




For decades we have been in the
business of saving lives

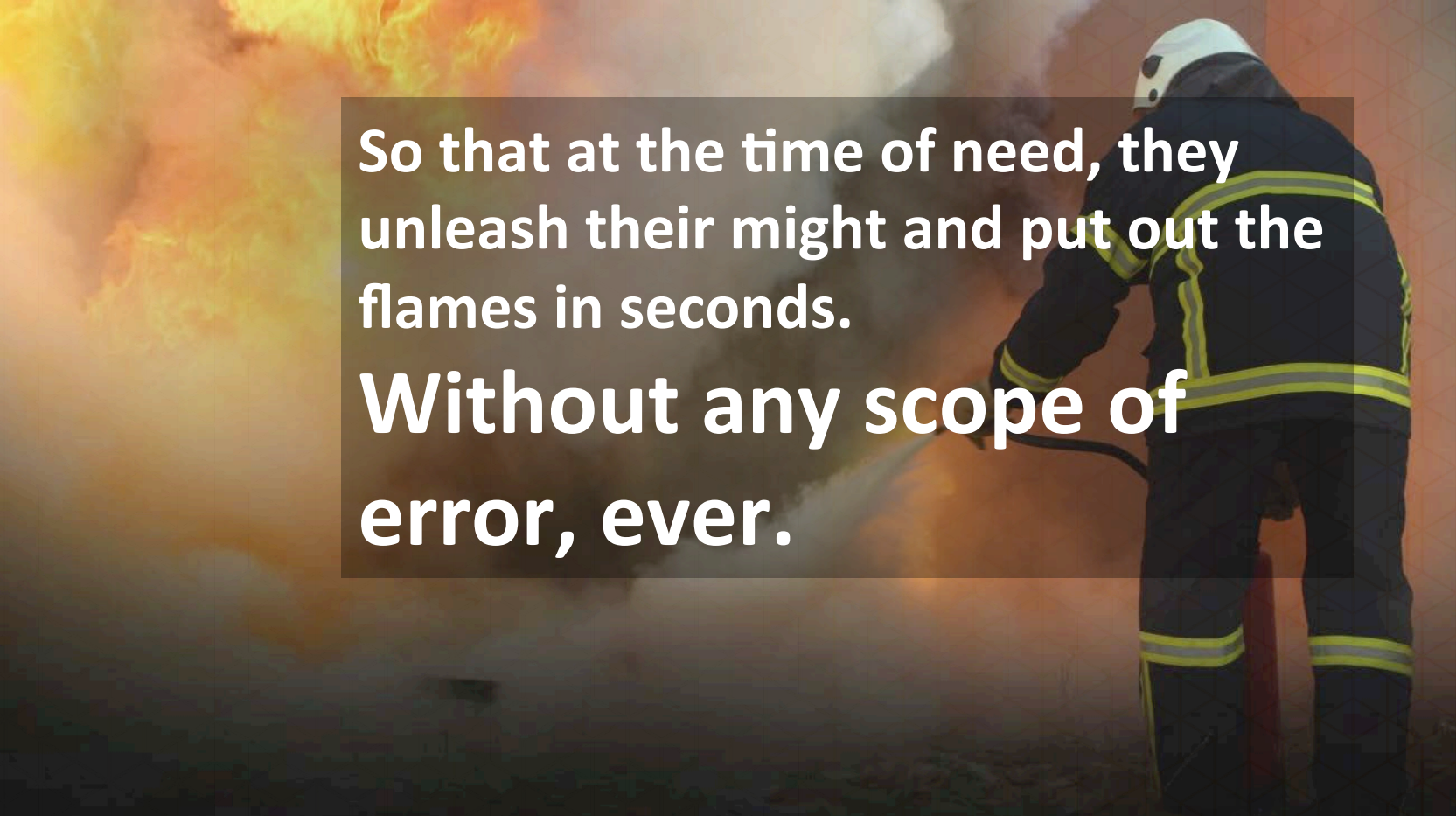
A firefighter in full, reflective silver protective gear is shown in a dark, industrial setting. The firefighter is holding a hose and spraying a stream of water or foam towards a large fire burning in a circular pit. The scene is dimly lit, with the primary light source being the fire itself, which casts a glow on the surrounding surfaces.

**Producing fire safety products that
are engineered to perfection.**

**We know - in the fight
against fire, there is no
second chance.**



**We have built our products to
impeccable standards.**

A firefighter in full gear, including a helmet and reflective stripes on their dark uniform, is shown from the back, actively spraying a fire hose. The scene is filled with intense orange and yellow flames and thick white smoke, creating a dramatic and high-contrast environment.

**So that at the time of need, they
unleash their might and put out the
flames in seconds.**

**Without any scope of
error, ever.**



Today, a Ceasefire product is
sold every 61 seconds.

And is used on a real
life fire emergency saving
lives and property,
every 5 minutes.





Biggest testimony to our quality
is the trust.

That makes Ceasefire the **biggest**
brand in the fire safety
domain in India.






However there are times we are compared with mediocre sub standard products.



Solely because the local products too carried the same **Certification** as us.

As a matter of fact, everyone carried
the same certification



From small manufacturers to local shed
operators, everyone was  approved



Reason behind this is simple –
**the entry level criteria were too low
and everyone qualified.**



The grim reality



- The scope of Certification audit is **not comprehensive enough** to be a true endorsement of Quality.
- Certification is purely based on **samples** submitted
- Certification audit does **not include** factory production line checks.
- You may **not even be a manufacturer** fully and could **only be an integrator** and can still submit samples for approval.

The grim reality



- Raw material sourcing / suppliers audit is **not necessary for the certification**
- **Negligible** amount of **surveillance audits** are carried out post the certification
- **No guarantee** if the approved standards are being followed
- The product supplied in the market and the prototype submitted for approval **could be absolutely different**
- Audit **does not** include after sales customer service checks

We wanted to break this prejudice



No way was **the superior Ceasefire quality**, which was a result of decades of research and development and continuous product improvisation, comparable with the **sub standard local fire extinguishers**.

Whereas the Indian quality agencies were putting us in the **same league as the local, mediocre players**.

Our quality was far superior than what the Indian standards **expected out of manufacturers to achieve ISI approvals**.



We wanted Certifications to **testify our superior quality and establish the difference.**

We wanted reputed third party agencies to rate our quality by testifying our products on **the most brutal performance criteria** ever laid out in the world.

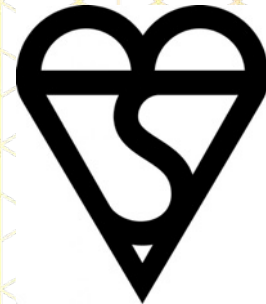
So that **the stark difference** between **Ceasefire** and **local extinguishers** can clearly be established for our customers.



We got our answer to truly testify our quality in European Certifications



That make the Ceasefire quality endorsed and certified by the World's best.



by

bre bsi.



With this Ceasefire becomes the only brand in India with Dual certification - **Indian + European** on the very same product range.



+



+



+



BIS

EN





The Ceasefire promise of Quality & Reliability

..today stands endorsed by not
**One, but Multiple, top-of-the-
league Quality agencies in
the world.**



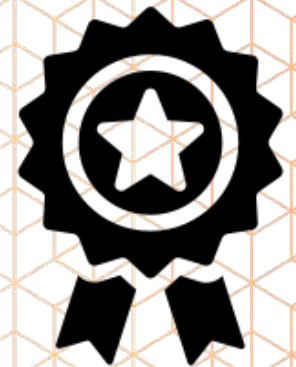
**We are raising the bar in the Indian market
to unprecedented levels.**

Our products today meet, and in many cases, surpass the most brutal test standards laid out in the world – EN3,7 to 8, EN1866, PED (CE) and FPC.





Ceasefire today is the **sole manufacturer in the fire safety domain in India** to have obtained mutiple quality certifications from the very best in the world.





Lets try to understand-
Who are these Quality agencies?
**What do these
certifications entail?**
and **What it means to
our customers?**





LPCB – Loss Prevention Certification Board

by **bre**



LPCB – Loss Prevention Certification Board

by

bre



BRE is a world leading, multi-disciplinary, building science organization and a certification agency that offers certification of fire and security, using standards and qualifications that are used around the world, to bring **safety in the built environment**.



LPCB – Loss Prevention Certification Board

by

bre

The LPCB certification, granted by BRE, is one of the **world's most sought after certification** because of the comprehensiveness of the audit that makes it a true endorsement of quality.

The scope of audit includes –

- ✓ Tests to be undertaken only at UKAS accredited labs
- ✓ Initial type testing and technical evaluation
- ✓ Assessment and surveillance of the manufacturer's quality system
- ✓ Factory production controls (FPC)
- ✓ Regular audit testing
- ✓ Labeling and listing



LPCB – Loss Prevention Certification Board

by

bre



FPC – Factory Production Control

A key part of the LPCB certification process is **Factory Production Control (FPC)** that ensures the certification does not just depend upon the finished product; but the certification audit begins with **how the raw materials are procured**, suppliers audit, **inward quality audit**, production quality control and **outward quality audits**.



LPCB – Loss Prevention Certification Board

by

bre



Going beyond the production audit

The scope of the audit does not only end at the production facility but also takes into account checks of products installed at the customers' premises and the audit of the **entire after sales** services system including **installation, maintenance** and **customer information and complaint redressal system.**



LPCB – Loss Prevention Certification Board

by

bre



- ✓ EN -3/ EN- 1866 (LPCB) certification tests are conducted only in EU certified state-of-the-art labs that ensure standards are never compromised.
- ✓ LPCB certification mean that Ceasefire's manufacturing facility complies with all FPC requirements for international certifications such as LPCB; EN; PED and MED for manufacturing its products.



LPCB – Loss Prevention Certification Board

by

bre



Ceasefire's range of extinguishers are today extensively certified by LPCB to become the **only fire extinguishers brand in the Indian market** to carry this reputed certification.





**BSI – British
Standards Institute**

bsi.

BSI – British Standards Institute

The logo for the British Standards Institute, featuring the lowercase letters 'bsi.' in a bold, black, sans-serif font. A small red dot is positioned at the end of the period.

BSI Group, also known as the **British Standards Institution** or **BSI**, is the national standards body of the United Kingdom (UK). BSI produces technical standards on a wide range of products and services, including fire safety.

BSI – British Standards Institute

The logo for the British Standards Institute (BSI), consisting of the lowercase letters "bsi." in a bold, black, sans-serif font. The period at the end is a solid red dot.

Once the product is tested and hence, conforms to a relevant EN standard (European standard), the **BSI Kitemark™** is given to it.

This conformity certification owned by BSI is today **recognized throughout the world as a mark of quality.**

BSI – British Standards Institute

The logo for the British Standards Institute (BSI), consisting of the lowercase letters "bsi." in a bold, black, sans-serif font, with a small red dot at the end of the period.

The BSI Kitemark is accredited by **UKAS** (United Kingdom Accreditation Service). In other words BSI laboratories are UKAS accredited, which ensures **risk reduction, increased customer satisfaction and access to new customers around the world.**



BSI – British Standards Institute

The logo for the British Standards Institute (BSI), consisting of the lowercase letters "bsi." in a bold, black, sans-serif font. The period at the end is a solid red dot.

Apart from rigorous quality checks of products, BSI conducts regular audits and **FPC (Factory Production Control)**

The **KitemarkTM** certification assures safety, reliability and quality to the products.

**BSI – British
Standards Institute**

bsi.



Today the Ceasefire fire extinguishers range is extensively certified with **Kitemark™ certification from BSI** that assures most fool-proof safety, reliability and quality of the products.





**EN: European
Standards**

EN:3 / EN:1866

EN: European Standards

by

bre & **bsi.**



The European Standards (EN) for portable extinguishers is **EN-3-7** and for wheeled extinguishers is **EN:1866**.

The standard specifies the characteristics, performance requirements and test methods for portable fire extinguishers.

EN: European Standards

by

bre & **bsi**.



A sample of tests undertaken for EN certification

- ✓ Control of Discharge Test
- ✓ Operating Position Test
- ✓ Test of Hose Assembly
- ✓ Residual Discharge Test
- ✓ Duration of operation, min duration
- ✓ Retention of Propellant test
- ✓ Leakage acceptance level
- ✓ Resistance to impact test
- ✓ Crush test
- ✓ Filling Tolerance test
- ✓ Propellant test
- ✓ Dielectric test for water based extinguisher
- ✓ Hose & Coupling systems Test
- ✓ Pressure Gauge Test
- ✓ Mounting Bracket test
- ✓ Resistance to corrosion test
- ✓ Class A, B and F fire rating (as applicable
- ✓ Microscopic examination of the body

EN: European Standards

by

bre & **bsi.**



Ceasefire range of extinguishers have successfully attained EN3 / EN1866 standard certifications after **meeting, and in most cases surpassing** some of the most brutal test standards laid out in the world.





**PED: Pressurised
Equipment Directive**

CE

PED: Pressurised Equipment Directive



The **Pressure Equipment Directive** encompasses design verification, material selection, manufacturing or fabrication practices and qualification, testing, marking and user instruction compilation of a **pressurized cylinder to ensure it is safe for use.**

With PED certification, manufacturers are permitted to affix **CE marking** to their products.

PED: Pressurised Equipment Directive



C€ mark on Ceasefire products is a declaration that the product complies with the essential requirements of the relevant European **health, safety and environmental protection** legislation.

CE mark on Ceasefire extinguishers demonstrates that our product meets all **Essential Safety Requirements (ESR)** of all European Directives.



What makes these Certifications a true endorsement of Quality?



- The European standards certifications (EN3, EN1866, PED) are considered **best in the world** because their scope of audit and tests that are all inclusive in nature.
- The certification **doesn't just depend upon the finished product**; the certification audit begins with how the raw materials are procured, suppliers audit, inward quality audit, production quality control and outward quality audit.
- The scope of the audit does not only end at the production facility but also takes into account checks of products installed at the customers' premises and the audit of the **entire after sales** services system.



What do these Certifications mean for you?



- ✓ **More Firefighting Power:** For the two products of the same size with the same agent, the one with EN ratings has greater fire fighting potential as it has passed a battery of stringent tests and higher benchmark standards for approval.
- ✓ **Superior Quality:** An EN certification guarantees that the product you have is absolutely top-notch; ready to protect at all times. Internal routine audits and external inspections assure that our quality systems are consistent with international industry standards at all times.



What do these Certifications mean for you?



- ✓ **Globally Recognised:** We have an in-depth understanding of the specific requirements of international certifying agencies and have worked our way to have certified products that are accepted by MNCs and other companies worldwide.
- ✓ **Transparent Online Verification:** All products certified by LPCB are up on the website redbooklive.com for anyone to check and verify. Thus ensuring complete transparency to the users.



What do these Certifications mean for you?



- ✓ **Superior Service:** The scope of the audits for most of the product and process certifications that Ceasefire has achieved today, goes far beyond the boundaries of the production facility and the physical product. The audits include thorough scanning of the company's pre-sales and after-sales services.

Without doubt this gave us an opportunity to further ramp up our customer services. Superior service offering is deep embedded into the organisation today, and is what you will experience every time you interact with us.





Complying also to a whole host of **Indian Standards**

BIS – Bureau of Indian Standards



This is the Indian standards agency that has specified standards on quality for fire safety products in India. These standards include..



- **IS15683:** The standard lays down requirements for performance, reliability and safety and construction of **portable fire extinguishers**.



- **IS16018:** The standard specifies the principal requirements intended to ensure the safety, reliability and performance of **wheeled fire extinguishers**.

✓ Ceasefire extinguishers have long ago been certified to these standards.

PESO – Petroleum and Explosives Safety Organisation



As per the Indian quality standards, all high pressure extinguishers like CO₂ based extinguishers which are pressurized at up to 70 bar, must fulfill the requirements of PESO.



- The main objective of PESO is prevention of accidents with an overall objective to ensure safety and security of public and property from fire and explosions.

✓ Ceasefire manufacturing facility is fully compliant and certified by PESO.

NBC – National Buildings Code

भारत की राष्ट्रीय भवन
निर्माण संहिता 2005
National Building
Code of India 2005

National Building Code (NBC) - Part 4 covers the requirements for fire prevention, life safety in relation to fire and fire protection of buildings in India.



- NBC accepts various Indian standards such as IS-15683, IS-16018, etc. apart from ISO standards, as 'good practice' and 'accepted standards' in the fulfillment of the requirements of the Code.

✓ Ceasefire extinguishers are well accepted in fulfillment of the NBC code.

ERDA - Electrical Research and Development Association



As per the Clause 8.6.1 of IS-15683 - Water based extinguishers which are marked as suitable to use on electrical equipment fires shall not pass the current of more than 0.5 mA as per the procedure ascribed. The same is mentioned in Clause 9 of EN-3-7.



- Water based extinguisher (suitable to be used on ESF) must be tested on live electrical equipment with alternating voltage of not less than 35kV to ensure that they can be used on electrically started.

✓ Ceasefire's Water Mist and Foam Mist fire extinguishers are safe on ESF and are certified by **ERDA** for the same.



**Process Certifications that keep our
Management Systems effecient ✓**



ISO: Process Certifications



Ceasefire is today an ISO certified organization with an all inclusive Quality Management Systems certification.

Ceasefire is compliant to the given three ISO standards:

ISO 9001:2005 **ISO10002:2014** **ISO14001:2015**



OHSAS: Occupational Health & Safety Standard



OHSAS 18001, Occupational Health and Safety Assessment Series, (officially **BS OHSAS 18001**) is an internationally applied British Standard for occupational health and safety management systems.

Ceasefire is fully compliant to this reputed occupational health & safety standard.



Being a leader in the category we continue to push the bar



At Ceasefire we have always raised the bar and **pushed the quality envelope further**. Now, in an unprecedented move, we are bringing fire safety products in the Indian market that are certified to Dual standards – Indian + European and certified by **leading quality agencies** of the world.

Each standard & certification specializes in its unique set of parameters on **performance, safety and application of our products**.



The purpose behind our commitment to quality is simple



When you choose Ceasefire, you should get nothing but the best!

And at the time of need, your Ceasefire extinguisher **must always win the battle against fire for You.**





Increasing the **world's**
safety quotient.

Ours is a business of saving lives.



Visit us at www.ceasefire.in or call us at 1800 120 3473 / 9540 666 666