FIRETRACE™ International

How to Sell to Machine Shops

2 April 2020 – Melissa Emerson & Mike Campo

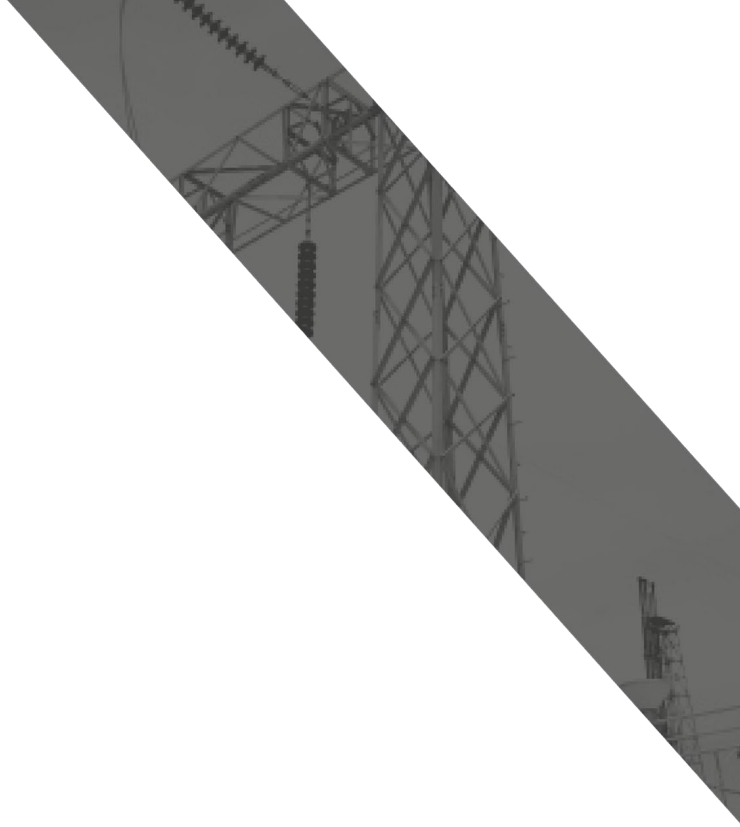
Today's Panelists

Melissa Emerson
Machining Segment Manager

Mike Campo
Midwest Regional Sales Manager

FIRETRACE™ International

Table of Contents

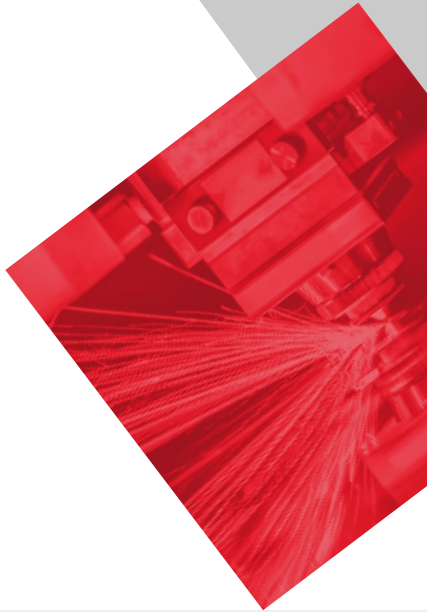


Value Proposition

FIRETRACE™ International

How does a Firetrace System Benefit Machine Shop Owners?

- ✓ Minimize downtime, maximize productivity
- ✓ Insurance rate reductions
- ✓ Personnel protection
- ✓ Protecting assets/equipment



FIRETRACE™ International

How has the COVID-19 situation changed our value proposition?

- Many machine shops are switching operations to manufacture critical medical components
- The high demand of these components is pushing machines to capacity
- More and more shops are working with a skeleton crew, leaving more machines for less people

$250,000

Average CNC Machine Cost

4-8 weeks

Average Downtime in Fire Event

$16,000

Downtime Cost/Shift (Assume 3 shifts, high-end shop)

$336,000

Cost/Week

$1.9M-$2.9M

Cost of Fire Incident

Other potential costs: employee injury, loss of shop

WHAT IF YOU HAVE A FIRE WITHOUT FIRE SUPPRESSION?

Fire suppression systems on average are only 2%-4% the total cost of a CNC machine

FIRETRACE™ International

Application Guidelines

FIRETRACE™ International

OIL-BASED COOLANTS

EXOTIC METALS

i.e. Magnesium, Titanium

RUNNING LIGHTS OUT/ UNATTENDED

HIGH SPEED, PRECISION OPERATIONS

Medical, Aerospace Automotive, Firearms

CRITERIA TO LOOK FOR WHEN ASSESSING CNC FIRE RISK

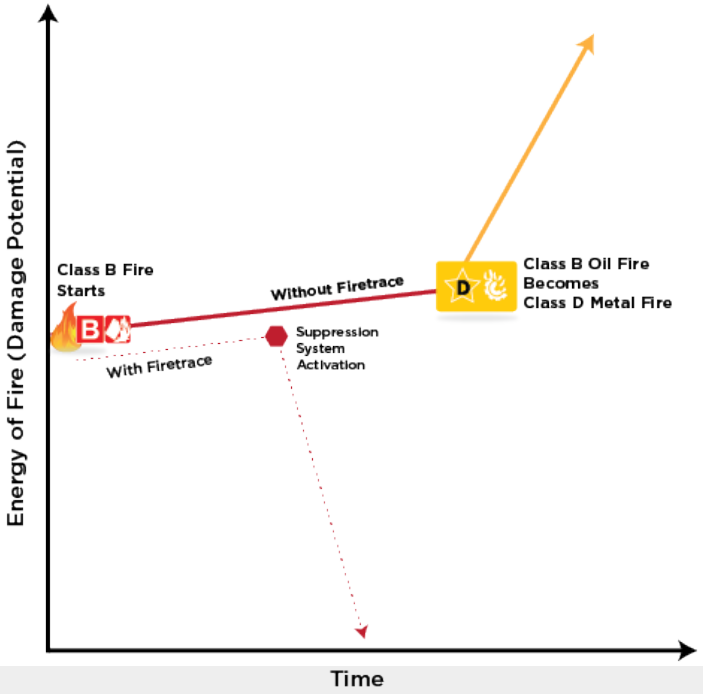
FIRETRACE™ International

Common Causes of Fires in CNC Machines

- Operator Error
- Broken Tool
- Metal Chips + Heat
- Machine Malfunction

FIRETRACE™ International

Oil vs. Metal Fire*



The most common fires seen in machine shops are Class B fires, which are caused by a flammable liquid, i.e. oil-based coolant.

If these fires are suppressed quickly, damage and downtime can be minimized.

If not suppressed quickly, the energy builds and can create a Class D Metal Fire, which can be extremely difficult, if not impossible to put out without substantial damage.

Automatic fire suppression systems suppress Class B fires before a Class D fire has the chance to start.

* Automatic Fire Suppression is not a viable option for dry cutting of exotic metals due to their Class D fire risk

FIRETRACE™ International

Prospecting Tips

FIRETRACE™ International

Assess their Situation

Evaluate the Fire Risks:

- Machining with oil based coolants
- Machining exotic metals
- “Lights out operation”
- High speed, precision machining

Evaluate the Business Risks:

- Protecting contracts
- Protecting business continuity
- Protecting people/assets

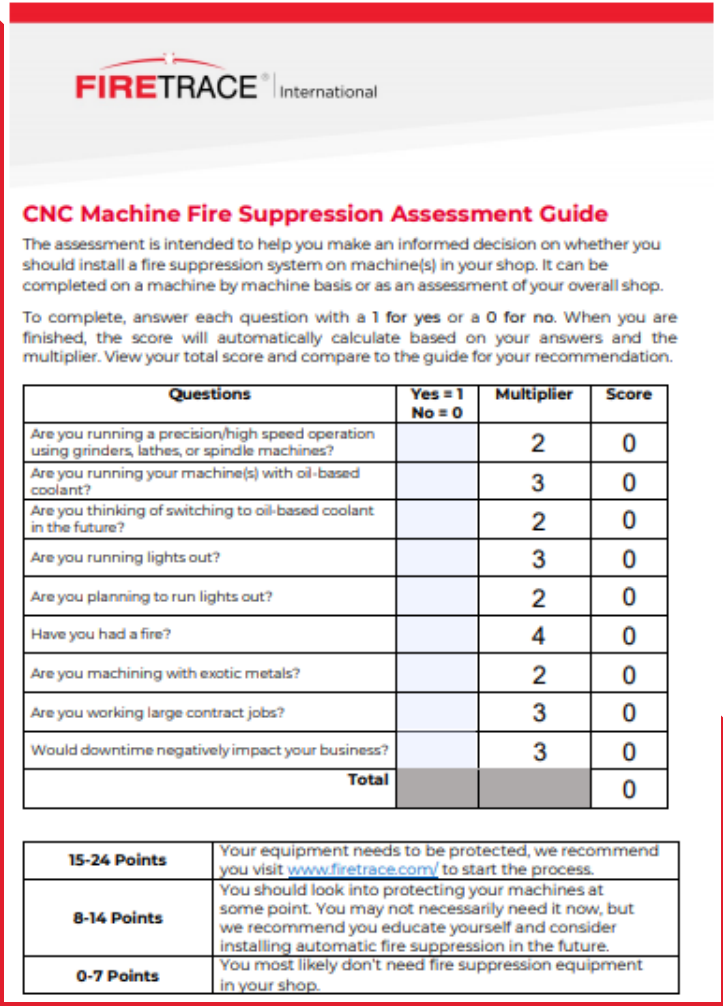
Compare Options

	Fire Suppression System	Handheld Extinguisher	Sprinkler System
No human actuation required	X		X
Automatically shuts down machine	X		
Localized fire suppression	X	X	
System deploys at first sign of fire	X	X*	
System does not damage machine	X	X	
No clean up required	X	X**	
24/7 protection	X		X

**Dependent on reaction time of operator*

***Dependent on chemical used*

FIRETRACE™ International



FIRETRACE International

CNC Machine Fire Suppression Assessment Guide

The assessment is intended to help you make an informed decision on whether you should install a fire suppression system on machine(s) in your shop. It can be completed on a machine by machine basis or as an assessment of your overall shop.

To complete, answer each question with a **1 for yes** or a **0 for no**. When you are finished, the score will automatically calculate based on your answers and the multiplier. View your total score and compare to the guide for your recommendation.

Questions	Yes = 1 No = 0	Multiplier	Score
Are you running a precision/high speed operation using grinders, lathes, or spindle machines?		2	0
Are you running your machine(s) with oil-based coolant?		3	0
Are you thinking of switching to oil-based coolant in the future?		2	0
Are you running lights out?		3	0
Are you planning to run lights out?		2	0
Have you had a fire?		4	0
Are you machining with exotic metals?		2	0
Are you working large contract jobs?		3	0
Would downtime negatively impact your business?		3	0
Total			0

15-24 Points	Your equipment needs to be protected, we recommend you visit www.firetrace.com/ to start the process.
8-14 Points	You should look into protecting your machines at some point. You may not necessarily need it now, but we recommend you educate yourself and consider installing automatic fire suppression in the future.
0-7 Points	You most likely don't need fire suppression equipment in your shop.

Fire Risk Assessment

- You can request a copy of our Fire Risk Assessment or **download** it directly from our website.
- Use the assessment to identify the level of risk present in your customers' machine shops

FIRETRACE International

Manage Install and Service Expectations

- Fast installation in half a day
- Plug and play system
- Shared service schedule with extinguishers
- Clean agents are safe for equipment

FIRETRACE™ International

Q&A Session

FIRETRACE™ International