

FEBRUARY 24



FIRECHIEF® GLOBAL BEGINS JOURNEY TOWARDS NET ZERO



Firechief® Global - The UK-based manufacturer of UK-approved fire-safety products - has chosen to partner with cost, procurement, and carbon solutions company Auditel to assist with achieving its strategic objective of reaching Net Zero.

Since the development of its first fire blanket back in 1963, Firechief® has been resolutely committed to making the world a safer place by making fully tested and accredited fire safety products readily accessible. The company's British Standards Kitemarked products are distributed by the likes of Screwfix, Toolstation, Amazon, and installed and maintained by over 1,500 fire safety professionals and installers across the UK. From warehouses to high street stores, from corner shops to schools, Firechief® products can be found protecting thousands of locations across the UK.

WHAT MAKES FIRECHIEF® DIFFERENT?

'In a competitive, constantly evolving marketplace, fire safety is all about trust and peace of mind,' says Firechief®'s Managing Director Laurie Pollard. 'As a third-generation family-run business, we have five core attributes which we believe set us apart. One of these key attributes is sustainability, which encompasses our commitment to creating a better, greener world.'

Firechief® believes that fire safety extends to protecting the environment. 'This includes the way we do business, the chemicals we use and how we serve our customers' needs,' continues Laurie Pollard. 'As a SEDEX member, we are on a journey and constantly looking for ways to reduce our impact on the wider world around us.'

New and emerging fire risks

Firechief® recognises that the global agenda to cut carbon emissions and drive to net zero by 2050, is forcing society to adopt new technologies at a scale that is currently not sustainable. Swapping fossil carbon fuels for renewable energy sources is dependent on the ability to store energy, which translates into a deep reliance on Lithium-ion batteries.

While Lithium-ion batteries are extremely effective for this application, they can (surprisingly) easily become a significant fire risk. These thermal events are the result of a complex chemical reaction, which doesn't behave like a traditional fire, so a risk-specific strategy to mitigate the impact is essential. Following extensive R&D and product development over the past 3 years, Firechief® Global now leads the market in offering a unique, multi-pronged approach, with a range of products that support its proprietary 'Firechief® 8-Step Battery Safety Halo™'.



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Staff contributed to a local canal conservation project



Electric vehicle charging points have been installed at Firechief® HQ

Why now?

Firechief® is rapidly growing and engaging with new brands and organisations that will be distributing its products. Many of these brands expect the company to be environmentally and socially responsible.

Firechief® already has a number of initiatives in place and as such, believes it has a good starting point for its Net Zero journey. These initiatives include:

- The introduction of PFAS free fire extinguishers
- Developing a unique, environmentally friendly cardboard fire extinguisher headcap protection packaging solution
- Incentivising customers to buy in bulk to reduce the delivery miles carbon footprint
- The introduction of a paperless office, including electronic invoices and statements and product catalogues being printed on demand
- An employee salary sacrifice scheme to make the purchase of electric and hybrid vehicles easier for staff
- Installation of electric vehicle charging points at the office
- Introduction of a Cycle to Work scheme
- The ability for all employees to work from home one day each week
- Giving all staff one day a year to help with a community project or charity. Many of these projects have been environmentally focused.
- Achieving Investors In People Gold status in 2020 and again in 2023



‘We are proud to be taking the first steps on our long-term journey to reach net zero’; concludes Firechief®’s Managing Director Laurie Pollard. **‘This is a project which will involve everyone in the Firechief® team in some way or other; for example, we will be educating our staff and asking them to be mindful of how they travel to work and to off-site meetings. Fortunately, many of our staff are local to our HQ and can walk or cycle to work and those who do come from further afield are already using electric or hybrid vehicles, which is a great starting point.’**