

## Who to Contact



- Inside Contact – Bessy Campbell  
[bessycampbell@newenglandelecsales.com](mailto:bessycampbell@newenglandelecsales.com)
- Bessy will be your inside contact for:
  - Order Entry & Status
  - Quote Requests
  - RGA
  - Any and all administrative requests.
- Direct Phone: (518) 310-6356



# Outside Sales Team



**Steve Langelier Sr.**  
**(603)770-3246**

**James Doyle-Braman**  
**(508)424-5317**

**Steve Langelier Jr.**  
**(401)290-7112**

**Mike Neelon**  
**(203)599-5140**

**Alex Pusztai – Sales Manager**  
**(315)727-9484**

## Quick Info Sheet



- Where will local Inventory be stored?
  - *Inventory will be stored in our rep warehouse in New Bedford, MA. We are currently planning on having the inventory in house by March 1.*
  
- What are the current lead times?
  - *Until we get inventory in New Bedford, the lead time from BRK will be 5-7 days from receipt of order.*
  
- Can we co-load Honeywell Home products with BRK product?
  - *Yes, you can co-load all these products together. Please note that any order that has Honeywell Home product on it must ship from the BRK warehouse as we will not be stocking that product in New Bedford.*

# Free Display's Available

- Simple POS Displays
- 100 in stock in New Bedford
- Let your salesperson know and we will deliver it and set it up
- Counter mats, signs and other promotional items available.
- Small enough to fit in any space



# WHAT IS UL 217 8TH EDITION?

## EFFECTIVE DATE CONFIRMED - JUNE 30, 2024 PER UL BULLETIN

UL 217 8th Edition Affects all smoke and combination alarms



### NEW TEST PARAMETERS:

- Responsive to changes in home and finish materials
- More stringent nuisance alarm criteria
- More than 200 technical changes to the standard

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## ESCAPE TIMES IN HOME FIRES HAS DECREASED OVER THE LAST 40 YEARS

APPROX.

**17 MIN**  
1978



Natural materials and furnishing

APPROX.

**3 MIN**  
2018



Synthetic materials and open floor plans

Source: Smart Smoke Alarms and New UL Testing Standards, Presentation to International Fire Chiefs Association (IFCA) October 11, 2019, ulc.org



## PRECISION DETECTION TECHNOLOGY

Precision Detection is First Alert's advanced sensing technology that will be used for all smoke and combination alarms in that comply with UL 217 8th edition revised smoke alarm standards.

## Early Warning



There have been significant changes in home furnishing and finish materials over the past 30 years. Most modern-day household furniture are made from synthetic materials, which burns faster. First Alert Precision Detection technology gives you more time to escape in the event of an emergency as they detect smoke faster and provide early warning.

## Less Cooking Nuisance



First Alert Precision Detection technology smoke alarms will help distinguish between nuisance alarms and a fire emergency. Three of every five home fire deaths resulted from fires in homes with no working smoke alarms and the #1 reason why people disable smoke alarms is due to nuisance cooking alarms. (UL)

- An update to the UL standard will go into effect June 30, 2024, for **all manufacturers** of smoke and combination smoke and carbon monoxide alarms.
- **Anything manufactured** after June 30, 2024, is required to meet 8th edition standards; 6th edition products manufactured before that date can continue to be sold until inventory is depleted.
- With over 200 technical changes to the alarms a significant cost increase is expected.
- Get more Q&A answers at: <https://www.brkelectronics.com/us/en/installer-corner/ul-217-8th-edition-faqs/>