

Press release

Swedish designed smoke detector with smart design increases fire safety in households

Snapalarm[®] is a Swedish designed smoke detector with an innovative and smart design. The unique feature is its patented installation technique which makes it possible to attach it on the cord of a lamp with just one click. It fits most cords, chains and rods. Snapalarm[®] does not require any ladders, tools or screws to be installed. A major problem with traditional smoke detectors is that they end up lying on a shelf somewhere – where they should not be, unable to give sufficient fire protection.

The Snapalarm[®] has been developed by Michael Olsson, industrial designer and former fireman and Rickard Grönstedt, engineer. Several prototypes were tested on different target groups until the Snapalarm[®] team ended up with this oval shaped smoke detector.



The result is a smart and safety eagerly-need-to-have-product instead of a grey-necessity-product that is difficult to install. Making the smoke detector into an interior designed product will raise fire safety consciousness in households and thereby increase safety at home.

Snapalarm[®] is available in white and later on in black. Additional colours and functions will be presented in the near future.

Today Snapalarm[®] is sold in Sweden, Denmark, Ireland and now also in Finland.

Snapalarm[®] received 2005 Red Dot Design Award

Facts about – Snapalarm[®]

- Optical smoke detection
- Battery included
- Battery blocker (unable to install without battery)
- CE-labelled
- The product complies with safety, health and environmental requirements as per Directive 89/336/EEC (EMC directive)
- Fits on the cord of a pendant lamp, on a rod/chain up to 2 cm in diameter
- It can also be installed with a single screw or nail
- 2 year guarantee
- World-wide patent

More information, promotion video and press pictures can be seen and downloaded at:
<http://www.snapalarm.com/>

For further information or additional press pictures please contact:

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About OG Invent

Snapalarm[®] is the first designed safety product from OG Invent. OG Invent has world-wide patent on Snapalarm[®]
www.snapalarm.com

