



The World's BEST Fire Extinguisher™

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**The World's BEST
Fire Extinguisher®**



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Standard STOP-FYRE®





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High Capacity STOP-FYRE®





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Mini STOP-FYRE®





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9-Point Chart

Why is STOP-FYRE® The World's BEST Fire Extinguisher® ?	
STOP-FYRE®	Dry Chemical Powder
1. No monthly service required	1. Must be shaken every month to free powder
2. No yearly service required	2. Must be professionally serviced every year
3. Multi-shot unit	3. Must be professionally serviced after each use
4. No mess or clean up	4. Very messy - difficult and expensive to clean up
5. Non-corrosive	5. Corrosive to electronics & metals
6. Spray in vicinity of fire & gas expands	6. Must have a direct shot at fire
7. Compact and lightweight	7. Bulky and heavy
8. So easy a 4-year old can use it	8. Complicated & intimidating
9. Lifetime No-Hassle Guarantee™	9. Breakable / Not durable / No replacement



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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.

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®

High Capacity 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.