers once they have placed an order. One area for improvement will be letting the customer know when goods are ready for dispatch and providing them with appropriate information. This might include the tracking number and courier name and the expected delivery date, as well as predicted shipping dates on any out-of-stock items.

What will this mean for Apollo customers?

In future, our customers will be able to track their orders on-line with the relevant courier. They will know what is being delivered and when to expect it, as well as having information on the items that are still to be shipped. This in turn will help them to provide a more efficient service to their customers.

Taking a new course

Learning more about fire detection techniques and keeping up to date with the latest product developments and regulations is essential in securing new business – and it doesn't need to cost you anything. Apollo runs a series of one-day training sessions for all its customers. There are five different courses to choose from:

- a) Detection principles and device selection, which also covers analogue addressable technology in some detail
- b) Conventional and audio visual devices, and the correct use of carbon monoxide fire detection
- c) Wireless fire detection: correct system design and installation
- d) Service, testing and maintenance of fire detection systems
- e) Fire detection for hazardous areas.

These courses are generally held at Apollo's headquarters in Havant, but special arrangements can be made to deliver the courses at a customer's premises if required.

Apollo also offers free seminars that count towards your Continuous Professional Development (CPD). Current topics include false alarm reduction and independent certification / the EU Construction Products Directive.



Check details and register for a training course online at www.apollo-fire.co.uk/training



The best in the world

Apollo fire detection technology has been chosen to provide protection for the new Royal London Hospital. A £1 billion investment, it is the largest hospital development in the world.

The new Royal London Hospital, the world's largest hospital development, is scheduled to open in December 2011, and more than 7,500 Apollo devices are already installed on site.

The Royal London is part of Barts and the London NHS Trust, which consists of St Bartholomew's Hospitals and the London Chest Hospital. The first development phase saw the opening in March 2010 of the Bart's Cancer Centre. The new Royal London Hospital opens later this year, and the project will be completed with the opening of a specialist cardiac centre at Barts in 2016. The main contractor on the project is Skanska and the fire system contract was awarded to Static Systems Group plc.

Meeting the hospital's highly complex set of fire protection and

evacuation requirements was the responsibility of Static Systems Group. 37 fire alarm panels have

“Apollo's technology gave us the flexibility to meet the client's requirements on this demanding project”

been provided in total, and each panel controls approximately 20 fire alarm zones, although this varies from building to building. Approximately 5,000 Apollo Discovery Multisensors and 2,500 XP95 mains switching Input/Output Units have been installed to date to protect the 675-bed hospital.

Chris Smith, Systems Engineering Manager at Static Systems, said: “When you have a project that is on such a large scale, you want a reliable system that is easy to configure. Our panels give us flexibility to network and install the system over time.

“Apollo's analogue addressable technology gave us the reliability and flexibility to meet the client's requirements on this demanding project, whilst its open protocol gives us the ability to mix and match products to meet the specific needs of the site. It also future-proofs the fire system because Apollo analogue addressable devices are forwards compatible so any future system extension and maintenance will be simple to achieve.”

Hungary for more

Apollo fire detection technology has been chosen to protect Grassalkovich Castle in Gödöllo, Hungary, the central venue of the Hungarian rotation of the Presidency of the European Union. Hungary holds the EU Presidency from January to June 2011. The fire detection contract was awarded to Elektrovill Ltd, who have represented Apollo in Hungary for 22 years.

Around 70 XP95 smoke and heat detectors are arranged in three zones. Apollo interfacing devices, such as Input/Output units and Switch Monitor units, enable the fire detection system to link with other critical equipment including aspirating detectors. The fire system meets OTSZ standards, Hungary's national fire safety regulations, in accordance with EN54.

Ákos Kürti, Managing Director of Elektrovill Ltd, said: "Apollo technology was chosen to protect this venue because of its reliability. When you are protecting a venue as historically important as this one, that will be home to many high-powered European officials for several months, it is important that your fire detection can be trusted."

Sleep at ease!



Apollo fire detection technology has been chosen to protect a major Australian Army base; Blacktown 200 Man Camp at Robertson Barracks near Darwin, Australia. The camp, which includes 100 accommodation blocks, wanted high reliability and minimal false alarms.

Ampac Technologies Ltd supplied a fire detection system based around its FireFinder 10 loop panel, and Apollo XP95 smoke and heat detectors. Each room is fitted with an Alarm Acknowledgement Module (AAF) which enables an occupant to cancel a non-fire alert and clear the source of alarm. If the source clears within 90 seconds, the alarm will reset. If it is not cleared, the alarm will continue and the building is evacuated.

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Last word

We hope that you have enjoyed this edition of The Monitor and the journey through our company. We also hope that it has told you things about Apollo that you didn't know before.



Rhian Rouse, Editor

We're always on the look-out for new stories, so if you have recently won a contract or completed an installation project, why not tell us about it? Send initial details to me, Rhian Rouse, at marketing@apollo-fire.co.uk and one of our editorial team will be in touch. The next edition of The Monitor will not be published until the autumn, so there's plenty of time to send us your news!

In the meantime, you'll find lots more information about Apollo on our website at www.apollo-fire.co.uk. You can also receive regular email updates by subscribing to eMonitor, our electronic news bulletin. Alternatively, you can phone us to request more information on +44(0)23 9249 2412.

Diary Dates

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

12th-15th June - NFPA Conference and Expo,
Boston, USA

8th-11th November - Europort Ahoy,
Rotterdam, The Netherlands

29th November - 2nd December - Marintec,
Shanghai, China

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