



WHY

CEASEFIRE?



TRUST



QUALITY



RELIABILITY



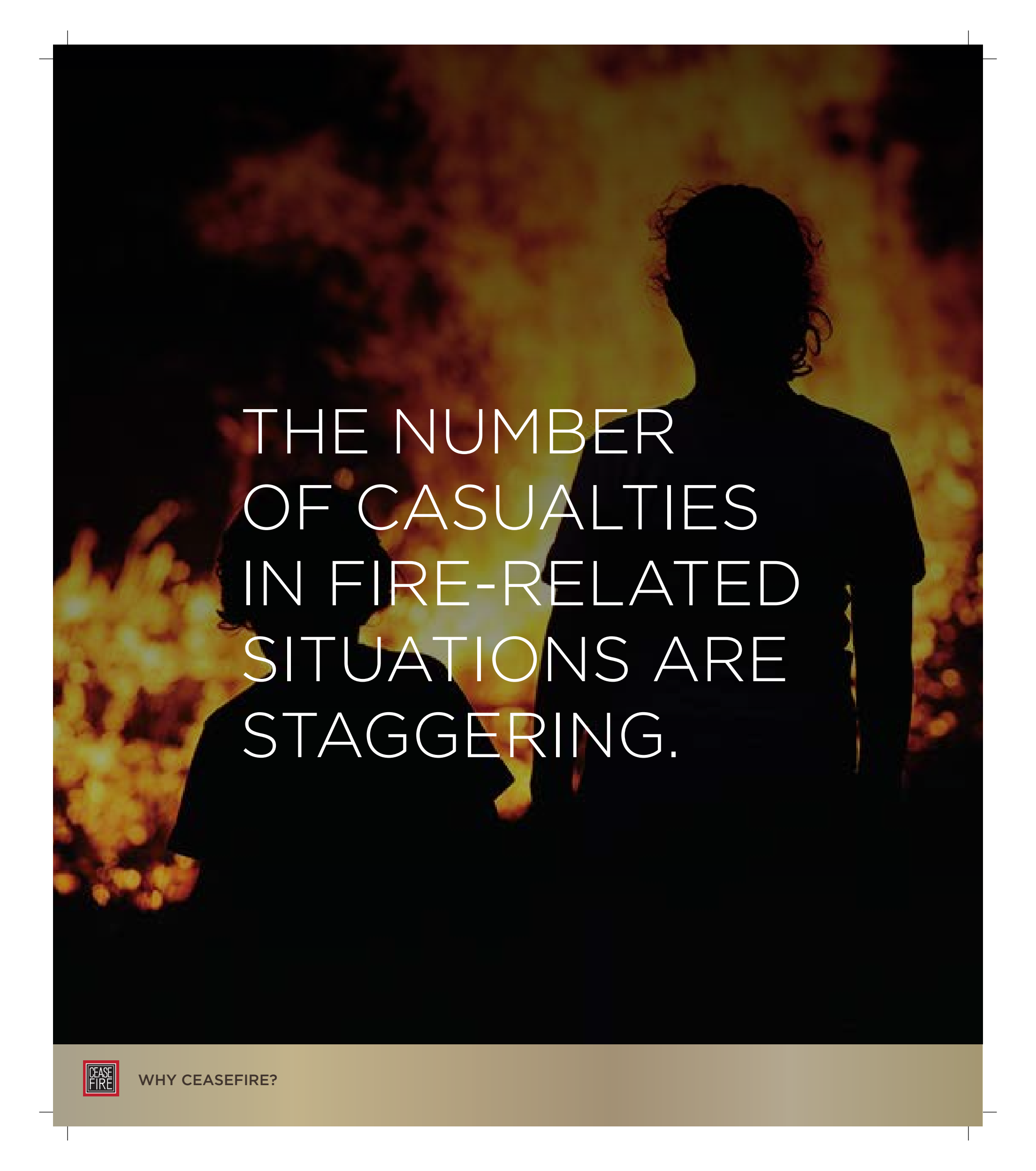
GLOBAL CERTIFICATIONS



STATE-OF-THE-ART
TECHNOLOGY



CO₂-BASED FIRE EXTINGUISHERS

The background of the entire page is a photograph showing the silhouettes of two people, likely a man and a woman, standing with their backs to the camera and holding hands. They are positioned in front of a large, intense fire that fills the background with bright orange and yellow flames. The overall mood is somber and urgent.

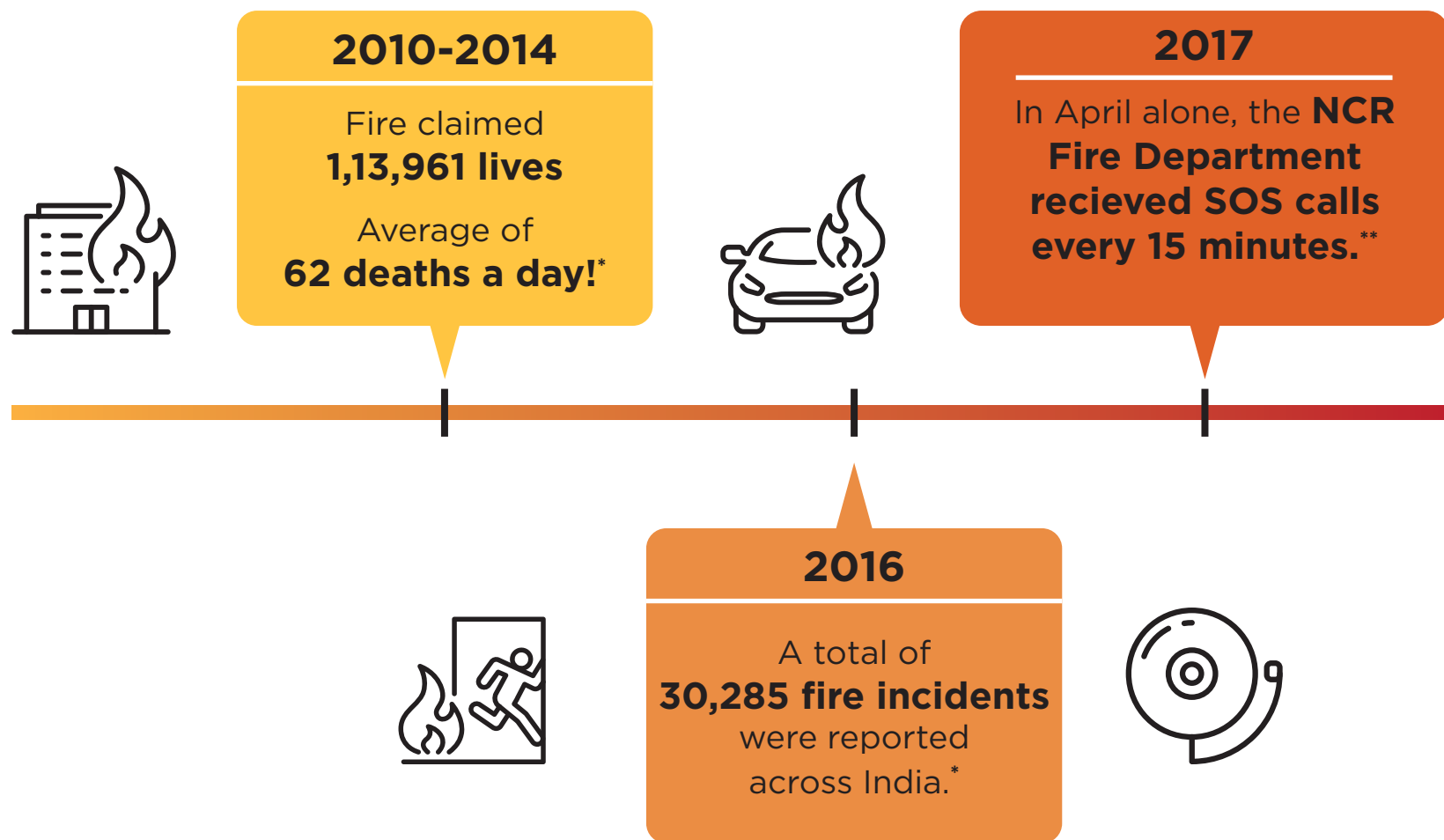
THE NUMBER
OF CASUALTIES
IN FIRE-RELATED
SITUATIONS ARE
STAGGERING.



WHY CEASEFIRE?




Fire is the cause behind **thousands of unnatural deaths** in the country.



*Source: NCRB

**Source: Times of India 18th April

Investing in fire safety = Selecting the right technology + Selecting the right agent to protect lives and property



The purchase of an extinguisher is an important one for the **safety of your property and life.**



WHY CEASEFIRE?

It's also the best time to ask yourself this question:
Are you actually buying it for



SAFETY

OR



**REGULATORY
COMPLIANCE**



If your answer is **safety**,
then your expectation would be
that **the fire extinguisher**
will come to your rescue
in your time of need.



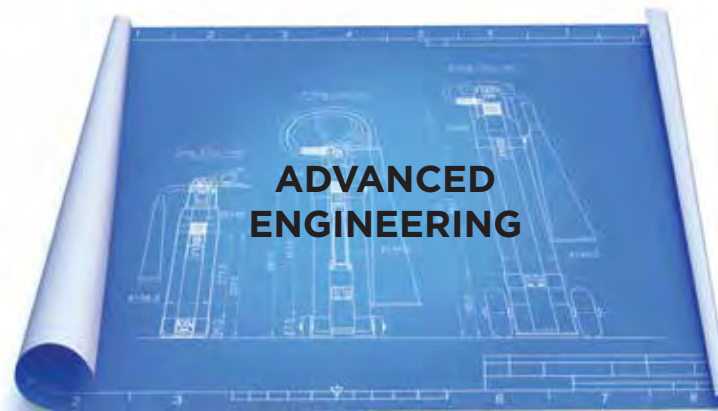
If your answer is to **meet a**
regulatory compliance,
then you'd expect the
extinguisher you are investing
in to at least work.

Because in an event of fire,
there are no second chances.
This means zero scope
for error.



WHY CEASEFIRE?

Whatever your answer, you should know that **a CO₂-based fire extinguisher involves far more advanced engineering than any basic type of fire extinguisher.**



- ✓ SAFETY
- ✓ REGULATORY COMPLIANCE
- ✓ MANUFACTURING
- ✓ TEST
- ✓ RAW MATERIALS
- ✓ ASSEMBLY

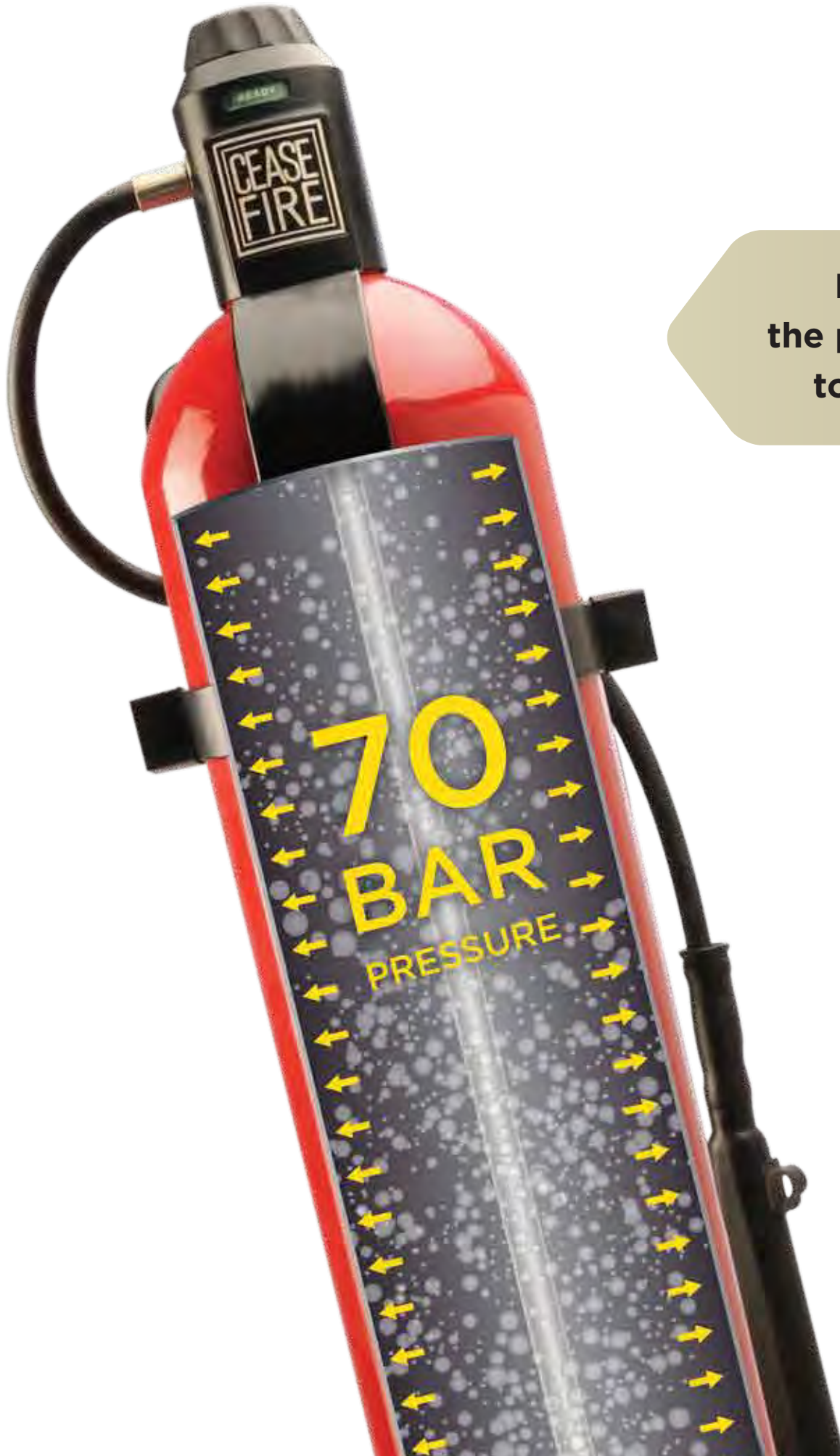


It's vital that the fire extinguisher you choose to buy is **made to these exacting standards.**

**WHAT IS A
CO₂ FIRE
EXTINGUISHER?
AND WHY IS IT
SO UNIQUE?**



WHY CEASEFIRE?



In CO₂ extinguishers, the pressure is kept high to the point of 70 bar.

A soft drink is pressurised at half a bar.

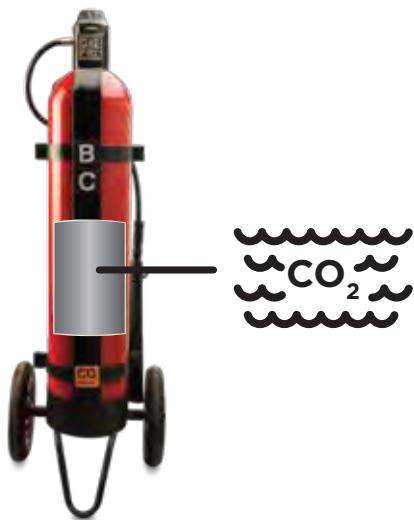


An LPG cylinder is pressurised at 2.5 bar.



So 70 bar is extremely high, high pressure!





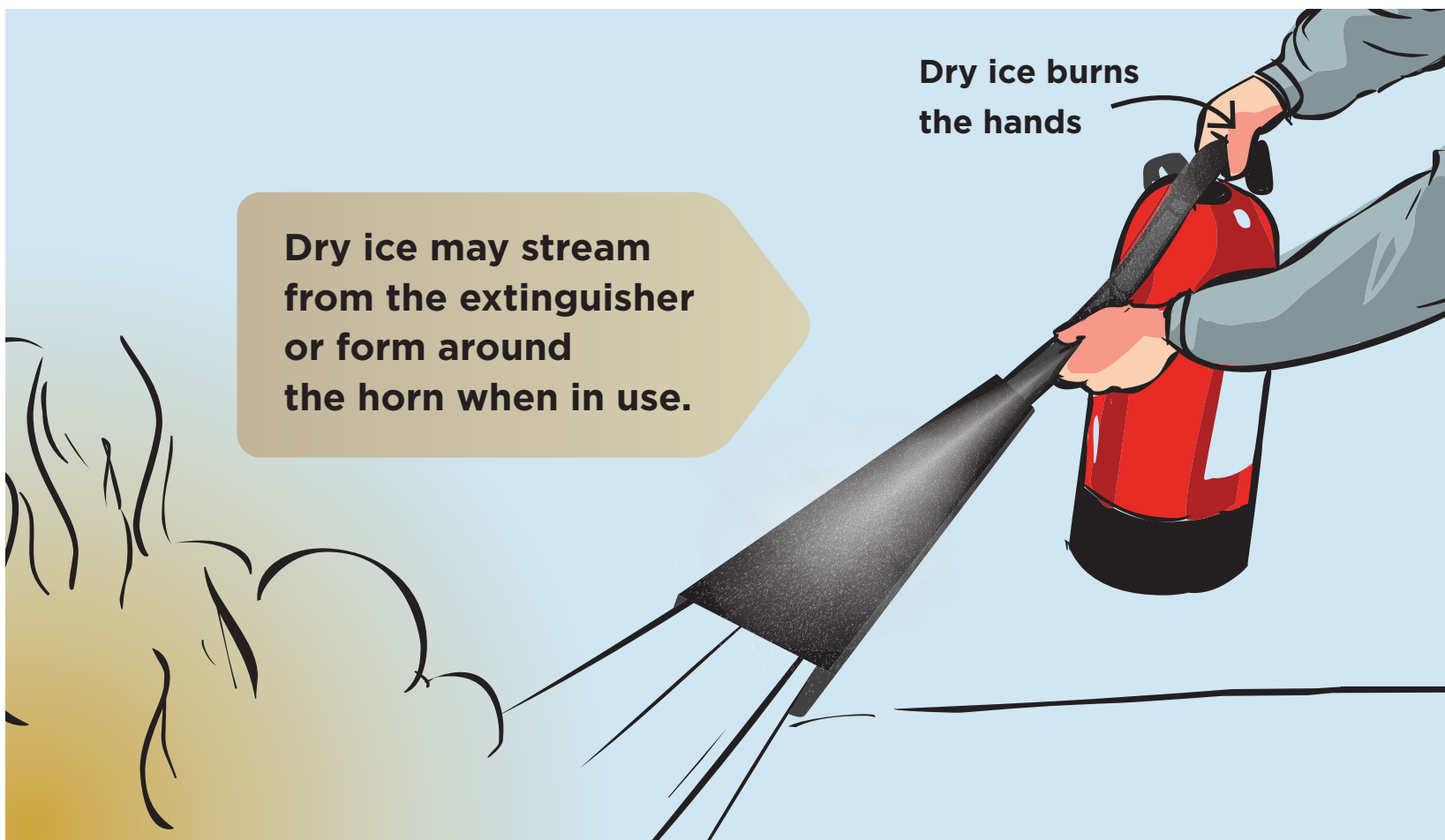
The high pressure keeps the CO₂ in a liquid state.



When the pressure is reduced



it turns into gas.



WHY CEASEFIRE?

The pressure requirement and unique working require **highly specialised, extremely precise manufacturing and engineering.**



Clean and non-toxic



Fights class B fires involving flammable liquids like petrol and oil.



Fights Class C and electric fires.

**SOME KEY
COMPONENTS OF
A CO₂-BASED FIRE
EXTINGUISHER, THAT
MAKE IT UNIQUE
FROM OTHER FIRE
EXTINGUISHERS.**



THE HOSEPIPE

ABSENCE OF A PRESSURE GAUGE

THE VALVE

THE CONTAINER

THE DISCHARGE HORN

THE TROLLEY





THE CONTAINER

The container of a CO₂ fire extinguisher is required to hold pressure of up to 70 bar.

This demands an extremely sturdy container.



WHY CEASEFIRE?

Industry Practice

CO₂ extinguishers are recycled



Reconditioned



And reused

Extreme high pressure in the recycled cylinder causes:



Deterioration of the walls of the cylinder



A weak cylinder can burst and cause harm

Ceasefire Practice

Ceasefire's CO₂ containers are **made of high-grade mild steel through a specialised extrusion process** that makes the containers **completely seamless.**



Industry Practice



Most CO₂ extinguishers in the market today have cylinders that are **not PESO certified, or have expired certifications,** yet they are reused.

Ceasefire Practice

Every single container is certified by Petroleum & Explosives Safety Organisation (PESO) for safety.

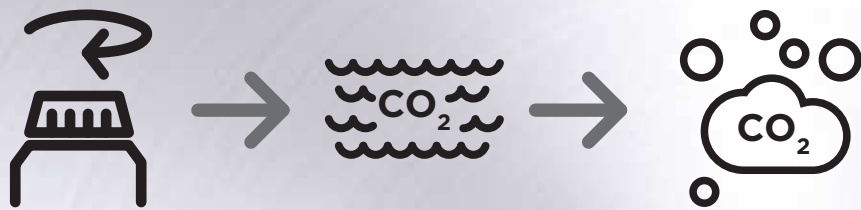
Every Ceasefire CO₂ extinguisher has its serial number on the corresponding PESO certificate. **Our online portal allows access to the PESO certificate.**



WHY CEASEFIRE?

THE VALVE

The valve of the CO₂ extinguisher needs to transfer extremely high pressure, in order to turn CO₂ from liquid back to its gaseous form.



This requires the valve to be specially built to endure extreme pressure.



WHY CEASEFIRE?

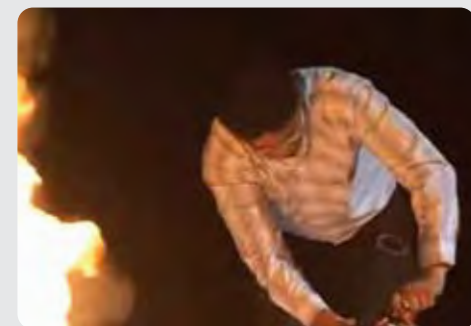
Industry Practice

CO₂ extinguishers' valves available in the industry are generally substandard.

Metal valves are tightly fastened.



They are difficult to operate



and create an obstacle in a fire situation.

Ceasefire Practice

Ceasefire CO₂ fire extinguishers have **high-grade brass valves, far superior than metal valves.**



Industry Practice

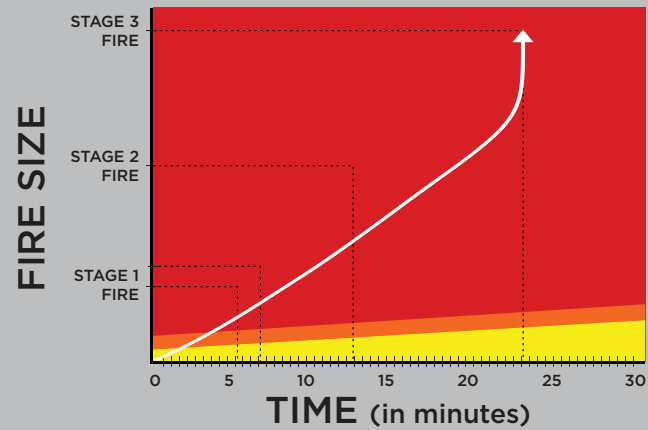
Substandard valves might not turn at all.



Or break when forced.



The longer you take to actuate, the bigger the fire gets.



You can't check if the valve works till the time of the fire.

It's a risk you have to take!

00:00



08:00



20:00



Ceasefire Practice

Ceasefire CO₂ valves are specially designed to endure and operate at extreme high pressure.



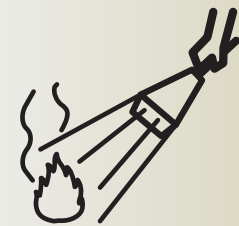
Twist the valve



READY



Point the horn at the fire



Pull the trigger



WHY CEASEFIRE?

Industry Practice



Most industry valves don't have a mandatory Petroleum & Explosives Safety Organisation (PESO) Certification.

Ceasefire Practice

Each valve has a Quality & Safety Certification from the Petroleum and Explosives Safety Organisation (PESO).

A valve's PESO certification record can be readily checked in our online portal.





THE DISCHARGE HORN

Unlike other types of fire extinguishers, CO₂ extinguishers come equipped with a discharge horn as opposed to a hose.



Pressure is released and reduced by the horn.



CO₂ expands back into a gaseous state.

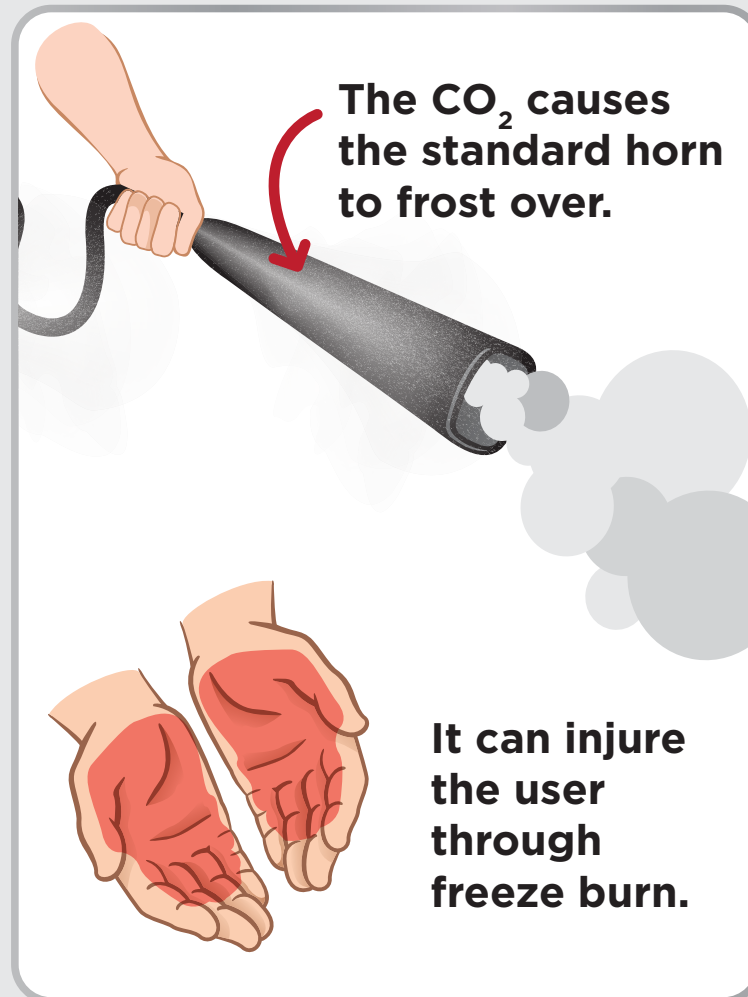


WHY CEASEFIRE?

Industry Practice



Most industry players install a standard horn.



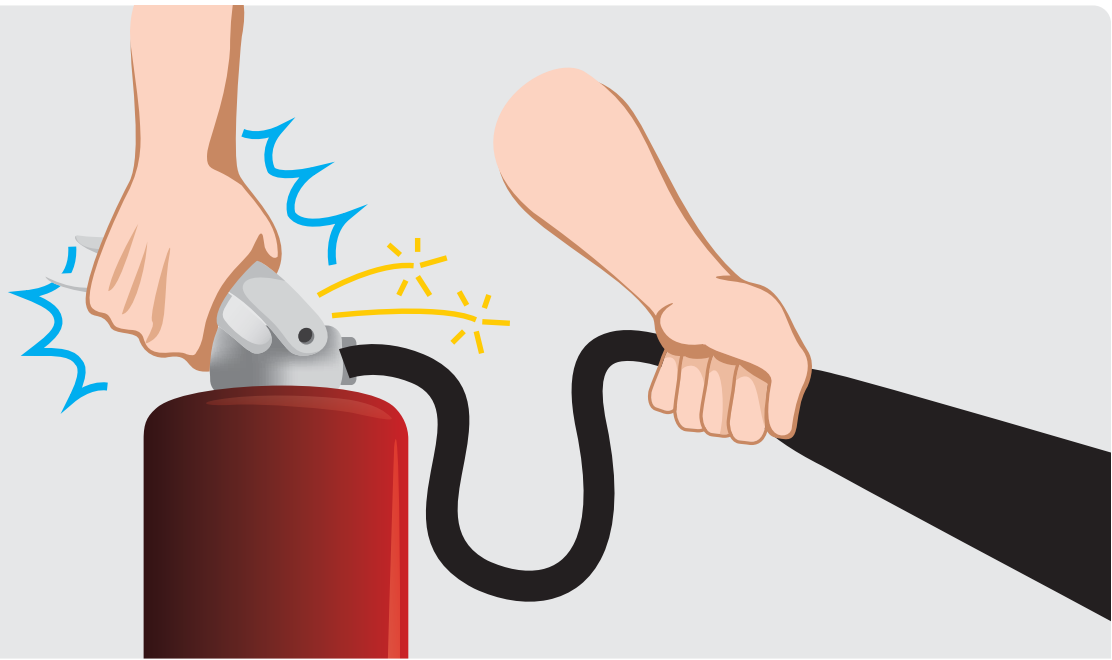
Ceasefire Practice

- Safe to hold.
- Frost-free horns that cause no freeze burns.
- Can be touched safely when fighting the fire, giving more control.



Industry Practice

Static current is generated at the time of activation.



The current can make the extinguisher impossible to hold.

The natural impulse is to throw the extinguisher down due to shock.



Ceasefire Practice

Through extensive research and development, Ceasefire's CO₂ extinguishers are:

- Free of static charge.
- Safe to use on B and C class fire.



WHY CEASEFIRE?





THE HOSEPIPE

The hosepipe is the medium through which the **CO₂ gas flows from the cylinder to the extinguisher's horn** at the time of activation and firefighting.



WHY CEASEFIRE?

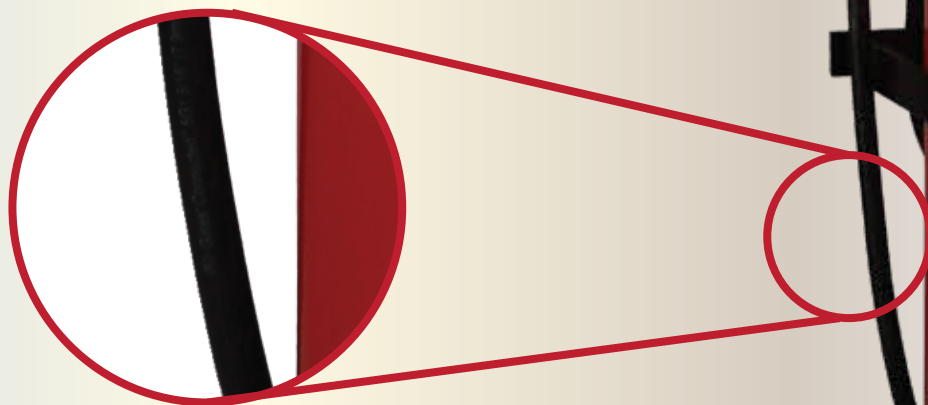
Industry Practice

Most CO₂ extinguishers available in the market today use substandard rubber hosepipes.



Ceasefire Practice

The Ceasefire CO₂ extinguishers come equipped with a superior quality EPDM hosepipe.



Industry Practice



- Get brittle over time.
- Begin to crack when moved.
- Can't hold the pressure of gas discharge.
- Burst because of high pressure.



Ceasefire Practice

This hosepipe comes with a **guarantee of no cracks or deterioration throughout the service life of the product.** This ensures quicker, easier firefighting.



WHY CEASEFIRE?

Industry Practice

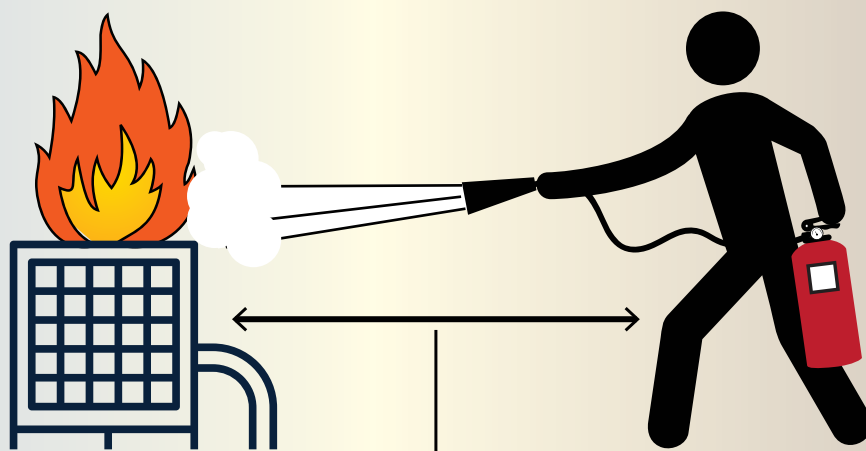
Hose not long enough. Flexibility is key to keep distance from the flames and fight the fire.



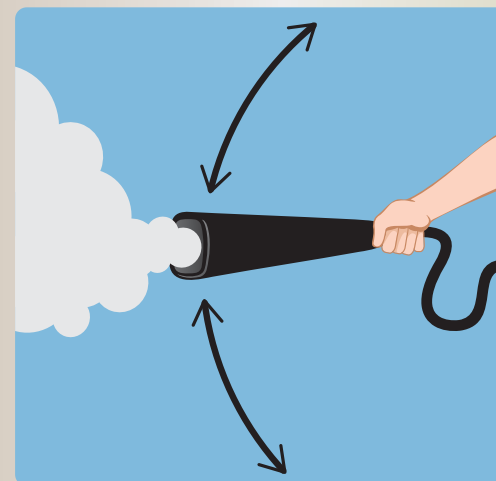
very close proximity to fire

Ceasefire Practice

The length of the hosepipe is kept long to enable free movement during firefighting, allowing the firefighter to keep a safe distance and fight the flames.



safe distance from fire



long hose = easy to manoeuvre

ABSENCE OF A PRESSURE GAUGE

Since CO₂ fire extinguishers are **pressurised at extremely high pressure, it's not safe for the extinguishers to have a pressure gauge.**



WHY CEASEFIRE?

Industry Practice



CO₂ extinguishers in the industry **have no ready mechanism to tell if the extinguisher is ready for use or not.**



The only way to tell if an extinguisher has not lost any of the agent over time is **by weighing it.**



The **user is never fully sure if the extinguisher is ready for action** unless an attempt is made to activate it.

Ceasefire Practice

Indicator



Ceasefire has developed the **world's first-of-its-kind mechanism** that, through a ready indicator, **shows whether the extinguisher is in a "Ready" or "Used" state.**

READY



Just by observing this indicator, you can tell if a **Ceasefire CO₂ extinguisher is ready to take on fire or not.** This has taken away doubt and uncertainty from the minds of the users.



THE TROLLEY

- A CO₂ extinguisher **above 2 kgs becomes too heavy.**
- The mild steel container, **because of the high pressure, is extremely heavy.**
- **Easy movement** of the extinguisher to the scene of fire is **important to fight it.**



Industry Practice



The average industry trolley quality is low and not very manoeuvrable.



This adds to the overall weight.

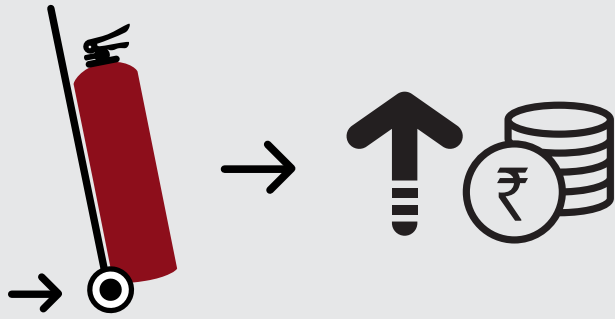
Ceasefire Practice

At Ceasefire, we have **our CO₂ extinguisher trolleys to perfection.**



- Takes the weight of the CO₂ extinguishers off.
- Smooth and easy to manoeuvre.

Industry Practice



For most manufacturers, the trolley is an added component.

Keeping their profit margins healthy by keeping the quality low.

Ceasefire Practice



The trolleys are designed to withstand mechanical stress.



Superior grade rubber/plastic wheels.



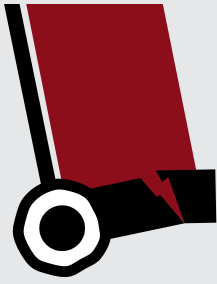
Provide high portability.



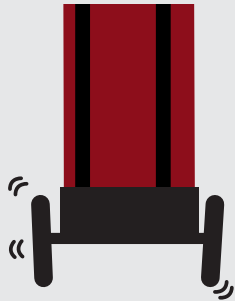
WHY CEASEFIRE?

Industry Practice

The result:



Inferior quality trolley mounts.



Rickety wheels with substandard rubber.



Uneven load distribution.



Handles that aren't sturdy.

Ceasefire Practice



Ergonomically designed handle at the centre of the extinguisher distributes the load evenly.

This makes the extinguisher even easier to cart around.

THE HEAVY WEIGHT PROBLEM

- Despite the trolley a CO₂ extinguisher's **weight remains an issue.**
- The container is heavy since it's **required to hold up to 70 bar pressure.**
- **This heavy weight makes it difficult to move and operate.**



WHY CEASEFIRE?

Industry Practice



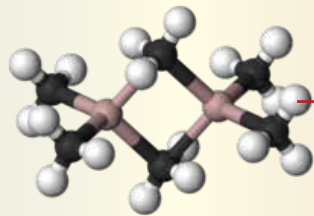
Industry is still to evolve to a solution on how to solve this weight problem.

A typical 4.5 kg CO₂ extinguisher weighs a staggering 18.5 kgs, making it extremely difficult to carry and operate.

Ceasefire Practice

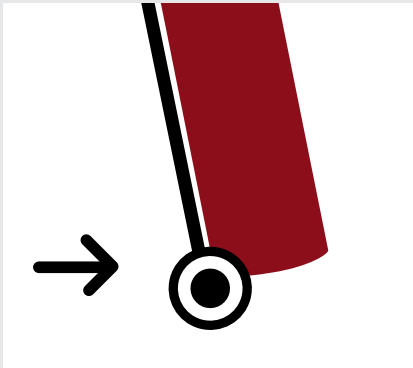
Ceasefire's made a massive breakthrough in tackling the CO₂'s weight issue by successfully manufacturing aluminium bodies.

Al



Thanks to Ceasefire's switchover to aluminium bodies, **Ceasefire's new CO₂ aluminium-bodied extinguisher range is lighter and more portable.**

Industry Practice



The industry is still struggling with the authenticity and quality aspects connected with the mild steel bodied, heavy containers.

Their answer is simply to mount it on wheels, and ignore the weight issue.

Ceasefire Practice



Corrosion and tamper-free.



Produced by the extrusion method rather than spinning of steel pipes.



This makes them far sturdier than the industry-used steel cylinders.



WHY CEASEFIRE?



GLOBAL CERTIFICATIONS

Ceasefire's quality is endorsed by leading certification agencies across the world.



WHY CEASEFIRE?

We're so confident about our manufacturing process and finished products, that we've submitted our extinguishers before every leading certification agency across the globe - to see if they hold up against the most stringent, highly brutal testing criteria.

Not only did every product up for testing qualify every parameter, but in some cases they over-qualified.

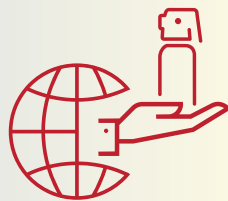
Today, Ceasefire products conform to the highest global standards, and carry a host of national and international certifications; including EN3, EN1866, MED, PED, ISO 9001 and OHSAS.

What do these Global Certifications Actually Mean?

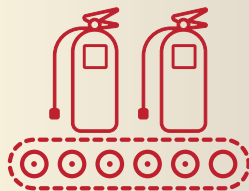
The audit of international certification don't just focus on the finished product; it encompasses each and every component along the manufacturing line, as well as companies supplying parts that go into the extinguisher.

After sales services and the training that we offer falls under the scrutiny of the audit. A single change in the production process means the extinguisher needs to be certified all over again! This guarantees the best product every single time, with absolutely no compromise.

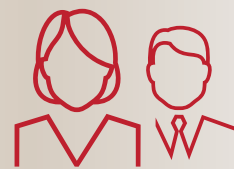
With our global certifications in place, Ceasefire is now licensed to sell a host of lifesaving products across the globe.



Tests at European Union-certified Labs



Factory Production Control (FPC)



Audits on After Sales Services



Market Checks

International Certifications. One Company.

Ceasefire has product quality certifications from multiple leading certification agencies. Each of these agencies epitomise safety and performance standards, and have **laid out some of the most stringent test criteria in the world.**

Each certification dictates unique testing criteria. MED, for example, has rigorous tests for products for functional efficacy in high humidity areas. PED puts special emphasis on pressure holding capabilities. LPCB & BSI take a more holistic view of things, thoroughly checking everything from the procurement of raw materials to the production line, the performance of the product at a customer's premises and also the after sales service provided. Ceasefire has passed them all.

The very fact that our products qualify against these standards is testimony that we take our job of saving lives very, very seriously, and continue to raise our product quality standards.

Ceasefire's Product Certifications:



BIS: The ultimate, all encompassing Indian test standards set to unique Indian conditions.



EN3 (Standards Certification from LPCB & BSI): The small, portable extinguishers' test comprises 10 progressively tough tests.



EN1866 (Standards Certification from LPCB & BSI): This test is set for larger extinguishers, like trolley-mounted extinguishers.



MED (Marine Equipment Directive - Certification from LPCB):

A benchmark certification for products to be used on ships, offshore oil rigs and other marine industries. This difficult certification guarantees that the extinguisher is capable of withstanding high salt and humidity.



WHY CEASEFIRE?



PED (Pressure Equipment Directive - Certification from LPCB): PED is one of the biggest European standards. It involves a specialised test that checks the extinguisher's pressure, welding, documentation and the manufacturing process of the product.



EN 3 LPCB Cert ref. 1329b

Horseshoe Mark (LPCB Certification): This is LPCB's main certification mark that's awarded to products which have all the above certifications in place.



Kite Mark (BSI Certification): By British Standards Institution, it's awarded to products that have EN3, EN1866 and FPC certifications.

Ceasefire's Process Certifications:



PED (Pressure Equipment Directive - Certification from LPCB): PED is one of the FPC (Factory Production Control - Production Certification from LPCB & BSI): An essential part of the LPCB & BSI certification includes Factory Production Control. Besides testing the finished product, raw material suppliers and every individual component in the extinguisher is also subject to production line quality checks.



OHSAS: Occupational Health and Safety Assessment Series is an internationally applied British Standard for health and safety management systems.



ISO: The International Organisation for Standardisation promotes global standardisation for specifications and requirements for materials, products, procedures, formats, information and quality management.

WHY SHOULD YOU CHOOSE A CEASEFIRE CO₂-BASED EXTINGUISHER?



WHY CEASEFIRE?



1. Ceasefire CO₂ extinguishers have **PESO certified cylinders**, made from **high-grade mild steel** through a **specialised extrusion process**. This makes the **containers completely seamless!**



2. Each cylinder is certified by PESO for safety, and **every Ceasefire CO₂ extinguisher has its serial number mentioned on a corresponding PESO certificate.**

3. Any **customer can access the PESO certificate** for their CO₂ extinguisher through the portal.



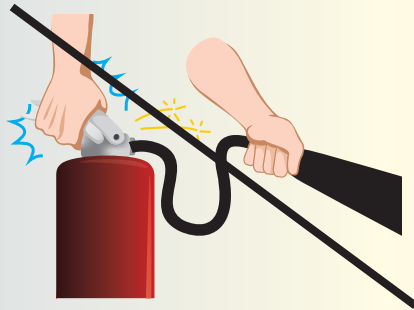
4. Every time you buy a Ceasefire CO₂ extinguisher, **you are guaranteed to get a new cylinder** that is at the very beginning of its service life of 8 years. Proof? Check the cylinder's serial number in the corresponding, dated PESO certificate.



5. We use **PESO certified, high-grade brass valves**, specially designed to endure and operate at extreme high pressure.



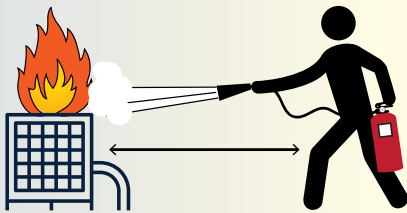
6. Our **CO₂ extinguishers** come equipped with **safe to hold, frost-free horns** that cause **no freeze burns** to the users. These can safely be touched when fighting the fire, **giving the user a lot more control** when firing the extinguisher.



7. Ceasefire's CO₂ extinguishers are completely **free of any static charge or electric shock** at the time of activation, and **can be safely used to fight B, C and electrically started fires.**



8. Our extinguishers come equipped with a **superior quality EPDM hosepipe** that guarantees **no cracks or deterioration** of any kind throughout the service life of the product.



9. The **length of the hosepipe is kept long**, enabling free movement during firefighting.



10. We've developed the **first-of- its-kind mechanism in the world** that **shows whether an extinguisher is "Ready" or in a "Used" state** through an indicator.





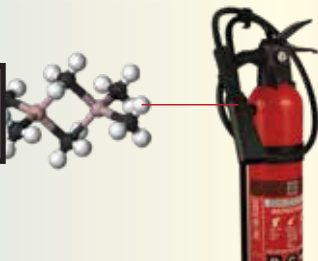
11. Our extinguisher trolleys are **smooth, easy to manoeuvre**, and built to **take the weight of our CO₂ extinguishers** away from the users.

12. The trolleys are **designed to withstand mechanical stress**, and **superior-grade rubber wheels** provide **high portability**.



13. In addition to the trolley, an **ergonomically designed handle** at the centre of the extinguisher **distributes the load evenly** to the key arm muscles, making the extinguisher even **easier to carry**.

Al



14. A massive breakthrough in tackling the weight issue - our CO₂ extinguishers are now **available in an aluminium body**.



15. Ceasefire's switchover to aluminium bodied CO₂ extinguishers means these extinguishers are **far more lighter and portable**.



Extrusion Method

16. The new aluminium cylinders are **corrosion and tamper-free**, and are **produced by the extrusion method** rather than by the spinning of steel pipes. This makes the new body **sturdier many times over**.

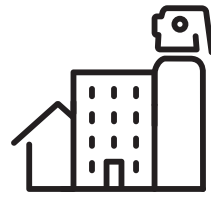
CEASEFIRE TO THE RESCUE



WHY CEASEFIRE?

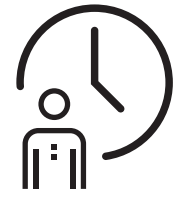


For over 25 years, Ceasefire has manufactured, tested and sold hundreds of thousands of extinguishers, without a single case of malfunction.



A Ceasefire product is sold

every
61
seconds



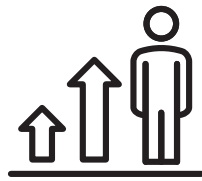
Ceasefire saves a life

every
5
minutes



A team of

2000
trained and
enthusiastic
professionals



3000 new customers
to our list of

500,000
existing customers

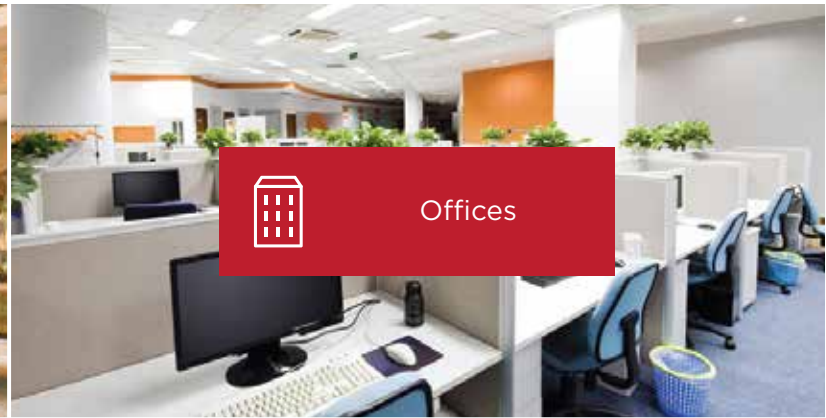
Our success comes from the quality of our products, and the trust they inspire in our customers.

We are one of the few companies who have negligible advertising and marketing budgets, and are still one of the highest recalled and popular brands in the domain.

We instead prefer to put our funds towards developing new, cutting-edge technologies that save lives.



360° FIRE SOLUTIONS



Ceasefire is equipped to and ready to take on any fire the very moment it sparks. This means that in your time of need, you can be rest assured that Ceasefire will come to your rescue.



WHY CEASEFIRE?



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