



AKE Safety Equipment requires all uses of our logos and artwork to be proportionately sized. If you do not know how to do that or need help, please contact [tim@ake.com](mailto:tim@ake.com).

**For all instances, “STOP-FYRE® ” should be formatted as such:**

STOP-FYRE® (All-Caps, superscript registered symbol)

**For all instances, “The World's BEST Fire Extinguisher™” should be formatted as such:**

The World's BEST Fire Extinguisher™ (“BEST” in all caps, superscript trademark symbol)

**For all instances, the AKE website should be formatted as such:** AKE.com

### Product Wording:

Mini STOP-FYRE®

Standard STOP-FYRE®

Premium STOP-FYRE®

### Selling Tagline:

STOP-FYRE® is the only multi-shot, clean agent fire extinguisher on the market. Firefighters love it because it quickly finds hard-to-reach fires that traditional methods don't. Farmers love it because it's effective and doesn't cause damage to machinery. Customers love it because it works – PERIOD. STOP-FYRE® saves lives and property saving you money, hassle, and tragedy. And with a Lifetime No-Hassle Guarantee™, STOP-FYRE® gives you peace-of-mind. Our customer's call it “The World's BEST Fire Extinguisher™” for a reason.

### Product Descriptions:

Mini:

“The Mini STOP-FYRE® is considered the best fire extinguisher because of its unique features and benefits. The Mini STOP-FYRE® is an easily portable fire extinguisher that uses a proprietary blend of clean agent liquefied fire suppression gases. This unit is perfect for small engine and kitchen fire applications. Brackets are available upon request.”

Standard:

“The Standard STOP-FYRE® is considered the best fire extinguisher because of its unique features and benefits. The Standard STOP-FYRE® is an easily portable fire extinguisher that uses a proprietary blend of clean agent liquefied fire suppression gases. This is our best-selling model. Free bracket included with each unit.”

Premium:

“The Premium STOP-FYRE® is considered the best fire extinguisher because of its unique features and benefits. The Premium STOP-FYRE® is an easily portable fire extinguisher that uses a proprietary blend of clean agent liquefied fire suppression gases. Each unit comes with a gauge to satisfy various inspections or for inspectors that may be unfamiliar with our clean agent portable fire extinguishers. Free bracket included with each unit.”

**For all instances, the guarantee should be formatted as such:**

Lifetime No-Hassle Guarantee™ (superscript trademark symbol)

### AKE Safety Equipment colors are as follows:

Process Black (CMYK – 100,100,100,100), White, Process Red (CMYK – 0,96,83,0)

### Social Media:

We have videos on our YouTube channel, which you can use. Our channel is here:

<http://www.youtube.com/user/akesafetyequipment/>

When Sharing on Social Media, use hashtag #stop-fyre

**For further branding inquiries or questions, please contact Debbie Kronebusch – Marketing Director – via email: [dk@ake.com](mailto:dk@ake.com).**