



RETAIL

INDUSTRY OVERVIEW

How Hochiki can help you

COMPANY OVERVIEW

Established in Japan in 1918, Hochiki is a wholly independent, multinational, publicly listed group of companies with over 2000 employees working across six manufacturing plants, 38 sales offices and 14 subsidiaries.

One of the world's leading manufacturers of commercial and industrial fire detection and emergency lighting solutions, Hochiki has acquired global acceptance as the benchmark for high-integrity and long-term reliability.

Hochiki's facilities in Japan, the United States of America and Europe design and manufacture products and provide technical support suited to local standards and customer requirements. Total commitment to meeting the needs of individual national markets has reinforced the company's global reputation, resulting in Hochiki products being installed in many prestigious sites and in over 80 countries worldwide.



STATS TAKEN FROM THE HOCHIKI CUSTOMER SERVICE SURVEY DECEMBER 2016



Respondents rated product quality as either 'very good' or 'excellent'



Customers stated our market reputation is 'very good' or 'excellent'



Customers are most likely to recommend our products

RETAIL AND LIFE SAFETY

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. The busiest shopping centre in the UK, Westfields Stratford City has a staggering annual footfall of 47 million, putting into perspective the need for early fire detection to ensure a fast, safe and efficient evacuation of the 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 storey. 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.

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



RETAIL

PROBLEMS & SOLUTIONS

PROBLEMS

Retail sites present an environment with many risks and an increased potential for many types of fire

Retail sites present various levels of risk and as such sometimes pose specific response procedures

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.

Retail staff need to be signalled in the event of an alarm discreetly to avoid unduly alarming shoppers whilst investigating the cause.

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.

SOLUTIONS

Enhanced sensitivity of the Photoelectric Smoke Sensor, equally sensitive to a wide range of fire/smoke types.

The functionality to adjust sensor sensitivities (pre-alarm and alarm) to suit the specific risk.

Proven reliability and virtual elimination of false alarms due to a suite of software enhancements to the robust Hochiki ESP communications protocol.

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.

Added flexibility, low cost of ownership to the end user and the benefits of the enhanced, virtually error-free communications protocol ensure Hochiki's products remain cost-effective, reliable and problem-free.

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.

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 drawamatically.



SPECIALIST

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



HYBRID WIRELESS

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



HOCHIKI - THE LEADER IN INNOVATIVE LIFE SAFETY SOLUTIONS

Hochiki is a wholly independent, multinational, publicly listed group of companies with over 2000 employees working across six manufacturing plants, 38 sales offices and 14 subsidiaries. For almost 100 years Hochiki Corporation has led the way in the design and manufacturer of innovative life safety solutions. Its leading 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 European headquarters were established in 1993 in the UK. Operating under Hochiki Europe, the business provides advanced fire detection and emergency lighting systems across the UK, Europe, Middle East, Africa and India. At present, Hochiki Europe builds in excess of 500,000 conventional and intelligent detectors and ancillaries per year at its purpose-built production facility.

HOCHIKI EUROPE (UK) LIMITED

Grosvenor Road, Gillingham Business Park,
Gillingham, Kent, ME8 0SA, United Kingdom
Telephone: +44 (0)1634 260133
Facsimile: +44 (0)1634 260132
info@hochikieurope.com
www.hochikieurope.com/sector/retail

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Quality Certificate No.164QMS
Assessed to ISO 9001

Environmental Certificate No.164EMS
Assessed to ISO 14001



Business Member



Fire Industry Association



Affiliate Member



The CPD Certification Service



Your Safety, Our Technology