Retail Overview

How Hochiki can help you

HOCHIKI

World Class Leaders in Fire Detection Since 1918

Your Safety, Our Technology

LIFE SAFETY IN THE RETAIL INDUSTRY

There is over 4 billion square metres of shopping centre retail space in the UK. Retail chains and outlets have unique requirements when it comes to life safety. They are busy environments that combine a high density of people often over a number of different floors and areas who are unfamiliar with the buildings layout, the location of emergency exits and the evacuation procedure. Take for example, the busiest shopping centre in the UK, Westfields Stratford City with a staggering annual footfall of 47 million, which puts into perspective how important it is that fire is detected quickly to ensure a fast and efficient evacuation of these customers from the premises to prevent death or injury.

Thirty-five fire-fighters and six fire engines were required to bring a large fire in the Southside Shopping Centre, Wandsworth under control in November 2013. More than 2,500 shoppers had to be evacuated after the blaze broke out at a Nando's restaurant and quickly spread throughout the centre. Luckily no one was hurt in the incident but without an adequate and reliable fire detection and alarm system in place it could have been a different story. Shoppers have little awareness of evacuation routes from the building and no familiarity with the fire safety regime so a retailer has a duty of care to ensure customers are protected at all times whilst on their premises.

There are also occasional visitors to consider – contractors unfamiliar with the site may be working, suppliers may be making deliveries, and utility providers may be servicing equipment

PROBLEMS	SOLUTIONS
Retail sites present an environment with many risks and an increased potential for many types of fire	Enhanced sensitivity of the Photoelectric Smoke Sensor, equally sensitive to a wide range of fire/smoke types.
Retail sites present various levels of risk and as such sometimes pose specific response procedures	The functionality to adjust sensor sensitivities (pre-alarm and alarm) to suit the specific risk.
The retail environment is complex, with a multitude of risk types coupled with a large number of shoppers, most unfamiliar with their surroundings, which need to be evacuated efficiently.	Proven reliability and virtual elimination of false alarms due to a suite of software enhancements to the robust Hochiki ESP communications protocol.
Retail staff need to be signalled in the event of an alarm discreetly to avoid unduly alarming shoppers whilst investigating the cause.	Hochiki offers a wide range of sounders capable of emitting a selection of tones at differing volumes as well as a range of visual alarm devices fully compliant to EN54 Part 23 to suit any environment or requirement based on the risk assessment.
False alarms cause undue panic but more importantly, whilst being investigated cause shoppers to be evacuated unnecessarily leading to loss of turnover at tills, increased risk of theft during the confusion and a damaged reputation.	Added flexibility, low cost of ownership to the end user and the benefits of the enhanced, virtually error-free communications protocol (ESP) ensure Hochiki's products remain cost-effective, reliable and problem-free.

PUTTING RELIABILITY FIRST

While events such as those described above are thankfully very rare, what are far more common in these environments are unwanted alarms. Those unfortunate enough to have had to evacuate a retail environment during prime shopping time will understand the negative impact such an event has on both customer satisfaction and turnover at the tills.

In addition to the unnecessary intervention of personnel and high costs of having the fire and rescue services attend, the loss of revenue, risk of theft and reputational damage should not be underestimated during these false alarm incidents. Where large numbers of false and unwanted alarms are experienced, it also creates an environment of disbelief and complacency among staff, which may cause people to delay taking action when a real fire occurs. This combination can prove to be deadly.

While providing unmistakable and unambiguous warning of a fire is a must, it is equally important that those affected have the

clearest possible indication of what they should do. While installation of a reliable fire detection system has a vitally important role to play in achieving these objectives, so too does effective emergency lighting, clear exit route signage, and easily understood evacuation routes and procedures.

COST EFFECTIVE

The lifespan of a fire detection system is generally considered to be in excess of 10 years. Therefore, although the initial cost of the system is important, the total cost of ownership – maintenance, servicing, breakdown charges and product replacement costs – can be many times higher than the initial investment.

A reliable high quality fire detection system from Hochiki will ensure that unwelcome and disruptive incidents will

HOCHIKI - THE LEADER IN INNOVATIVE LIFE SAFETY SOLUTIONS

For almost 100 years Hochiki has led the way in the design and manufacture of innovative life safety solutions. Its cutting edge commercial and industrial fire detection and emergency lighting products have acquired global acceptance as the benchmark for high integrity and long-term reliability.

Hochiki's vision is to provide products and systems that achieve the highest levels of quality. Its range of products virtually eliminates unwanted alarms and, combined with ease of installation, results in unsurpassed dependability and the lowest total cost of ownership possible.

With a global annual sales turnover exceeding £400m Hochiki is a wholly independent, multinational, publicly listed company with over 1,500 employees working across five manufacturing plants, 31 sales offices and 18 subsidiaries.

Its ongoing commitment to manufacturing innovation ensures customer satisfaction and its production facilities in Japan, the USA and Europe offer international continuity in quality, service and supply.

EXCELLENCE AS STANDARD

Hochiki offers complete solutions for all fire detection and emergency lighting requirements. The Enhanced Systems Protocol (ESP) is a digital communications solution for intelligent fire detection and fully integrated systems, while the CDX range provides solutions for most conventional fire detection applications.

The company also has a range of solutions suited to more specialised environments. This includes the FIREwave wireless fire detection system for use in locations where minimum disturbance to the fabric of the building is important, the FIRElink aspirating solution and the FIREvac voice evacuation system. These are perfectly complemented by FIREscape, Hochiki's pioneering LED based emergency lighting system.

The company's manufacturing plants are accredited to ISO 9001 and through objectives and targets outlined within its corporate environmental policy and ISO 14001 certification, Hochiki is constantly developing new ways to reduce its environmental impact.

be all but eliminated, and that the costs associated with ensuring that it remains fit for purpose are kept to a minimum.

INSTALLING HOCHIKI MEANS...

- Open protocol - complete choice and flexibility
- World-proven technology dramatically reduces false alarms
- Low cost of ownership
- Preferred choice for specifiers worldwide

"We choose Hochiki because of the high-integrity characteristics of the devices that suit this application and their extended scope for loop configuration. In fact, such is the reliability of Hochiki's products, we would not use any other technology."

Nigel Ince, Director of Meridian Fire Systems Limited talking about the Airedale Shopping Centre.

HOCHIKI
SYSTEMSpartners®

The Hochiki Systems Partners are a nationwide network of trained, professional and accredited fire alarm companies, recognised in the UK for their high levels of expertise, workmanship, customer service and quality. Working in close harmony with these Systems Partners, Hochiki promotes the world-leading HFP brand of complete life safety systems into several key vertical markets such as construction, health, education, leisure, transport and many others.

Intelligent

The **ESP** intelligent range incorporates a variety of high performance sensors, modules and ancillary devices to increase the ease of routine maintenance and commissioning. Enhanced System Protocol (ESP) applies Hochiki's high integrity communications link to all products in the range.

Conventional

Hochiki's **CDX** range covers one of the most extensive product portfolios, and provides solutions for most conventional fire detection applications, as well as security systems due to its wide voltage range (9.5~30 V dc).

Complete System

Hochiki's **HFP** system offers a complete, flexible fire detection system which can be configured for any environment.

Emergency Lighting

FIREscape is a fully intelligent system based on LED technology and promises a flexible system low in voltage, that is simple to install and maintain, and reduces costs of ownership dramatically.

Specialist

For controlled environments, Hochiki's **FIRElink** range consists of high sensitivity air sampling equipment that identifies the faintest traces of smoke.

Wireless

Hochiki also caters for hybrid sites with the **FIREwave** range which integrates wireless technology into Hochiki's **ESP** hard-wired system to provide maximum flexibility and meet specific site requirements.

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