

# SAPPHIRE<sup>®</sup> COMPACT Fixed Fire Suppression System

13<sup>th</sup> November 2019



# Overview

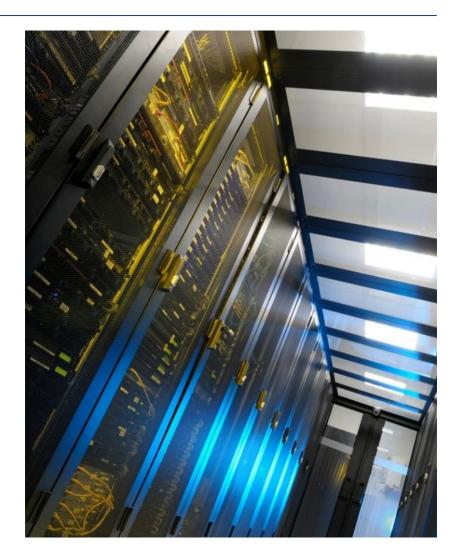
SAPPHIRE COMPACT



### Application

- Small enclosures
- Electrical enclosures
  - Distribution
  - Control
  - Communication
  - Servers
- CNC machines
- Wind Turbines

 Other applications that fall within the design criteria





### **Application – Cabinet Protection**

#### Challenges

- Difficult to identify fire
- Especially in well sealed enclosures
- Limited egress of combustion products/heat

#### Achievements

- Stop migration of fire to neighbouring enclosures
- Reduces significantly losses and disruption





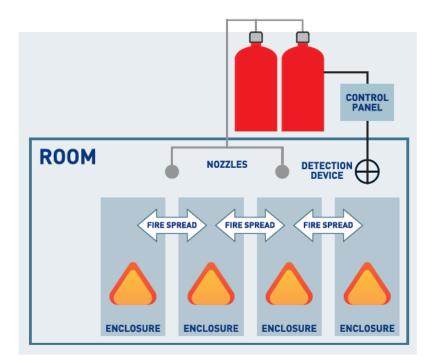
## **Existing Solution**

#### Detection

- Sensitive detection device is required
- Sealed enclosures (may have high IP rating)
   → limited egress of combustion products or heat

#### **Extinguishing performance**

- Engineered system
- Designed to extinguish fires in all sizes of enclosure





## **Complimentary Solution**

#### Detection

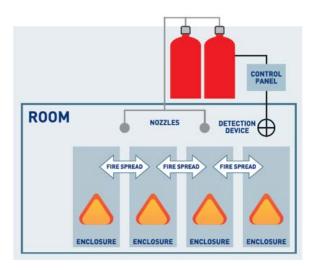
- Tube detection & discharge
- Proximity to any fire (or high temp.)

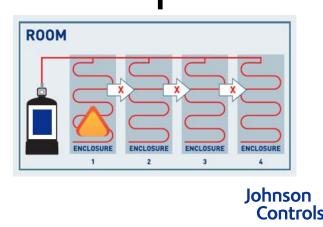
   → may operate more quickly
   INSIDE than detection devices
   OUTSIDE the cabinet

#### **Extinguishing performance**

- Discharge directly into the cabinet
  - $\rightarrow$  high localized concentration
  - $\rightarrow$  delivered to the problem
- Minimises equipment damage, generation of combustion by-products, fire spread
- In some cases <u>may prevent</u> the deployment of room protection

# Cabinet systems COMPLIMENTARY to full room protection.





#### Advantages

- Automatic
- Simple
- Appropriate extinguishing agent
- Linear heat & flame detection
- Flexible detection tubing adjacent to fire risk areas
- Detection tube remains unaffected by dirt, dust, debris and oil
- Totally self-contained. No need for power supply for detection or actuation

- 24/7 ready
- Easy design & installation, failsafe
- Suppression
- Unlimited number of detection points
- Fast action
- Resistant
- Remains operational during power interruption



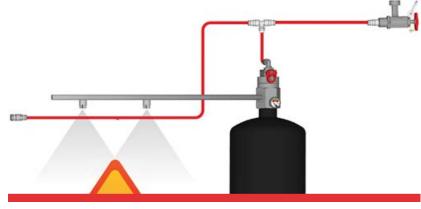
#### Operation

- DLP: Direct Low Pressure
- DHP: Direct High Pressure



Direct

- ILP: Indirect Low Pressure
- IHP: Indirect High Pressure



Indirect



#### Operation

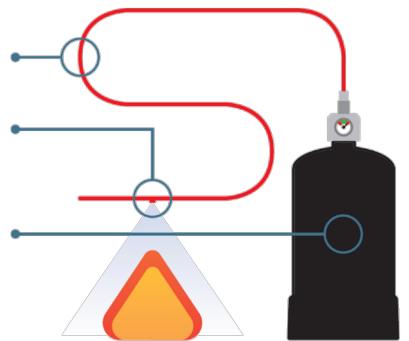
**DLP:** Direct Low Pressure Fire Suppression

**Detection** – Pneumatic Heat Detection

- Flame impingement or high ambient temperature
- Detection tube ruptures with a burst at the hottest point

**Suppression -** Direct Discharge: single method of detecting and delivery

- The agent is discharged through the burst hole at the heart of the fire
- From the pressurised container
- Via the detection tube

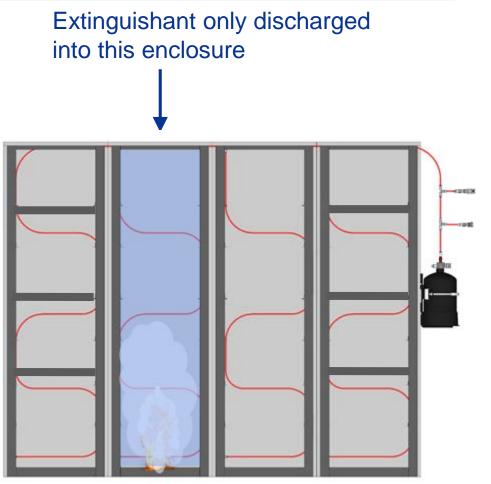




### Operation

- The discharge of the agent is from the point of burst into the vicinity of the fire
- Can protect up to 4 enclosures with just one system
- Each enclosure may be multicompartment

- The system is sized based on the largest enclosure being protected
- Each enclosure must have a volume ≤ 2 m<sup>3</sup>



The risk assessment must assume that there will only be one fire in one of the enclosures / compartments at any one time.



### System Certification

LPCB Certification

- Sapphire Compact systems in accordance with the system manual (def.) are approved by LPCB to LPS 1666.
- LPS 1666: Requirements and test procedures for the LPCB approval of direct low pressure (DLP) application fixed fire suppression systems.
- the only system certified to LPS 1666 with 3M<sup>™</sup> Novec 1230<sup>™</sup> Fire Protection Fluid, that has allowance for both VENTS (openings) and AIRFLOW (fans)
- www.redbooklive.com



#### PAGE 13-1

Controls

# Design

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#### The Product



- Container + Hardware
- 3M<sup>™</sup>Novec<sup>™</sup>1230



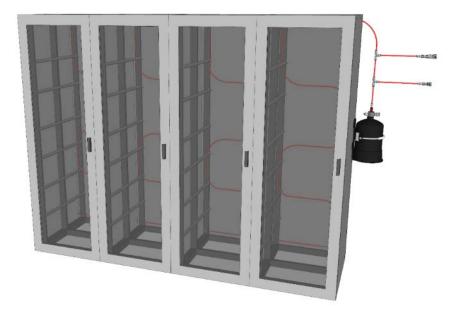
## **System Capacities**

- Design concentration:
   6.7% @ 20°C
- Flooding factor: 1 kg/m<sup>3</sup>

Considerations:

- Air Vents (natural convection cooling)
- Fans (forced ventilation cooling)
- Closed loop cooling systems

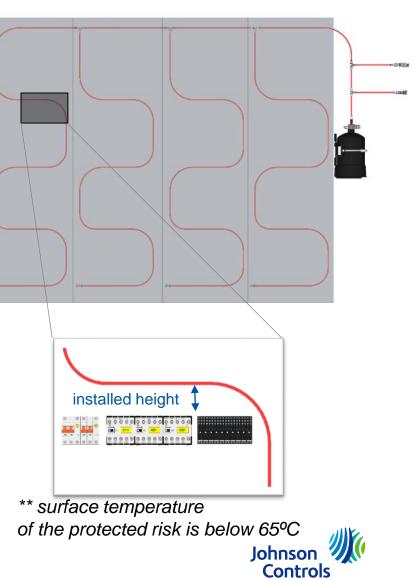
 Each system can support a maximum of 4 separate detection / discharge tube branches



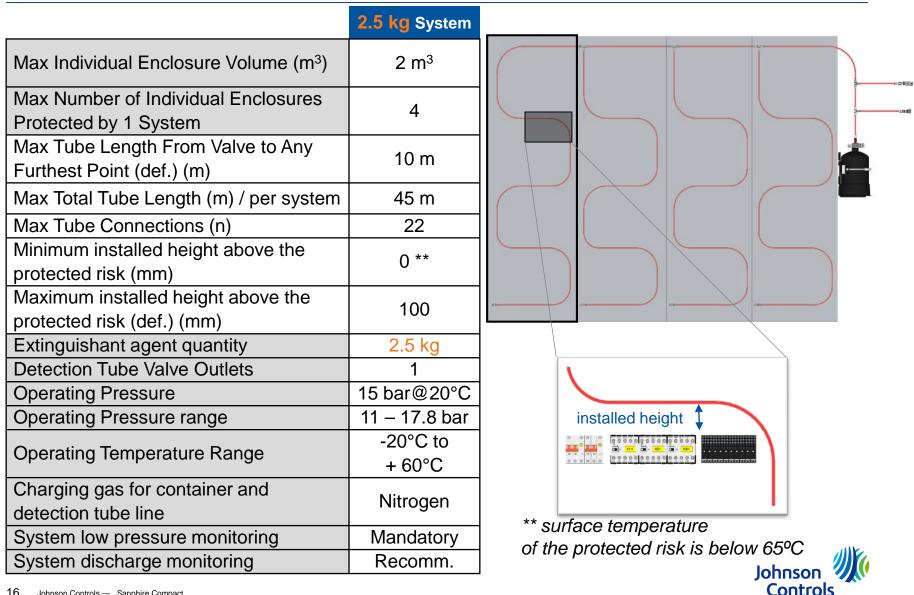


# 2 Kg Capacity System

	2 kg System	
Max Individual Enclosure Volume (m <sup>3</sup> )	2 m <sup>3</sup>	(
Max Number of Individual Enclosures Protected by 1 System	4	
Max Tube Length From Valve to Any Furthest Point (def.) (m)	10 m	
Max Total Tube Length (m) / per system	45 m	(
Max Tube Connections (n)	22	
Minimum installed height above the protected risk (mm)	0 **	
Maximum installed height above the protected risk (def.) (mm)	100	211
Extinguishant agent quantity	2 kg	
Detection Tube Valve Outlets	1	
Operating Pressure	15 bar @ 20°C	
Operating Pressure range	11 – 17.8 bar	
Operating Temperature Range	-20°C to + 60°C	
Charging gas for container and detection tube line	Nitrogen	** s of t
System low pressure monitoring	Mandatory	011
System discharge monitoring	Recomm.	



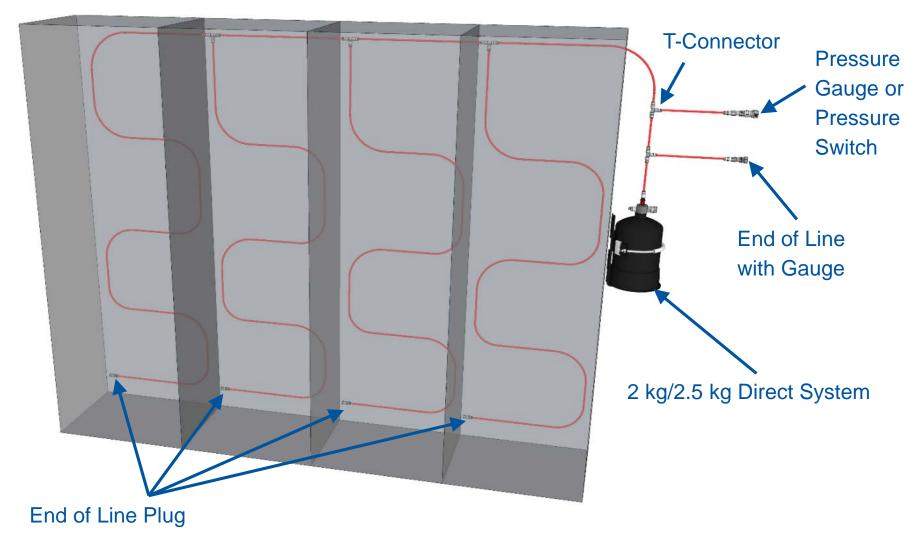
## 2.5 kg Capacity System



# 3 kg Capacity System

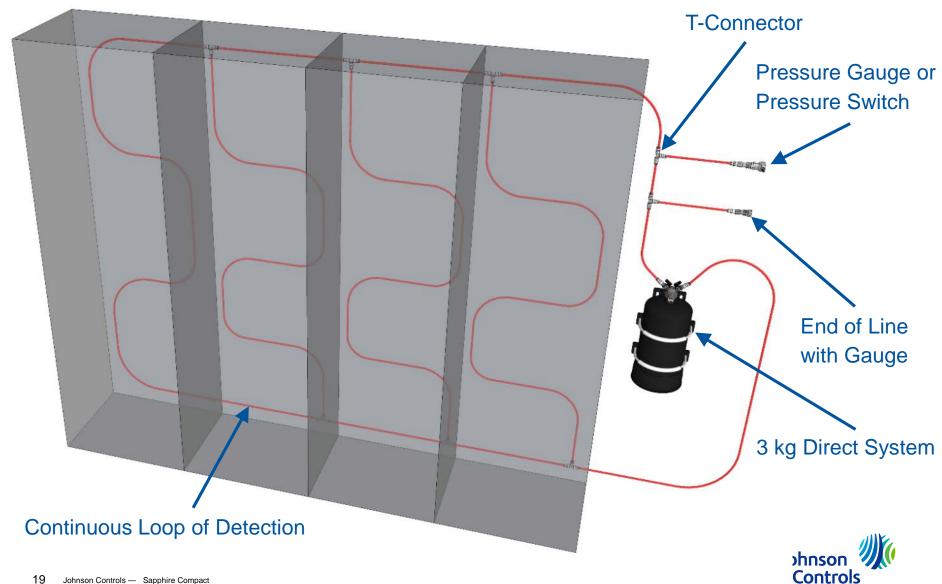
	3 kg System		
Max Individual Enclosure Volume (m <sup>3</sup> )	2 m <sup>3</sup>		
Max Number of Individual Enclosures Protected by 1 System	4		
Max Tube Length From Valve to Any Furthest Point (def.) (m)	10 m		
Max Total Tube Length (m) / per system	66 m		
Max Tube Connections (n)	28		
Minimum installed height above the protected risk (mm)	0 **		
Maximum installed height above the protected risk (def.) (mm)	100		
Extinguishant agent quantity	3 kg		
Detection Tube Valve Outlets	2	N N	
Operating Pressure	15 bar@20°C		
Operating Pressure range	11 – 17.8 bar	installed heigh	t 🗘 🗍
Operating Temperature Range	-20°C to + 60°C		500 100 200
Charging gas for container and detection tube line	Nitrogen	**	
System low pressure monitoring	Mandatory	** surface temperat	
System discharge monitoring	Recomm.	of the protected rish	IS DEION
7 Johnson Controls — Sapphire Compact			Jo

#### System Layout - 2 kg / 2.5 kg System





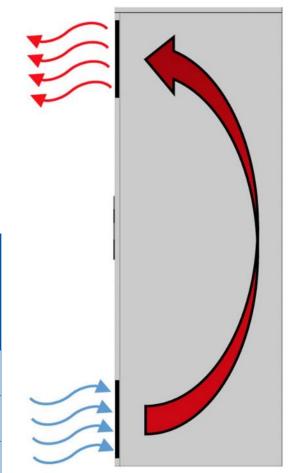
#### System Layout – 3 kg System



# Compensation for Air Vents (Natural Convection Cooling)

- Air vents at low and/or high level for cooling purposes
- Natural convection
- Larger amount of extinguishant may be required
- Based on a maximum enclosure volume of 2 m<sup>3</sup>

System Size (Mass of Novec 1230 Fluid)	Max Low Level Vent Area (def.) (cm <sup>2</sup> )	Max High Level Vent Area (def.) (cm <sup>2</sup> )
2 kg	≤ 100 cm²	≤ 100 cm²
2.5 kg	≤ 156 cm²	≤ 156 cm²
3 kg	≤ 187 cm²	≤ 187 cm²



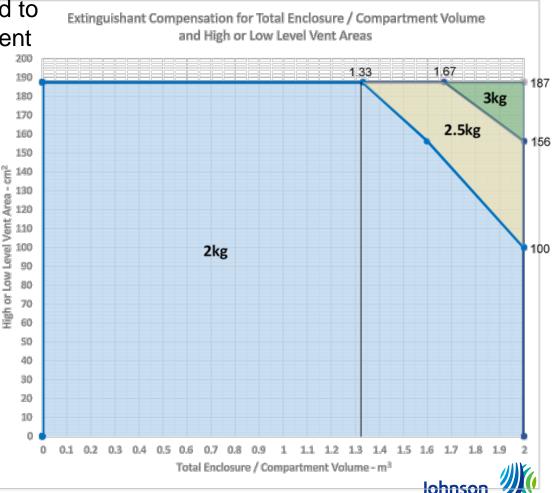


#### Compensation for Air Vents (Natural Convection Cooling)

# Compensation for Air Vents in **Reduced Enclosure Volumes**

 volumes below 2m<sup>3</sup> can lead to increases in the maximum vent areas that can be allowed

	1	
	[cm]	[cm]
100 cm <sup>2</sup>	10.0	11.3
156 cm²	12.5	14.1
187 cm <sup>2</sup>	13.7	15.4



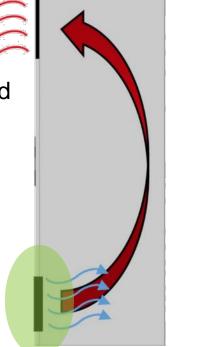
Controls

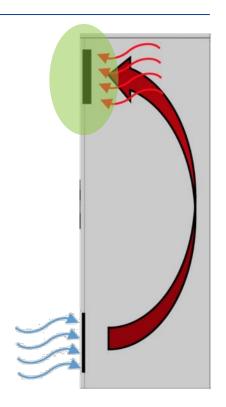
#### Compensation for Fans (Forced Ventilation Cooling)

- can be used to evacuate large amounts of heat efficiently
- Configuration 1 Fan at low level blowing air into the enclosure, combined with a high level air vent outlet.
- Configuration 2 Fan at high level extracting air from the enclosure with a low level air vent inlet.

#### 2 kg System

	Ventilation at High	Max.	315 m³/hr	
1	Level Vent Inlet (m <sup>3</sup> /hr)	Min.	110 m³/hr	
	Max High Level	< 1	500 cm <sup>2</sup>	Configuration 1
	Vent Area (cm <sup>2</sup> )	23		Configuration 1
	Ventilation at Low	Max.	315 m³/hr	
2	Level Vent Inlet (m <sup>3</sup> /hr)	Min.	110 m³/hr	
	Max Low Level	<	500 cm <sup>2</sup>	
	Vent Area (cm <sup>2</sup> )	2;		





#### **Configuration 2**



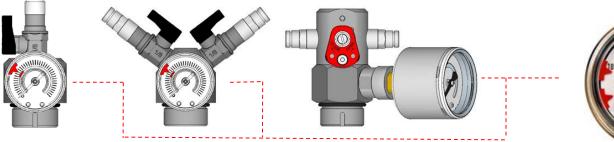
#### Low Pressure Monitoring

 systems must be fitted with monitoring devices to indicate system health (low pressure)

#### Pressure gauges with switch contacts fulfil this requirement and can be fitted to either

- the detection tubing or
- the container valve









# Design Examples

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## Design Example A

Control cabinet

- Dimensions: 600 x 800 x 2200 mm
- No vents
- No fans
- Propose a fire protection system!
- Volume of the individual enclosure:
   0.6 x 0.8 x 2.2 = 1.056 m<sup>3</sup>
- TABLE 1: (PAGE 5-2 of the design manual)
  - Maximum individual enclosure volume = 2 m<sup>3</sup>
  - Maximum number of enclosures = 4
- Basic system (2 kg)





## Design Example B

Control cabinet

- Dimensions: 800 x 600 x 2000 mm
- 4 individual compartments
- 2 vents on each compartment
- Diameter = 140 mm
- No fans
- Propose a fire protection system!
- Volume of the individual enclosure:
   0.8 x 0.6 x 2 = 0.96 m<sup>3</sup>
- Area of each vent = (d<sup>2</sup>π)/4 = (14 x 14 x 3.14)/4 = 153.86 cm<sup>2</sup>
- TABLE 2: (PAGE 5-4)
  - Maximum low level vent area < 156 cm<sup>2</sup>
  - Maximum high level vent area < 156 cm<sup>2</sup>
- 2.5 Kg Capacity System



- Graph 1: (PAGE 5-5)
- Basic system (2 kg)
- TABLE 1: (PAGE 5-2)
  - Max. ind. enclosure volume = 2 m<sup>3</sup>

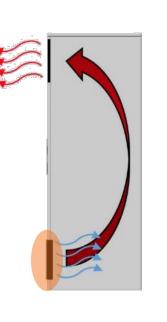
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Max. number of enclosures = 4

## Design Example C

**Control cabinet** 

- Dimensions: 800 x 1200 x 2000 mm
- 1 individual compartment
- 2 vents
- Rectangle of 100x100 mm
- Equipped with low level fan @ 2500 l/min
- Propose a fire protection system!
- Volume of the individual enclosure:
   0.8 x 1.2 x 2 = 1.92 m<sup>3</sup>
- Area of vent = 10x10= 100 cm<sup>2</sup>
- Fan flowrate = 2500l/min = 150 m<sup>3</sup>/hr
- TABLE 3: (PAGE 5-6)
  - $110 \leq \text{Ventilation flow rate} \leq 315 \text{ m}^3/\text{hr}$
  - Maximum high level vent area ≤ 500 cm<sup>2</sup>





- Basic system (2 kg)
- TABLE 1: (PAGE 5-2)
  - Max. ind. enclosure volume = 2 m<sup>3</sup>
  - Max. number of enclosures = 4



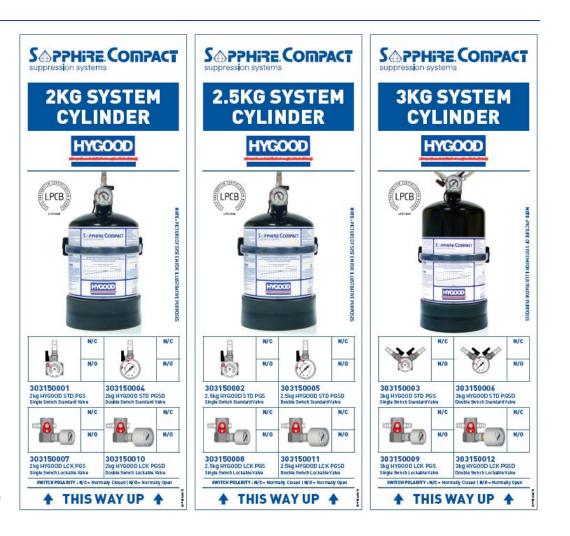
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- Brands
  - HYGOOD
  - LPG
  - GEM
  - ANSUL
- Fill: 2, 2.5 or 3kg
- All container Assembly part numbers include:-
  - Filled container c/w label
  - Bracket, Caution sign



- Standard or lockable valve
- PGS or PGSD (NO or NC)



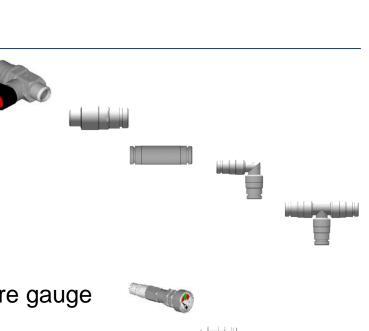


- Pressurising Hose Assembly (Includes Filling Tool on outlet, M/F Quick Disconnect Coupling, Hose Vent Valve, High Pressure Hose, Master Pressure Gauge)
- Pressure Gauge with switch contact, 0 40 bar, 9 bar switch point, M10 x 1 (N/O & N/C)
- Pressure Gauge with 2 switch contacts, 0 40 bar, 4 bar & 9 bar switch points, M10 x 1 (N/O & N/C)
- Pressure Gauge with 2 switch contacts, Liquid Filled 0 40 bar, 4 bar & 9 bar switch points, M10 x 1 (N/O & N/C)
- Signal Generator / Pressure Switch
   4.0 8.0 bar switch point, M10 x 1, 3 wire
- Detection Tube cutter
- Detection Tube release device
- Detection Tube deburr tool





- Ball valve G1/8" male G1/8" female.
- Connector, G1/8"male 4 x 6 Tube
- Straight connector 4 x 6 Tube
- 90° connector 4 x 6 Tube
- T connector 4 x 6 Tube
- End of line adaptor (4 x 6 Tube), with pressure gauge
- End of line plug 4 x 6 Tube
- End of line adaptor (4 x 6 Tube), without pressure gauge
- Detection tubing Standard 4x6 RED





- Local Alarm Units (N/O & N/C)
  - Orange Low pressure
  - Blue System discharged
  - Red System isolated







#### Johnson Controls

# See *Local Alarm Unit Manual* for Installation and Use

# System Calculator

- System size estimator
- Component configurator
- BOM



## System Configuration

#### Hazard details

- Enclosure details
- Vent details

#### System Configurator

- Valve type
- System monitoring
- Detection tube & fittings
- Local alarm option
- Tools

#### Parts List

BOM based on selection options

SOPHIE	RE COM	PACT	JCI BOM Too	Sapphire Compact B	KR1911a						
suppression syst	tems	PACI	Syst	em Design	Johnson Controls						
ie: XI BOM Tool Sapphire C											
lustomer:	Customer				New System						
ocation:	Location										
oject Ref: uote No.:	Project 2020/001										
ante neo	1010/001	10	closure Details								
nclosure No.	Enclosure 1	Enclosure 2	Enclosure 3								
eference/Name	Enclosure 1	CICK MICZ	Crossine 3								
hall be protected	Yes	Yes 2	No 🗆								
lidth (m)	0.60 m	0.60 m		C		JCI BC	M Tool Sapphire Compact B	KR1911a			
epth (m)	0.80 m	0.80 m	<u> </u>		RE COMPACT			Johnson 200			
eight (m)	2.00 m	2.00 m		suppression sy	stems	Syst	em Configuration	Controls			
olume (m <sup>2</sup> )	6.000 III	E.00 III		File: JCI BOM Tool Sapphir	re Compact BKR1911a						
ctual Volume	0.96 m <sup>8</sup>	0.96 m <sup>3</sup>	0.00 m <sup>3</sup>	Customer: Custom	er	System Detail	ls	System Brand: Hygood			
			0.000.000	Location: Location		No. of enclos	ures: 2				
				Project Ref: Project	t	System size:	2 kg				
		Cooling Loo /	orced ventilation o	Quote No.: 2020/0	01						
nclosure No.	Enclosure 1	Enclosure 2	Enclosure 3								
coling fan option	None	High Level	None		System Con	figuration					
an flow rate (m <sup>3</sup> /h)	Home	120 m*/h	Nume	Con	figuration 2A	c	onfiguration 28	ZA			
an again rate (in fir)		110101/11									
						C	HIRE COMPACT	JCI BOM Tool Sapphire Compact BKR1911a			
						20251	HIRE COMPACT	System Parts List Controls			
		Ale Vente (en	tural convection o			Fig. 10 Mile Tool Sat	ping Compact Prilitics	System Parts List Controls	Number of		1000 01215 00
nclosure No.	Enclosure 1	Enclosure 2				Customer: Custo	omer System Deta	<u>6</u>	indiad in this (	IOM APaster	nate'
igh Level Vent Size		English Start Z	CARDSOLE 3			Location: Locat Project Ref: Pro	on Brand: Hygo lost No. of et clo	bo	surches will	ve opcated	
Width (cm)	-	-an				Chate No.: 2020	yuu: System size:		Juan	t ty Parame	e fieire)
Height (cm)			<u> </u>		) 1	PortNo	Description		A.Po	Manual	Bral
Area (cm <sup>2</sup> )	0.0 cm <sup>2</sup>	0.0 cm <sup>2</sup>	0.0 cm <sup>2</sup>			30315000LNC	Parts with automatical SAPPILINE COMPACT 24(5) INSOOD	y calculated quantities based on the system design and configuration		-	
with fam 1	0.0 cm	0.0 (iii	0.000			30315000000	Standard valve, PG 1 contact - low p	and most mine full			
w Level Vent Size						304150009	T - connector - 4 x 8 Tabe		1		1
Width (cm)		12.0 cm		EOL adaptor	at end of detection tube	304150010 304150011	End of line adaptor (4 x 6 Tube), wi End of line plug - 4 x 6 Tube	th pressure gauge (15 kar @ 20" c)			
Height (cm)		12.0 cm				304150002	Single Find of Line Device Mounting	Bracket - Pressure Gauges and Pressure Switches			1
Area (cm <sup>2</sup> )	0.0 cm²	144.0 cm <sup>2</sup>	0.0 cm <sup>2</sup>		Valve		- · · · · ·		-		
seea (cm-)	0.0 cm	144.0 Cm	0.0 cm	Sta	indard valve		Doute on birth your provided from	the Supphire Compact system, but quantities must be entered manually			
					8	304150013	Detection tabins - Standard - 4x0	-RED - SAPPINEE COMPACT printed	1	<b></b>	0
						304:15000:1	Clip 5-7 mm for 4x6 mm detection to	al in the second s	-		0
nclosure No.	Enclosure 1	Enclosure 2	Enclosure 3		-69						
	2.0 kg	2.0 kg	Enclosure 5		41		-	Optional system parts			
ystem size Werall system size	2.0 18		kg	I		SAPPHIRE COM	PACT VALVE OPTIONS				
verall system size		4.0	/ NS			302150006	DLP value, 3 outlet, with safety value DLP value, 2 outlets, with safety value	e (Rilliar) no (Rilliar)	0	-	0
						302150000	DLP Vision, 1 putiet for detection to	be. 1 outlet with 61/81 plug. With int,ball valve and sensor : open - dosed (Switch	8 D		0
						302150029	closed BVC) when valve open), c/w	10 Bar safety cerice	D		p
					Pressure Gau		anists raving	he and sensar : apen - closed (Bullth closed (N/C) when wive even), $c h a$ 30 Bar	U		
				1 contact	(low pressure only)		PACT ACTUATION TUBE & FITTING5				-
					-	304:150003	F anget Bush - Suitable for Bulkhea F anget Bush - Suitable for Bulkhes	d Transit of Grans O.D. Detection Table - Nitrile Rubber NBRSO - S3 Shore	0		0
						304:150005	Ball valve G1/8" male - G1/8" fema	e.	0		0
				<b>F</b> 1		304:150066	Connector, G1/8"male - 4 x 6 Tube		0		0
						304150007	Straight connector - 4 x 5 Tabe 90' contector - 4 x 5 Jube		0 D	-	0 D
						304150012	End of line adaptor (4 x 8 Tabe), wh	helt pressure gauge	0		15
						309150000	16D rars x 4.5mm Black Cable Tel-	PMOK of 130	D		D
					Dilbar or	305:1500(9		hannel, c/or Pads made from 3M Adhes/ve hannel, c/or Pads made from 3M Adhes/ve	0	H	0
				Contractor	Other pressure (	305150011	4.2 x 9.5mm Pan Head tapping some	w - A4 ST STL	0		0
				Contact type:	141.105	305150012	4.2 x 12mm Pan Head tapoing scree	a - A4 ST STL	0		0
				Normally open	(N/C)	305150013 305150014	MS Nyloc Nut – St St MS x 12mm Slotted Pan Head Scree	- 140720	0		0
				Normally closed	3 (N/O)	301150015	M5 x Srom Slotted Pan Head Screw	- A4 ST SR	0		0
							PACT BRACKET OPTIONS				
						311150004	2kg/2.5 g/3kg Normal duty Container 2kg/2.5 g Heavy duty Container vo	er wall bracket Assembly I knocket as working	0		0
						3111500X2	3kg Heavy Duty Container wall brac	Ret assembly	6		0
						31:::50063	SAPPHIBE COMPACT Quick Ht Wall	Bracket	Ð		D
						305150007 SAMMIRECOM	MS Nyloc Nut - St St PACT PRESSURE GAUGE / SWITCH OPT	IONS	0		6
						302150001	Pressure Gauge with switch contact	t, 0 - 40sar, 9 bar suctor point, M10 x 1. Closed when pressure good	0		0
nc						302:150002	Pressure Gauge with switch contact	L 0 - 40bar, 5 bar switch point, M10 x 1, Open when pressure good	0	1	0
115						302150008	Pressure Gauge with 2 switch cents Pressure Gauge with 2 switch cents	acts, 0: 40bar, 4 bar & 9 bar switch points, M10 x 1. Open when persuing good acts, 0: 40bar, 4 bar & 9 bar switch points, M10 x 1. Cased when persuing good	0		0
						302:150065	Signal Generator / Pressure Switch	- 6.0 - 8.0 bar weitch point. M10 x 1, 3 whe (Black / Red / Brown). Optional N/O	0		0
						22225000	(Black & Brown) or N/C (Black & Fe	<li>s) when press, regions. acts, 0 - 40bar, 4 bar &amp; 9 bar switch points, M10 x 1. Open when press, regions,</li>	0		0
						302:1500:0	Pressure Gauge with 2 switch conta l'auid filled	etc. 0 - «Joar, « bar & 9 bar switch points, ML 9 x 1. Open when press regood,	0		°
						302:1500:1	Pressure Gauge with 2 switch conta	icts, 0 - 40bar, 4 bar & 9 bar switch points, MI 0 x 1. Closed when pressure good,	0		0
						SARDHIDECOM	Fquid filed PACT 'LOCAL ALARM' OPTION S		+		
						305150061	SAPPHIRE COMPACT Local Alarm U	nit - Orange - 'LOW FRESSURE' Alarm - Use with N/D switches	0		6
						305150002	SAPPHIRE COMPACT Local Alarm U	nt - Bice - SYSTEM DISCHARGED' Alarm - Use with N/O switches nt - Red - SYSTEM DISCHARD' Alarm - Use with N/O switch as	0		0
						309150002	SAPPHIRE COMPACT Local Alaza U	nit Red SYSTEMISTRATED Alarm Use with N/O switches	Ð		Ð



SAPPHIRE COMPACE Local Alarm Unit - Blue - 'SYSTEM DECHARGED' Alarm - Use with N/C swite SAPPHIRE COMPACE Local Alarm Unit - Red - 'SYSTEM ISOLATED' Alarm - Use with N/C swite hes

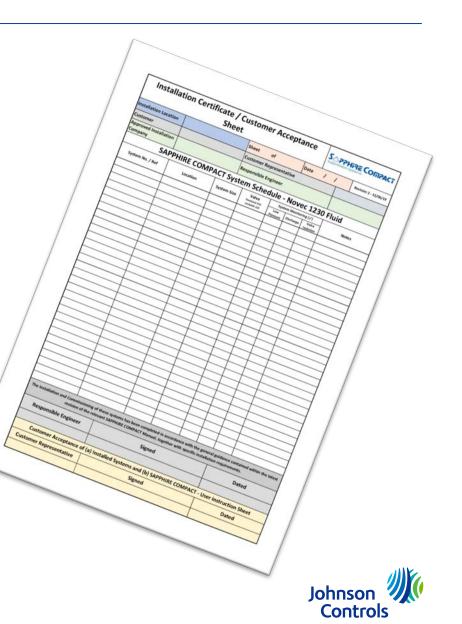
# Commissioning

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#### **Installation Check**

- Installation records of all systems must be kept for audit purposes
- Once the system is operational, the responsible person should be instructed on the functions of the system; especially the instructions for actions in case of a fire or a fault. These instructions contained in the "User Instructions LPS1666 certified systems" must be handed over with the installation certificate.
- As part of the general supervisory obligation the responsible person is required to perform staff awareness training for the system.



# Maintenance & Service

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### System Maintenance

#### **Visual Inspection**

- at least monthly
- by responsible person

#### **Basic Service**

- yearly (± 1 month)
- from the date of commissioning
- disregard any refilling, or part replacement
- may be reduced
- by competent person

#### Overhaul

- every 10 years
- by approved installer







# Sales Information

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#### Route to Market

- Existing JCI SAPPHIRE distribution channels
- Distributors must attend SAPPHIRE COMPACT training
  - 1 day
  - Design, Install, Service & Maintenance
- Periodic inspection of Approved installers in accordance with LPS1666 requirements
- Refresher training every 3 years





### Competition

Entity	Country	Agent	Enclosures	Vents
Air Fire	Italy	HFC-227ea	Enclosed & Open	Natural only
Cease Fire	India	HFC-236, HFC-227ea	Enclosed & Open	Natural & Forced venting
EKC	UAE	Novec 1230, HFC-227ea	Enclosed only	No Venting
Firetrace	USA, UK	Novec 1230, HFC-227ea	Enclosed only	No Venting
Regulus	USA	Novec 1230, HFC-227ea	Enclosed only	No Venting
NAFFCO	UAE	HFC-236, HFC-227ea	Enclosed & Open	Natural & Forced venting
JCI	UK	Novec 1230	Enclosed & Open	Natural & Forced venting

SAPPHIRE COMPACT : The only system using NOVEC 1230 that can be used in open enclosures for both natural & forced ventilation



# Marketing

SAPPHIRE COMPACT



#### Value Proposition

#### **Customer Problem – End User**

"I need to find a cost effective, reliable and environmentally friendly solutions to protect small electrical enclosures, without the need to release total flooding system. It is important to me that business continuity is maintained in an event of a fire."

Features	Benefits
<ul> <li>Self contained fire protection system</li> <li>Uses 3M Novec 1230</li> <li>Low pressure</li> <li>Cost effective</li> <li>Estimating tool</li> <li>Protect Electrical Enclosures up to 2m<sup>3</sup></li> <li>Protect multiple enclosures with one system</li> <li>PED approved containers</li> <li>LPCB Certificated – LPS 1666</li> <li>Simple design</li> <li>Tube actuated detection</li> <li>Systems health monitoring</li> <li>UK manufactured</li> <li>High local concentrations</li> </ul>	<ul> <li>Integrated detection and agent release</li> <li>Environmentally safe</li> <li>Fast acting – applied direct to flame</li> <li>Ease of Handling</li> <li>Economical</li> <li>Quick and easy to design and price</li> <li>Complimentary to room protections systems</li> <li>European approved pressure vessel</li> <li>Approved system</li> <li>Suitable for ventilated enclosures</li> <li>Visual / Electrical indications of low pressure</li> <li>Established technology</li> </ul>

#### **Value Proposition Statement**

A low cost, self contained fire protection system for small electrical enclosures to supplement total flooding systems



## Marketing Plan

#### Marketing Objectives:

- Increase sales and grow market share in the Novec 1230 and Halocarbon markets
- **Promote SAPPHIRE COMPACT** as an integral part of the SAPPHIRE portfolio
- **Position** SAPPHIRE COMPACT into a new niche market for JCI

#### Marketing Strategy:

#### Create the push into the market by

- Educate sales/BD team on the F&B of SAPPHIRE COMPACT
- Deliver marketing support material in all brands
- Targeted marketing campaign to niche market

#### Create a pull from the market by

• Reaching out to end users, consultants and specifiers directly through integrated face-toface programs as well as relevant media and advertising campaign

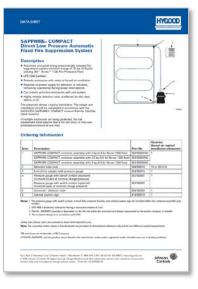
#### Marketing Tactics:

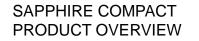
Strategy	Awareness	Educational	Customer contact	Sales & BD Support
Objectives	Educate the market, raise awareness	Provide educational content to raise interest	Generate sales leads by positioning SAPPHIRE COMPACT	Ensure Sales & BD are fully equipped to sell
Tactics	<ul> <li>Website</li> <li>Social Media and Digital Strategy</li> <li>PR &amp; Media coverage</li> <li>Video to download</li> <li>Collaterals to download</li> </ul>	<ul> <li>Technical documentation to download</li> <li>Marketing materials to download</li> <li>Video</li> <li>Training</li> </ul>	<ul> <li>Events: Webinars, Engineered Systems Distributor Conference EU&amp;A</li> <li>Exhibitions/shows</li> <li>Seminars/Roadshows</li> <li>Email campaign</li> <li>Technical Training</li> </ul>	<ul> <li>Launch webinars (internal 13<sup>th</sup> Nov – EU&amp;A, APAC, ME and LATAM)</li> <li>Marketing collaterals</li> <li>Sales presentation</li> <li>Video</li> </ul>



## Marketing Support Materials (in all brands)

#### SAPPHIRE COMPACT DATA SHEET







#### SAPPHIRE COMPACT WEB PAGE







#### SAPPHIRE COMPACT VIDEO



#### Collateral Translations IN PROGRESS

- Spanish
- Portuguese
- Italian
- French
- German



# Thank You!

Q & A

