

2020 CAMPAIGNS
FIRE-LITE® ALARMS
HONEYWELL SILENT KNIGHT®

2020

Honeywell

FL & SK CAMPAIGNS – DEVELOPMENT

- Honeywell Fire worked with a creative agency to research opportunities for growth by:
 - Interviewing dealers, distributors, and internal stakeholders
 - Conducting a competitive analysis
 - Attending a training academy
 - Visiting distributors branches
 - Reviewing current state of assets
- Mapped the customer's journey, developed a communication plan, and created an asset toolkit
 - 20+ assets (ad, sell sheet, email, web banner, flyer, direct mail, infographic, poster, landing page)
- Developed two marketing campaigns with assets for SEDs to communicate to dealers in order to grow the business
 - New customers
 - Existing customers



FL & SK CAMPAIGNS – NEW CUSTOMERS

- New customers from adjacent industries not currently buying any Fire equipment (low-voltage security dealers)
- Messaging:
 - Affordable entry-level training
 - Partner with a proven leader
 - New business growth
 - Continual revenue stream
 - Sustainable business demand
 - Driven by code regulations
 - Solutions with confidence
 - Online tools to simplify project planning and maintenance
- Modifiable, co-branded assets:
 - Ability to add distributor logo and company-specific information/messaging
 - Most assets can be used both digitally and printed
 - ad, sell sheet, email, web banner, flyer, direct mail, infographic, poster, landing page
- Obtain new customer information
 - Honeywell or distributor landing page
 - Follow up with leads who are ready to find and bid fire-related projects

OBJECTIVES:

1. Educate dealers about the fire category and how **entering fire safety can grow their businesses**
2. When entering the fire-safety category, establish **Fire-Lite and Silent Knight as the go-to products**
3. Giving customers confidence that we can give them the tools and support to **succeed in the Fire business**

FL & SK CAMPAIGNS – EXISTING CUSTOMERS

- Existing Fire-Lite and Silent Knight customers
- Messaging:
 - Maximize the value of your business
 - Highlighting Fire-Lite and Silent Knight latest offerings
 - Ability to support larger projects
 - More comprehensive portfolio for advanced, more complex projects
 - Provide flexible, scalable solutions
 - Online tools to simplify project planning and maintenance
 - Technical support to assist with projects
- Modifiable, co-branded assets:
 - Ability to add distributor logo and company-specific information/messaging
 - Most assets can be used both digitally and printed
 - ad, sell sheet, email, web banner, flyer, direct mail, infographic, poster, landing page
- Obtain customer interests
 - Honeywell or distributor landing page
 - Follow up with leads who are ready to expand their offering

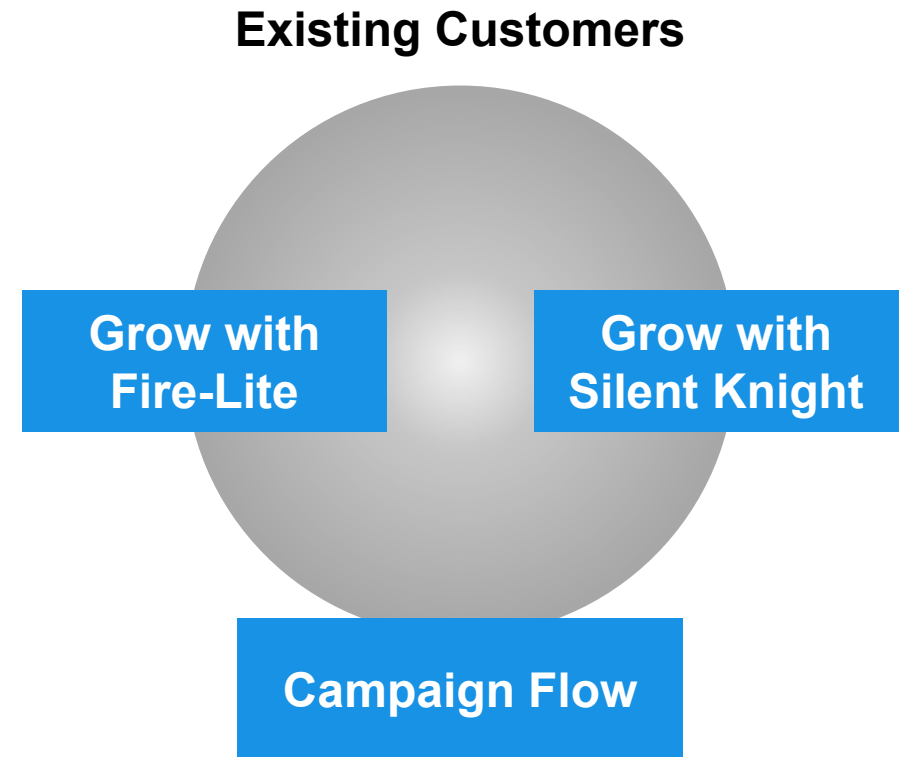
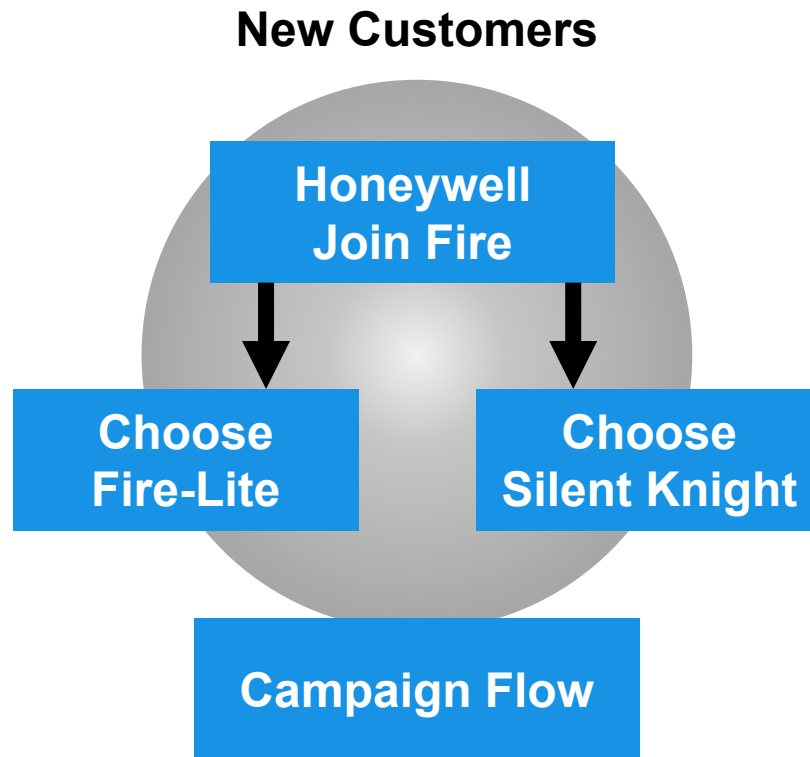
OBJECTIVES:

1. Sheppard existing customers with promotion of lesser known product categories, product support, and education to **gain efficiencies and to grow their businesses**
2. Giving customers confidence that we can give them the tools and support to **succeed in the Fire business**

MAIN MENU

Click the buttons to jump to a section of interest.

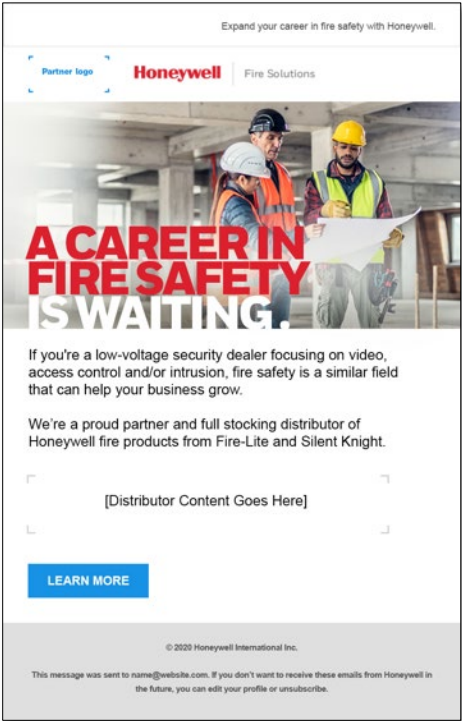
Campaign Intro



ASSETS: HONEYWELL FIRE – JOIN FIRE

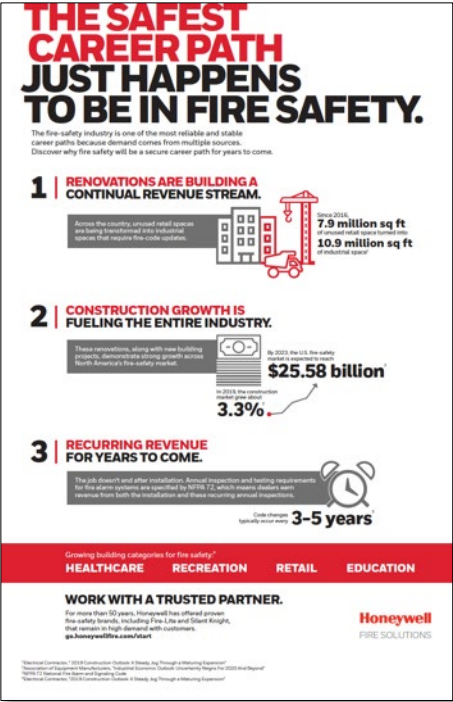
Email

(digital)



Infographic

(print/digital)



Sell Sheet

(print/digital)



Poster

(print/digital)



Web Banner

(print/digital)



NOTE: Click thumbnails for larger view

ASSETS: HONEYWELL FIRE – JOIN FIRE

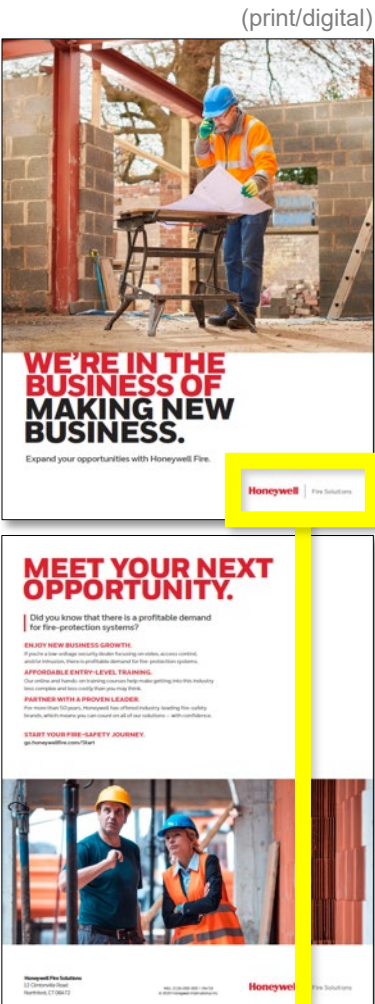
Email



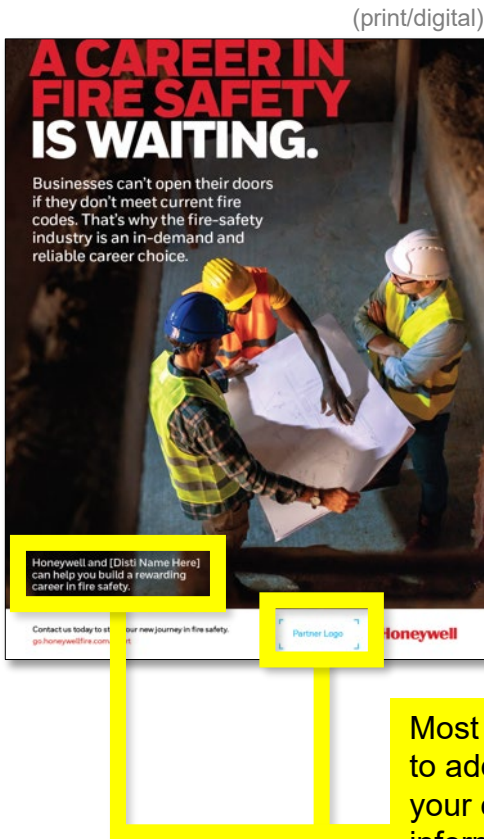
Infographic



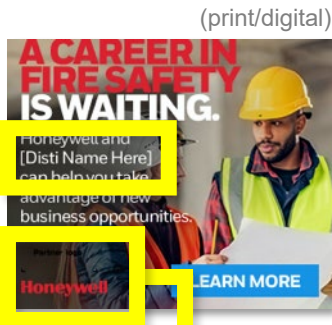
Sell Sheet



Poster



Web Banner



Most assets come with the ability to add your logo and potentially your company-specific information and/or message.

All print assets can be used digitally as well.

NOTE: Click thumbnails for larger view

ASSETS: HONEYWELL FIRE – JOIN FIRE

Email (digital)

Expand your career in fire safety with Honeywell.

Partner logo **Honeywell** Fire Solutions

A CAREER IN FIRE SAFETY IS WAITING.

If you're a low-voltage security, access control and/or intrusion detection professional, you can help your business grow. We're a proud partner and Honeywell fire products for your business.

[Distributor Contact Information]

LEARN MORE

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THE SAFEST CAREER PATH JUST HAPPENS TO BE IN FIRE SAFETY.

The fire-safety industry is one of the most reliable and stable career paths because demand comes from multiple sources. Discover why fire safety will be a secure career path for years to come.

- 1 | RENOVATIONS ARE BUILDING A CONTINUAL REVENUE STREAM.**
Across the country, renovated retail spaces are being transformed into industrial spaces that require fire-code updates.
7.9 million sq ft of renewed retail space turned into 10.9 million sq ft of industrial space.
- 2 | CONSTRUCTION GROWTH IS FUELING THE ENTIRE INDUSTRY.**
Three renovations, along with new building projects, demonstrate strong growth across North America's fire safety market.
\$25.58 billion in 2019, the construction market grew 3.3%.
- 3 | RECURRING REVENUE FOR YEARS TO COME.**
The job doesn't end after installation. Annual inspection and testing requirements for fire alarm systems are specified by NFPA 72, which means dealers earn revenue from both the installation and these recurring annual inspections.
Code changes typically occur every 3-5 years.

Growing building categories for fire safety:
HEALTHCARE RECREATION RETAIL EDUCATION

WORK WITH A TRUSTED PARTNER.
For more than 50 years, Honeywell has offered proven fire-safety brands, including Fire-Lite and Silent Knight, that remain in high demand with customers.
go.honeywellfire.com/enr

Honeywell
FIRE SOLUTIONS

Infographic (print/digital)

Landing Page (digital)

Honeywell Fire Solutions

WE'RE IN THE BUSINESS OF MAKING NEW BUSINESS.

Get involved in a constant-demand business by working in fire protection.

Sustainable Business Demand.
Fueled by construction from real estate and continual code changes, this industry offers consistent business demand. In fact, ongoing fire-code changes occur as often as every 3-5 years.
[EXPLORE FIRE SAFETY](#)

Affordable Entry-Level Training.
Getting into the fire-safety industry is less complex and less costly than you may think because our fire-safety brands offer a variety of online and hands-on training courses to help you get started.
[EXPLORE RESOURCES](#)

Solutions With Confidence.
For more than 50 years, Honeywell has offered the proven fire-safety brands, Fire-Lite and Silent Knight, that remain in high demand with customers.
[ABOUT FIRE-LITE ALARMS](#)
[ABOUT HONEYWELL SILENT KNIGHT](#)

Contact us today to learn more.
Complete the form below for more information to help you get started building a rewarding career in fire safety.

* First Name:

* Last Name:

* Email Address:

* Country/Region:

☐ Want to hear more from us? By checking this box, you agree to receive marketing e-communications, including updates about our offering, special offers, news and events.

You agree and consent to Honeywell's [Terms & Conditions](#) and have read and understood Honeywell's [Privacy Statement](#).

SUBMIT

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Poster (print/digital)

A CAREER IN FIRE SAFETY IS WAITING.
Businesses can't open their doors if they don't meet current fire.

WE'RE IN THE BUSINESS OF MAKING NEW BUSINESS.

Honeywell Fire Solutions

Sell Sheet (print/digital)

A CAREER IN FIRE SAFETY IS WAITING.
Honeywell and [Dist Name Here] can help you take advantage of new business opportunities.

LEARN MORE

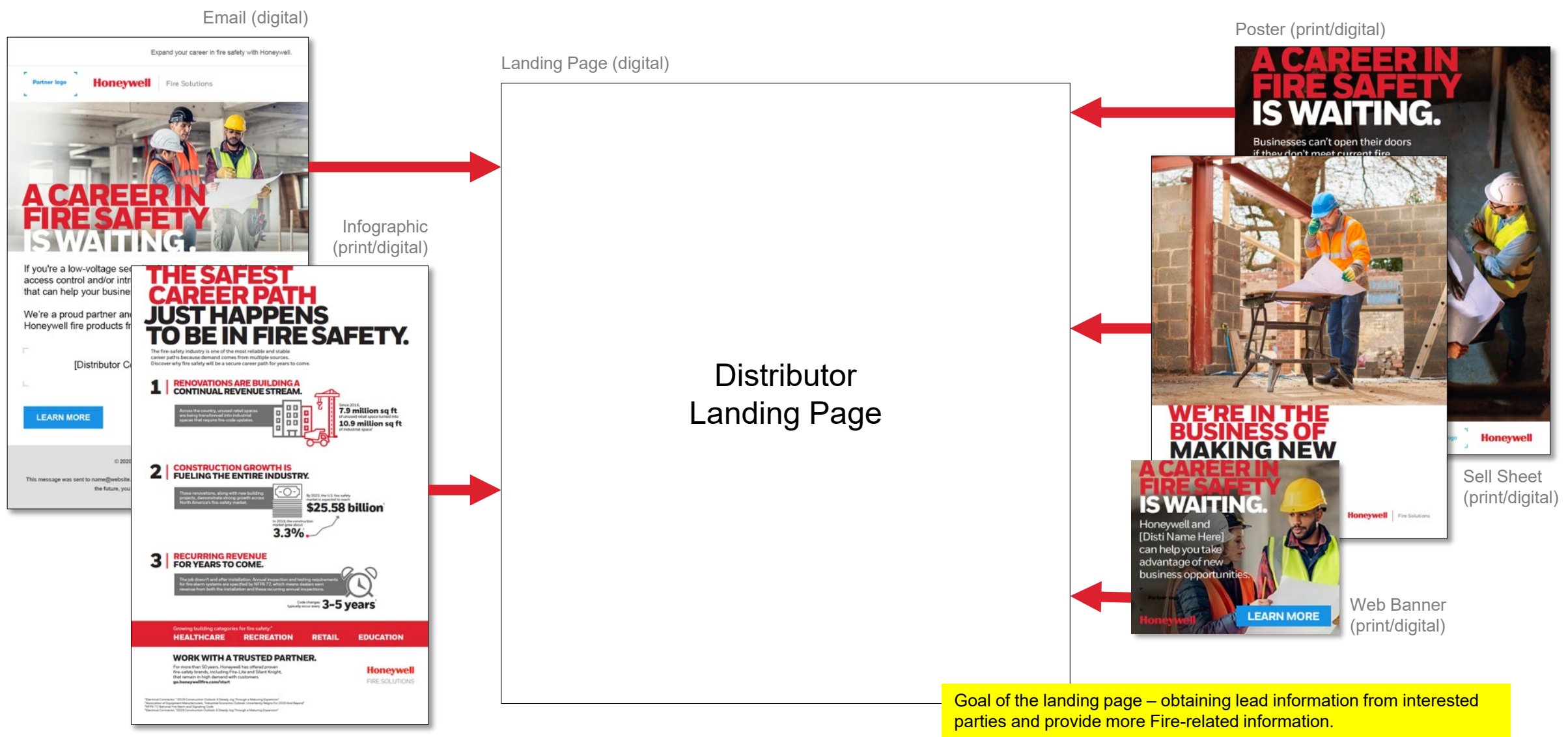
Honeywell Fire Solutions

Web Banner (print/digital)

Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

NOTE: Click thumbnails for larger view

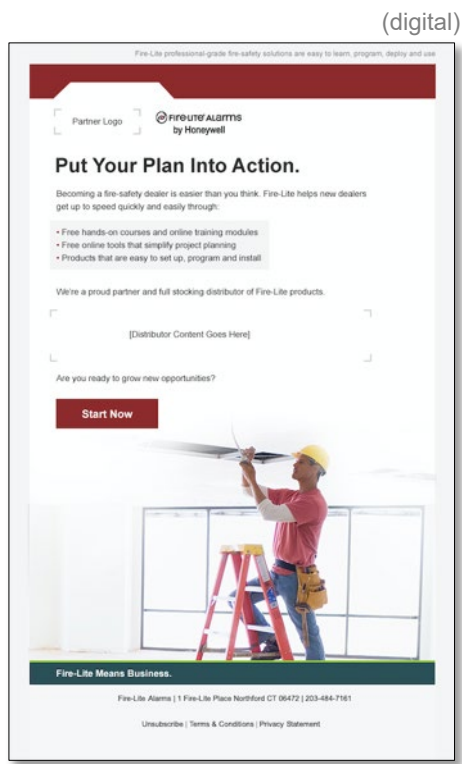
ASSETS: HONEYWELL FIRE – JOIN FIRE



NOTE: Click thumbnails for larger view

ASSETS: CHOOSE FIRE-LITE

Email



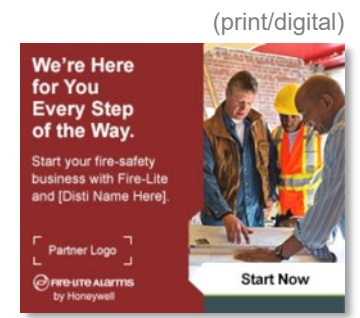
Sell Sheet



Direct Mail



Web Banner



NOTE: Click thumbnails for larger view

ASSETS: CHOOSE FIRE-LITE

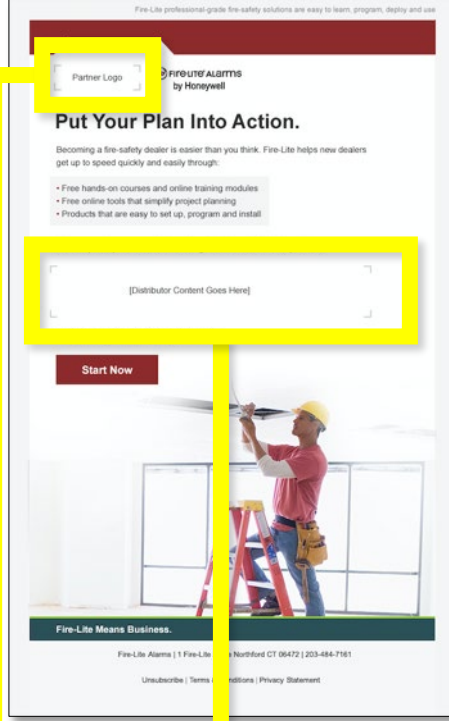
Email

Sell Sheet


Direct Mail

Web Banner


(digital)



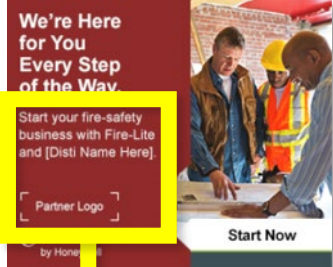
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(print/digital)



(print/digital)



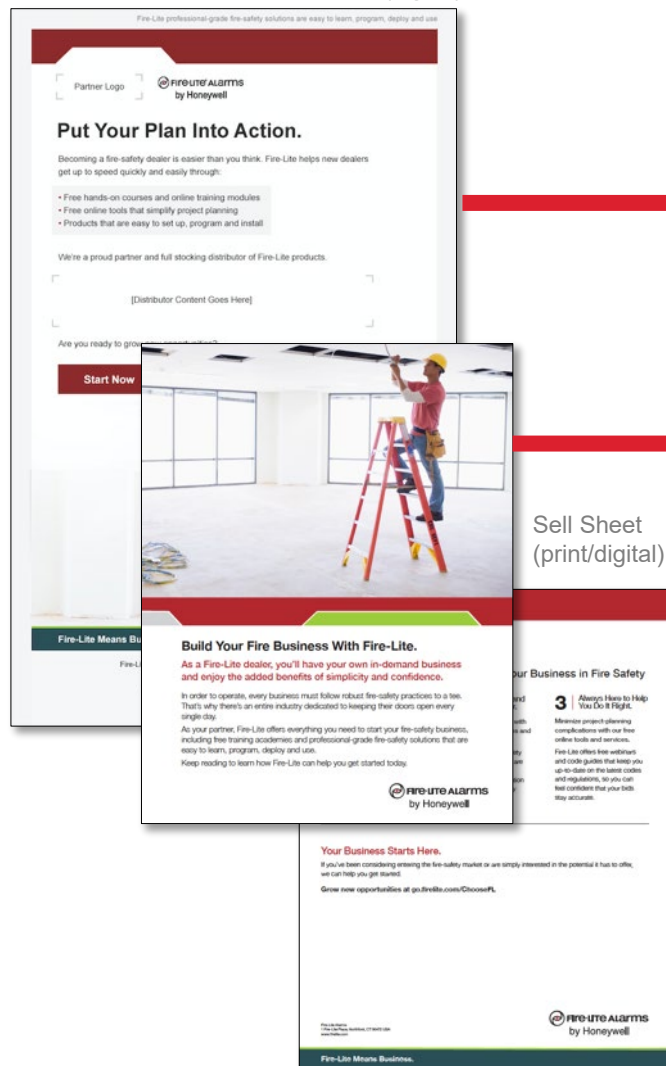
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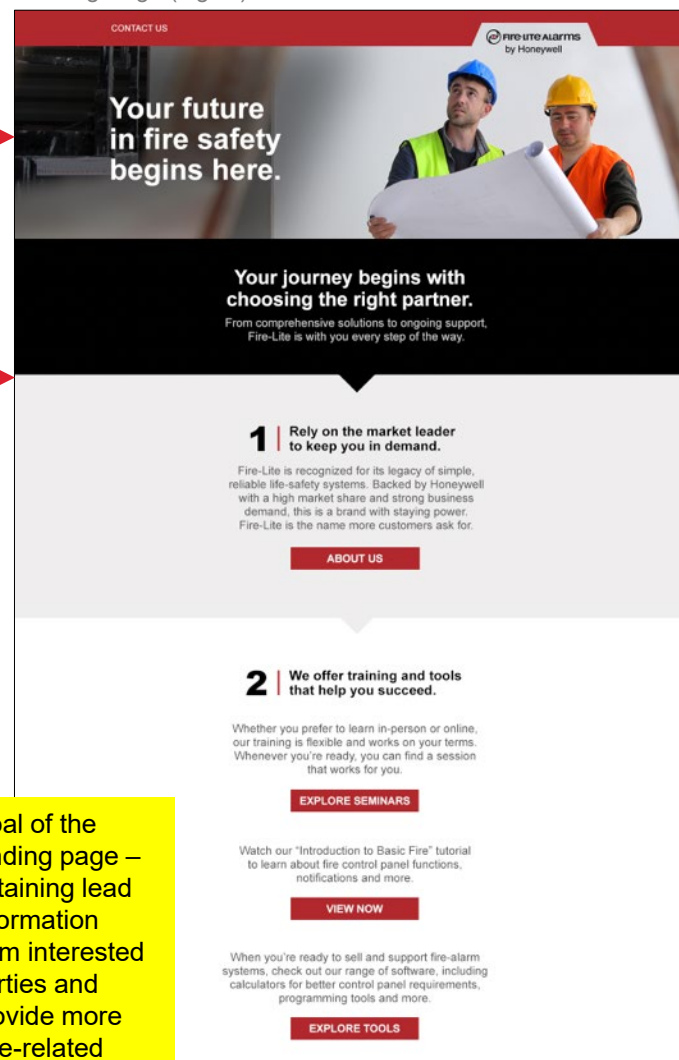
ASSETS: CHOOSE FIRE-LITE

Email (digital)



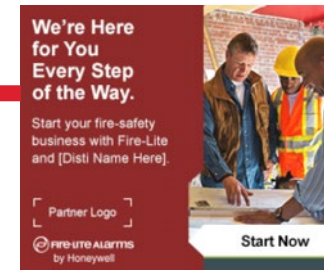
Sell Sheet
(print/digital)

Landing Page (digital)



Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

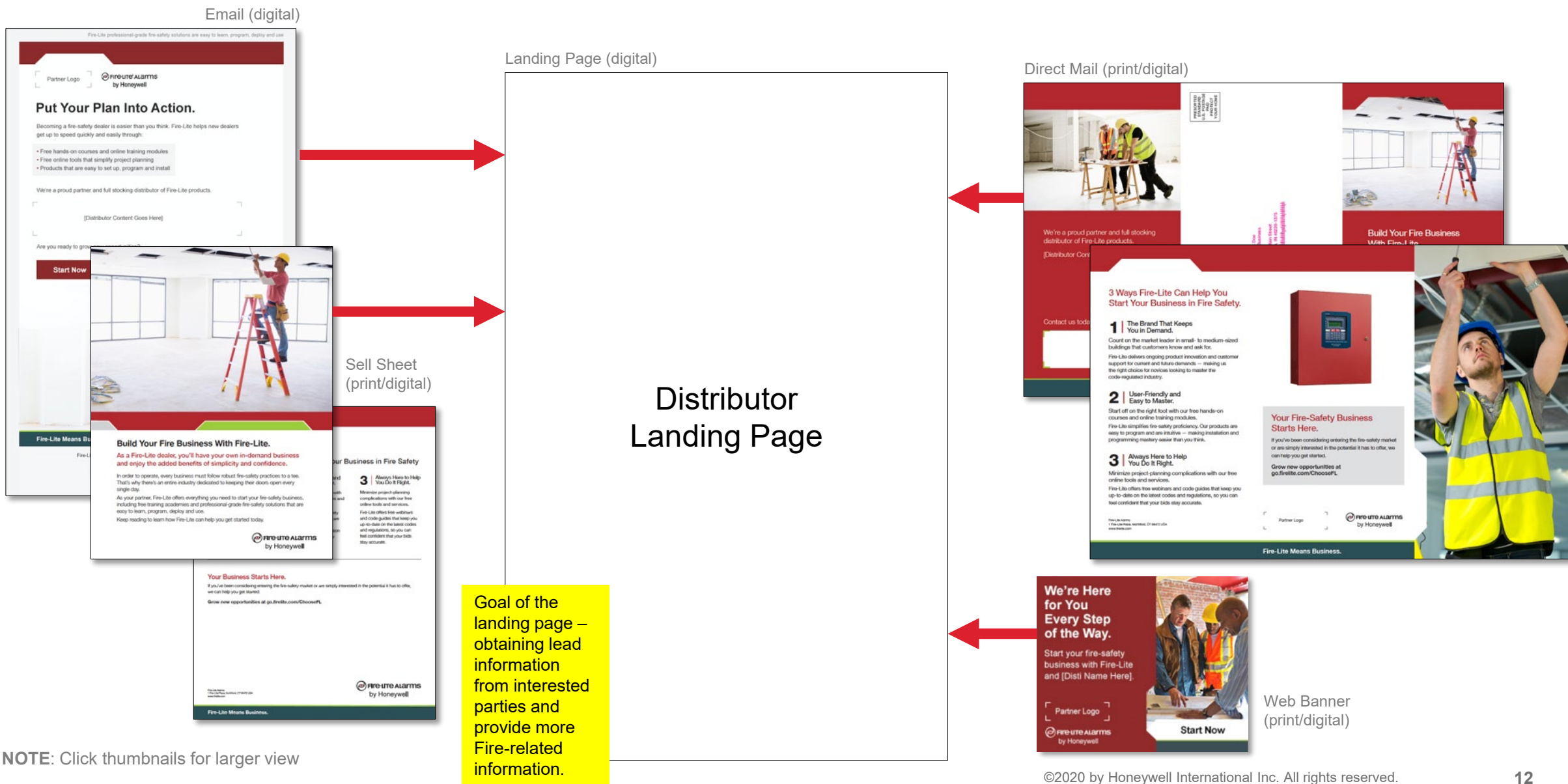
Direct Mail (print/digital)



Web Banner
(print/digital)

NOTE: Click thumbnails for larger view

ASSETS: CHOOSE FIRE-LITE



NOTE: Click thumbnails for larger view

ASSETS: CHOOSE SILENT KNIGHT

Email



Sell Sheet



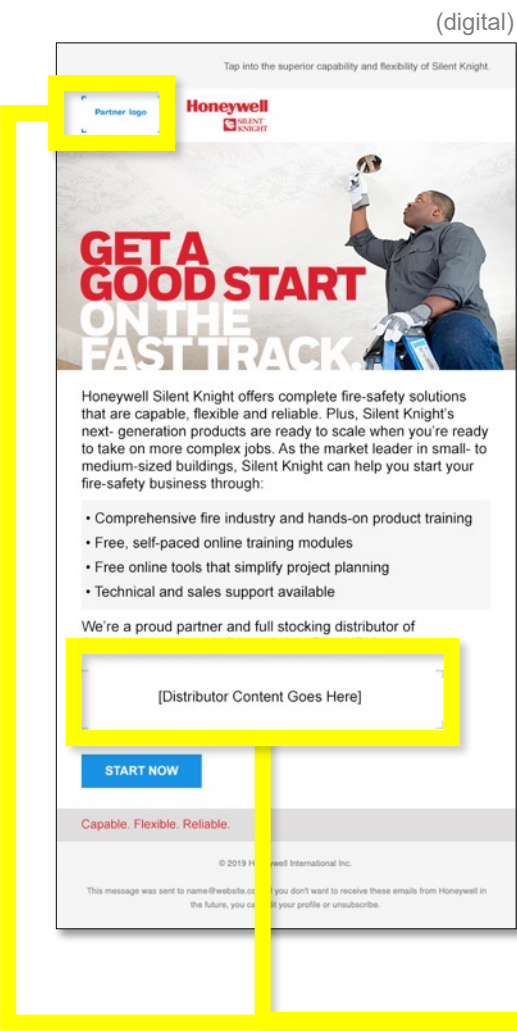
Web Banner



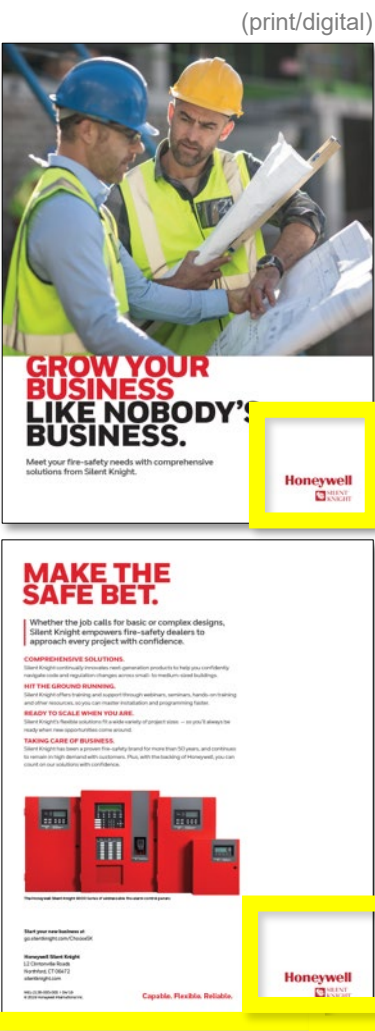
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ASSETS: CHOOSE SILENT KNIGHT

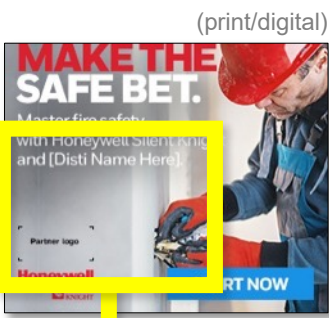
Email



Sell Sheet



Web Banner



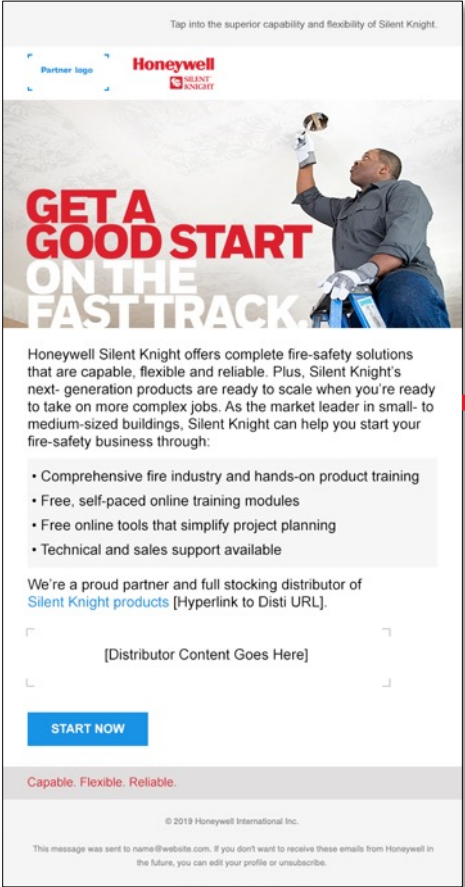
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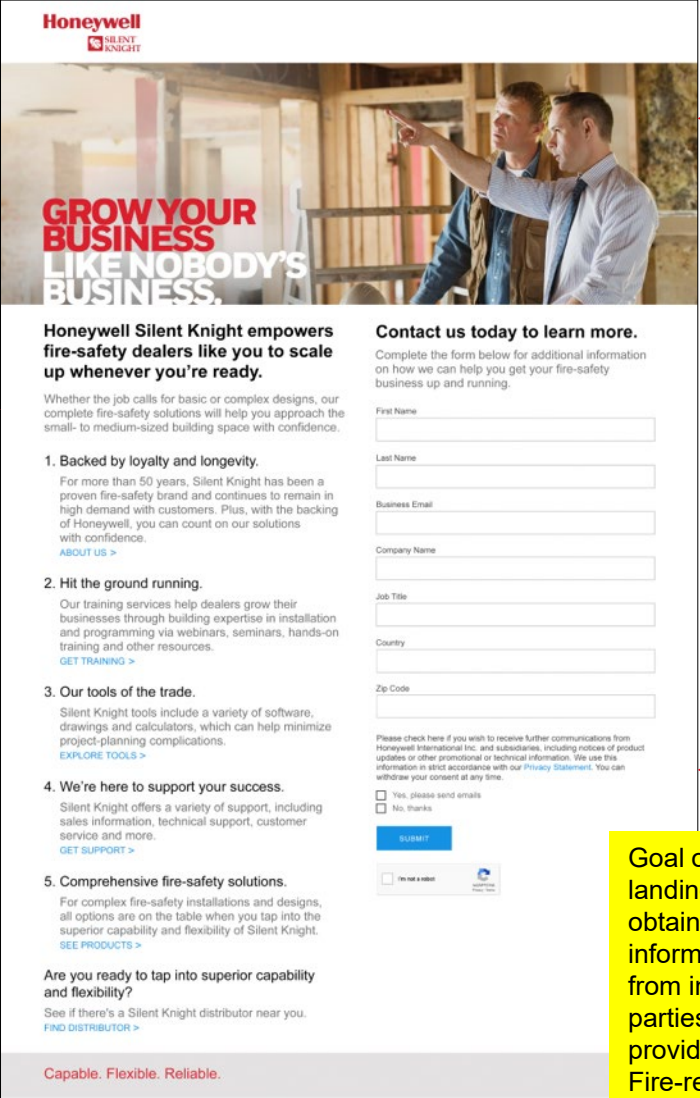
NOTE: Click thumbnails for larger view

ASSETS: CHOOSE SILENT KNIGHT

Email (digital)



Landing Page (digital)



Web Banner (print/digital)



Sell Sheet (print/digital)

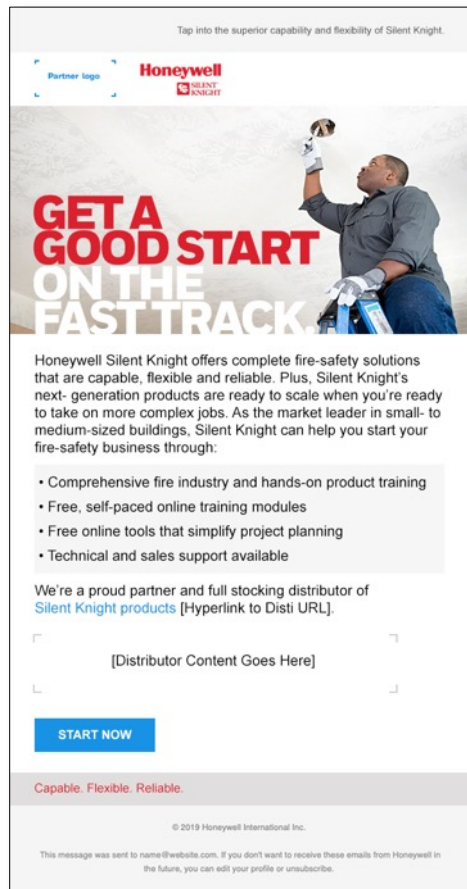


Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

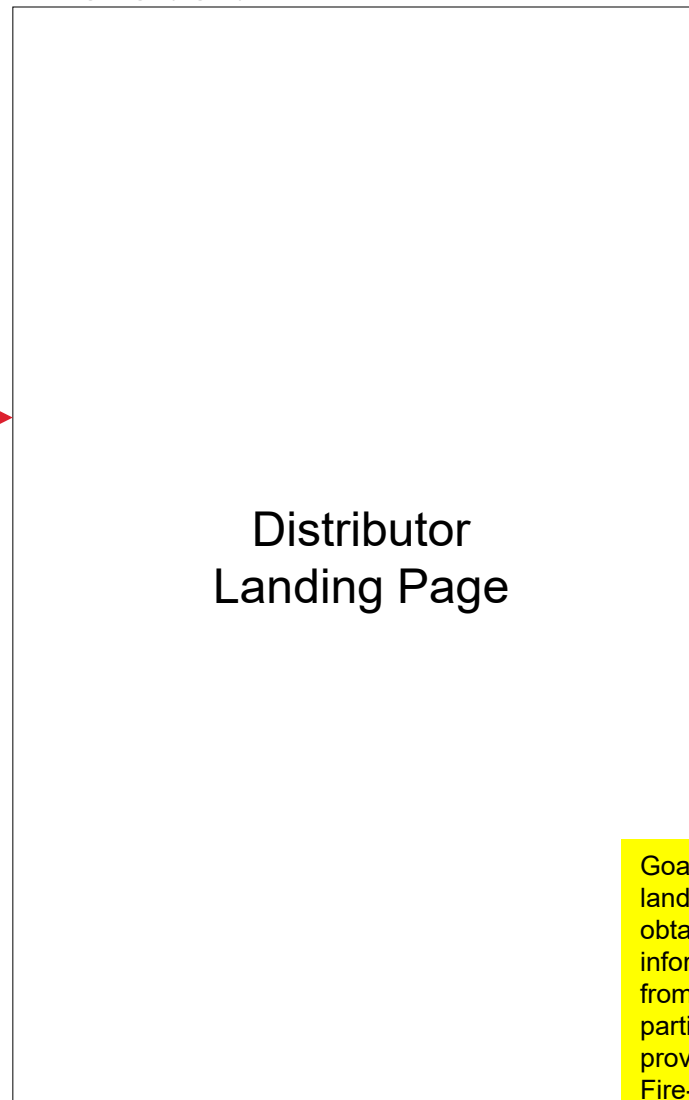
NOTE: Click thumbnails for larger view

ASSETS: CHOOSE SILENT KNIGHT

Email (digital)



Landing Page (digital)



Web Banner (print/digital)



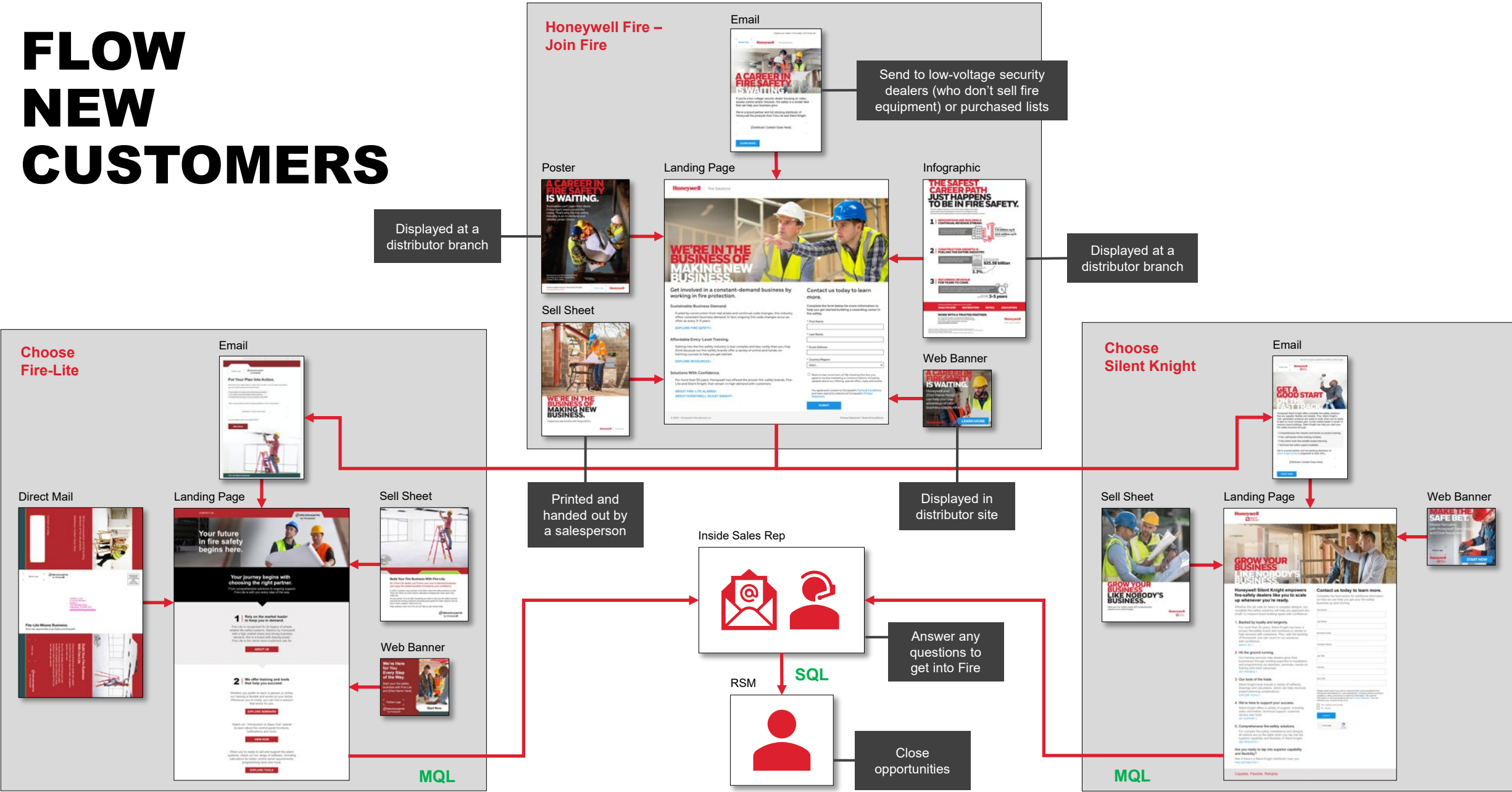
Sell Sheet (print/digital)



Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

NOTE: Click thumbnails for larger view

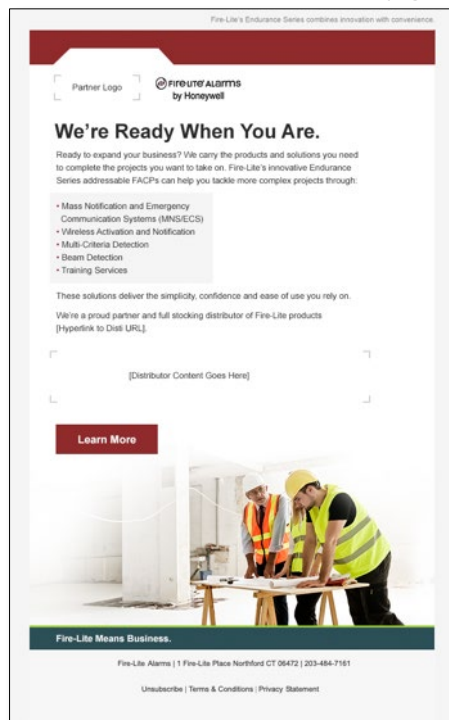
FLOW NEW CUSTOMERS



ASSETS: GROW WITH FIRE-LITE

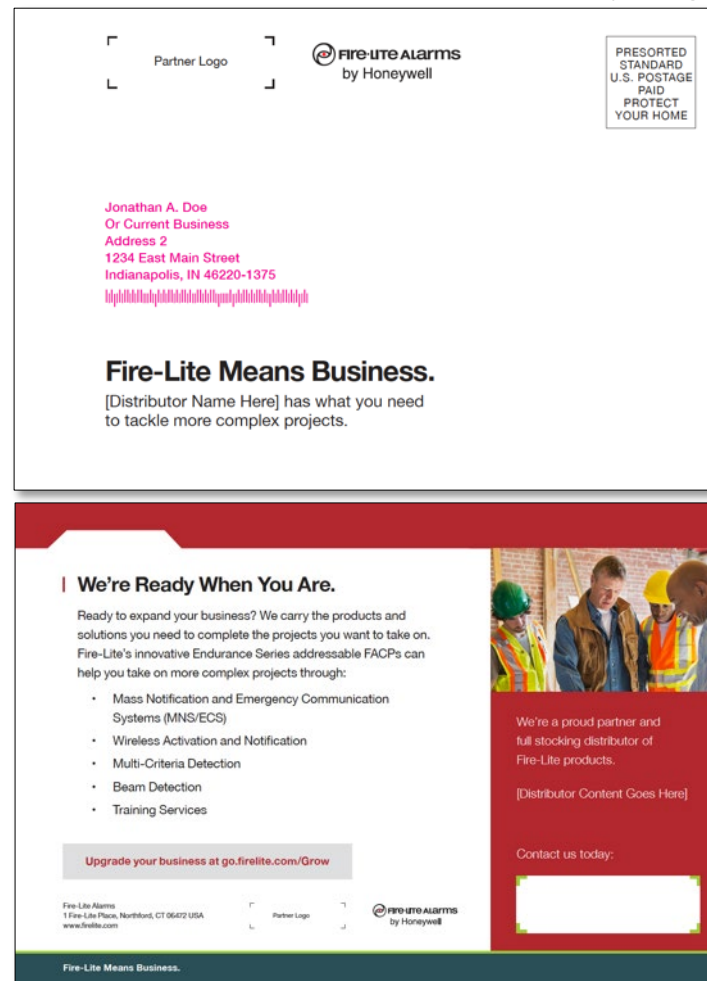
Email

(digital)



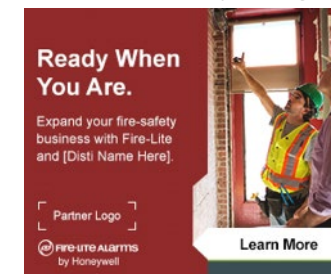
Direct Mail

(print/digital)



Web Banner

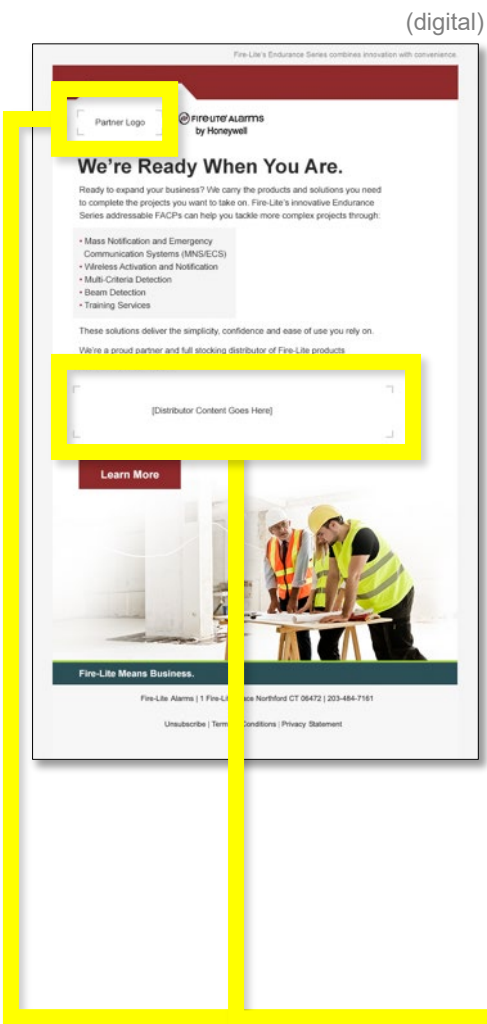
(print/digital)



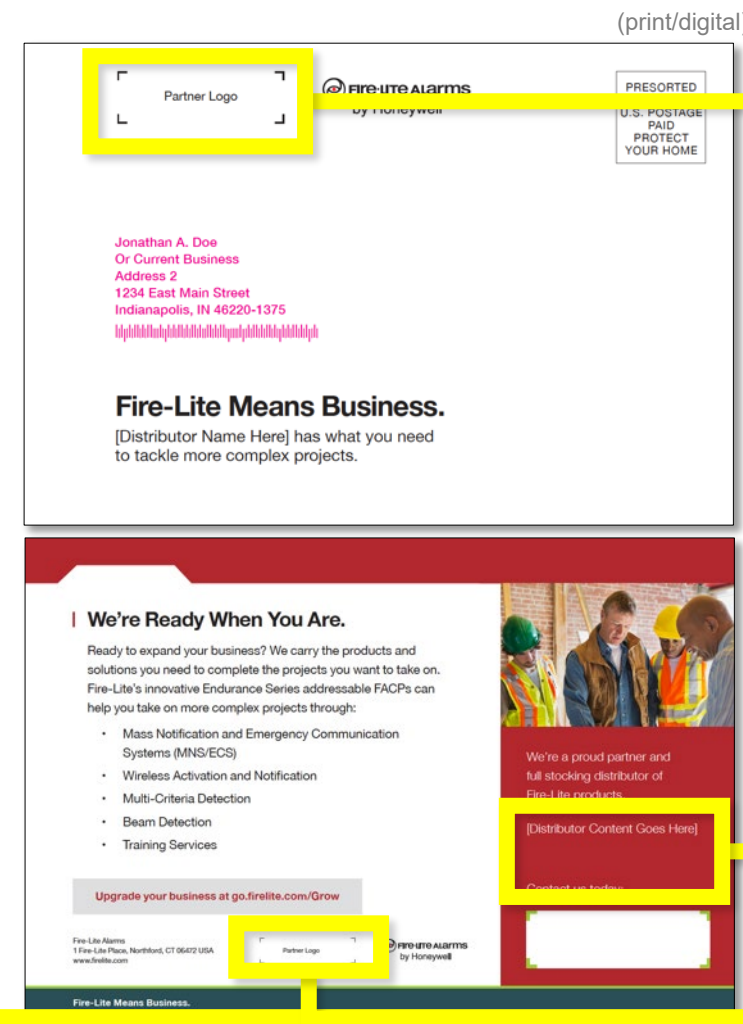
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ASSETS: GROW WITH FIRE-LITE

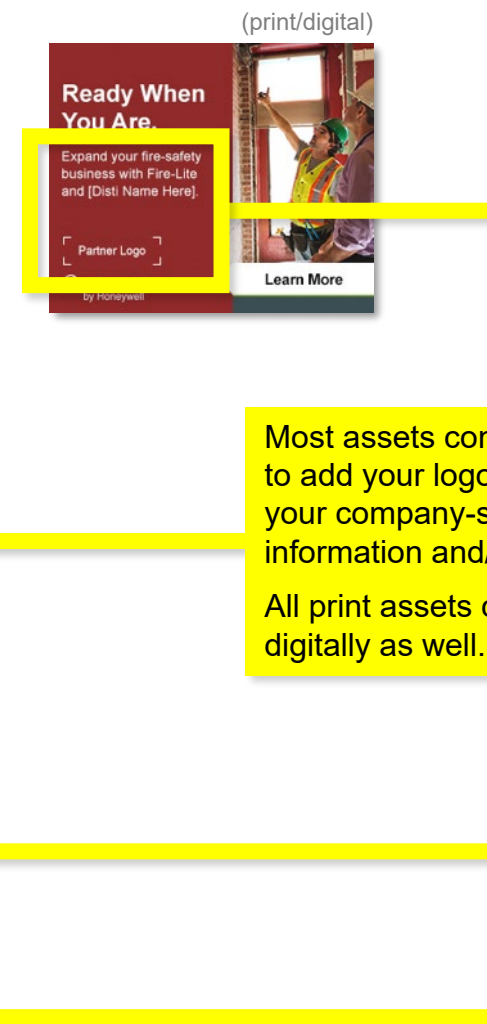
Email



Direct Mail



Web Banner



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All print assets can be used digitally as well.

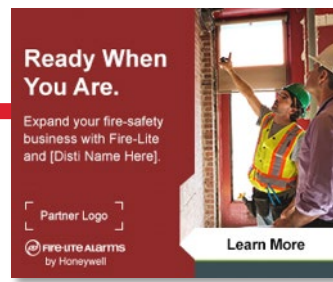
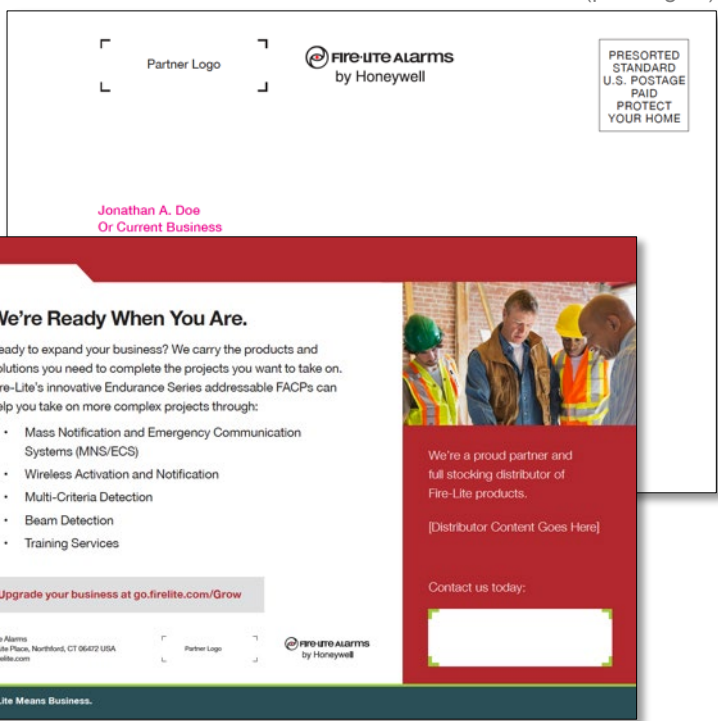
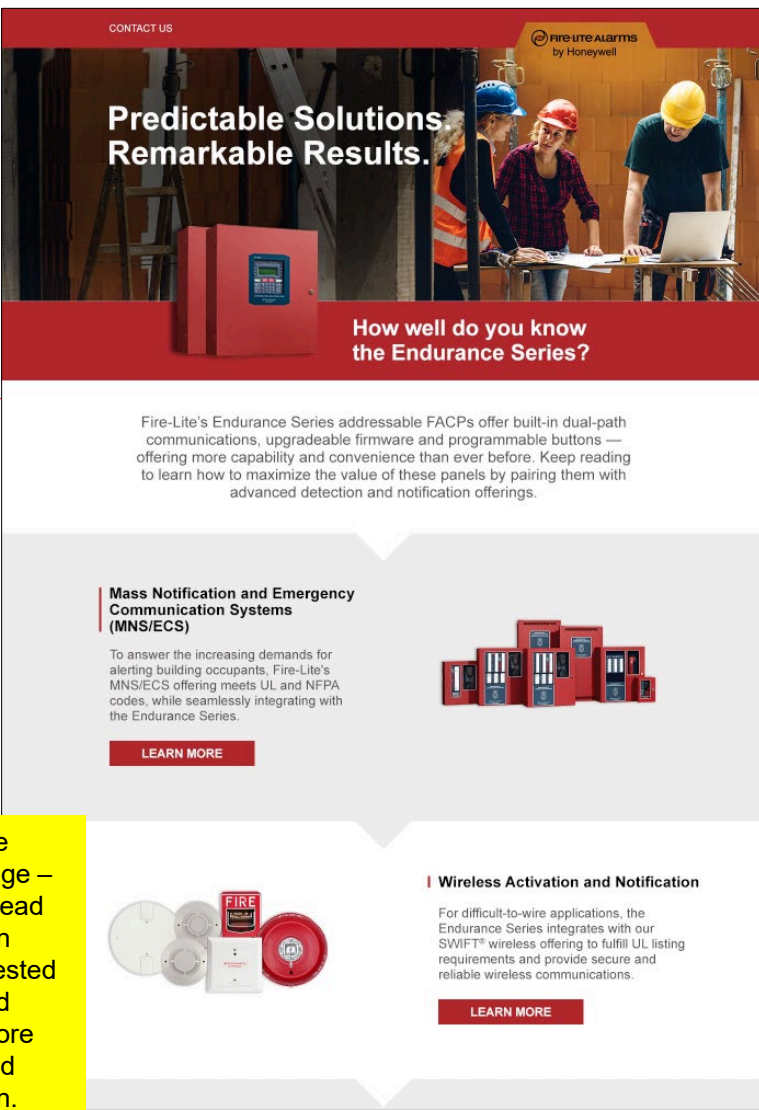
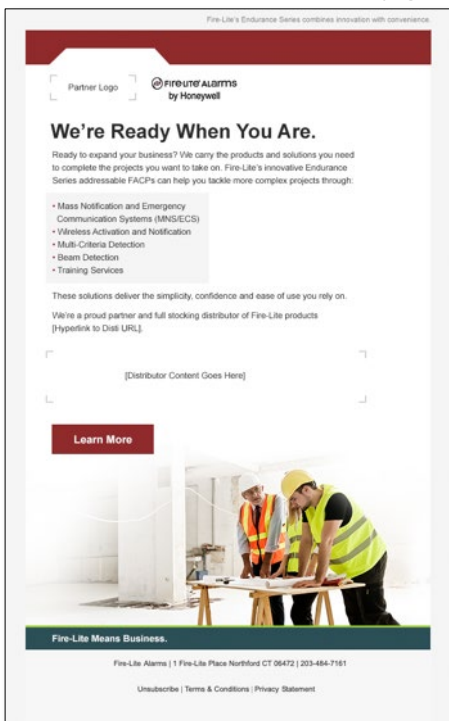
NOTE: Click thumbnails for larger view

ASSETS: GROW WITH FIRE-LITE

Landing Page (digital)

Direct Mail (print/digital)

Email (digital)



Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

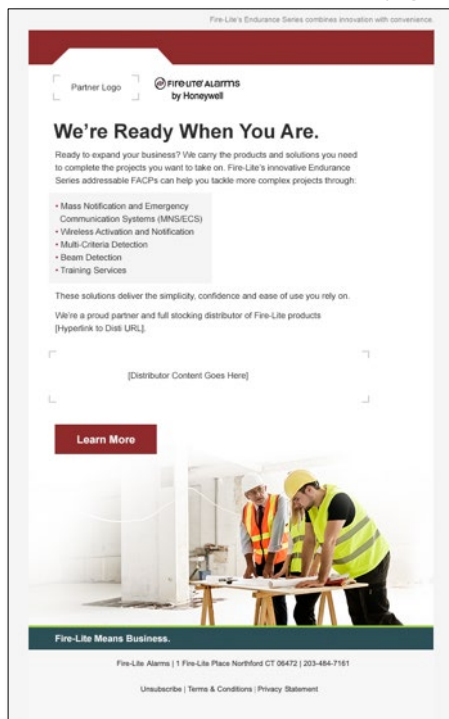
NOTE: Click thumbnails for larger view

ASSETS: GROW WITH FIRE-LITE

Landing Page (digital)

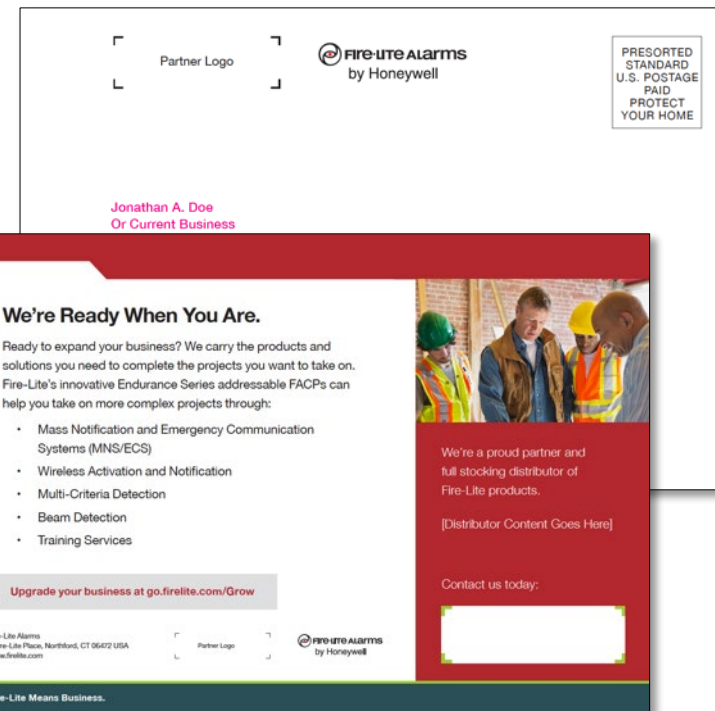
Direct Mail (print/digital)

Email (digital)



Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

Distributor Landing Page



Web Banner (print/digital)



NOTE: Click thumbnails for larger view

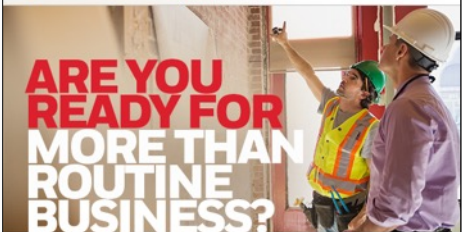
ASSETS: GROW WITH SILENT KNIGHT

Email

(digital)

Tap into the superior capability and flexibility of Silent Knight.

Partner logo Honeywell SILENT KNIGHT



ARE YOU READY FOR MORE THAN ROUTINE BUSINESS?

As a Honeywell Silent Knight customer, you expect the highest caliber of performance. That's why we're here to help you take on bigger and more advanced jobs through new innovations by:

- Tackling larger projects than ever before with addressable panels that offer up to 1,110 points
- Confidently approaching hard-to-wire or aesthetically critical jobs with SWIFT® wireless capabilities
- Fulfilling requirements for fire and emergency communications through integrated voice-alarm capabilities
- Bidding competitively with consolidated product offerings via multi-criteria detection

Customers demand Silent Knight. That's why [Disti Name Here] is a full stocking distributor of [Silent Knight products](#).

[Distributor Content Goes Here]

Are you ready for more? Check out our website to learn how Silent Knight can support you as you take your business to the next level.

[CONTACT US](#)

Capable. Reliable. Flexible.

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Poster

(print/digital)

SHIFT YOUR BUSINESS INTO HIGH GEAR.

Discover Honeywell Silent Knight innovations that will empower you to take on larger and more complex projects.

BUILT TO SCALE.

- Addressable panels with up to 1,110 points
- Wireless capabilities for hard-to-wire jobs with SWIFT®
- Integrated fire and MNS requirements in a single FACP
- Combination fire/CO detection

BUILT FOR EXPERTISE.

- Educational webinars
- In-person, hands-on training courses
- Online training videos and interactive modules

BUILT FOR BUSINESS.

For more than 50 years, Silent Knight has been a proven fire-safety brand. Plus, with the backing of Honeywell, you can count on our solutions with confidence.

[Disti Name Here] is a proud partner and full stocking distributor of Silent Knight products.

Capable. Flexible. Reliable.
Scale up your business at [go.silentknight.com/Grow](#)

Partner Logo Honeywell SILENT KNIGHT



Direct Mail

(print/digital)

MAKE THE SAFE BET.

[Disti Name Here] is a proud partner and full stocking distributor of Honeywell Silent Knight products.

[Distributor Content Goes Here]

Partner logo Honeywell SILENT KNIGHT

CONTACT US TODAY:

Start your business at [go.silentknight.com/ChooseDK](#)

Scale up the size of your projects.

For fire-safety installations and complex designs ranging from less than 100 up to 1,110 addressable points, all options are on the table when you tap into the superior capability and flexibility of Silent Knight.



Hit the ground running.

Silent Knight's next-generation products are always being improved to offer the features you need to confidently navigate code and regulation changes across small- to medium-sized buildings.


We've got you covered.

If you're ready to start your fire-safety business with confidence, turn to the name customers know, trust and ask for. Backed by Honeywell, Silent Knight offers the training and support you need to get started and succeed. And, when you're ready to take your business further with larger or more complex projects, we'll help you get there.

Start your new business at [go.silentknight.com/ChooseDK](#)

Partner Logo Honeywell SILENT KNIGHT

Capable. Flexible. Reliable.



Web Banner

(print/digital)

IT'S BUSINESS AS USUAL. UNTIL NOW.

Tackle bigger and more advanced fire-safety jobs with Honeywell Silent Knight.

Partner logo Honeywell SILENT KNIGHT

[LEARN MORE](#)

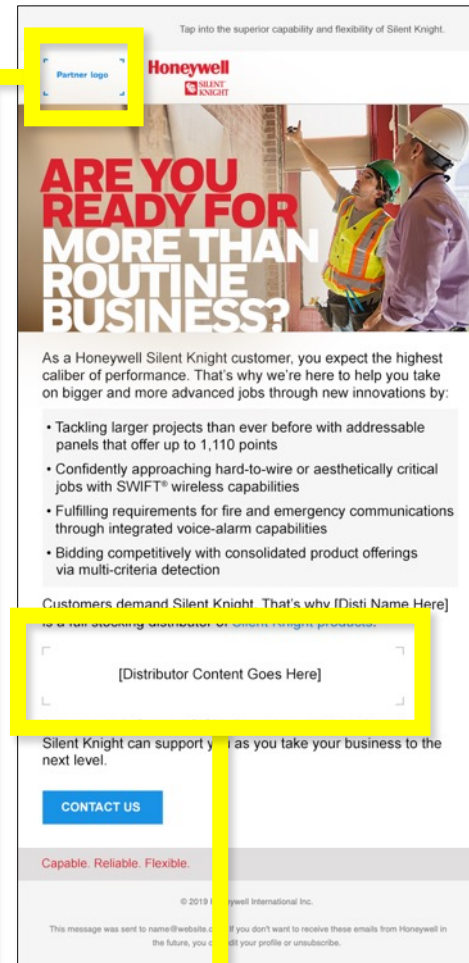


NOTE: Click thumbnails for larger view

ASSETS: GROW WITH SILENT KNIGHT

Email

(digital)



Poster

(print/digital)



Direct Mail

(print/digital)



Web Banner

(print/digital)



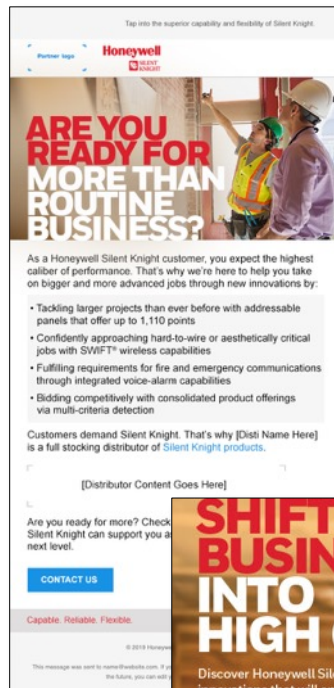
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ASSETS: GROW WITH SILENT KNIGHT

Email (digital)



Poster (print/digital)



Landing Page (digital)

Honeywell SILENT KNIGHT

IT'S BUSINESS AS USUAL. UNTIL NOW.

Discover Honeywell Silent Knight innovations that will empower you to take on larger and more complex projects.

Explore our complete offering of advanced fire safety solutions that can help you grow your business.

Flexibility to grow

- Tackle larger projects than ever before with addressable panels that offer up to 1,110 points. [LEARN MORE >](#)
- Confidently approach hard-to-wire or aesthetically critical jobs with SWIFT™ wireless capabilities. [LEARN MORE >](#)
- Fulfill requirements for both fire and MNS through integrated voice-alarm capabilities. [LEARN MORE >](#)
- Bid competitively with consolidated product offerings via multi-criteria detection. [LEARN MORE >](#)

Training and support

Our training and support services help dealers grow their businesses through building expertise in installation and programming via webinars, hands-on training and other resources.

Loyalty and longevity

For more than 50 years, Silent Knight has been a proven fire-safety brand and continues to remain in high demand with customers. Plus, with the backing of Honeywell, you can count on our solutions with confidence.

Contact us today to learn more.

Complete the form below for more information on how you can take your business to the next level.

First Name

Last Name

Business Email

Company Name

Job Title

Country

Zip Code

Please check here if you wish to receive further communications from Honeywell International Inc. and subsidiaries, including notices of product updates or other promotional or technical information. We use this information in strict accordance with our [Privacy Statement](#). You can withdraw your consent at any time.

☐ Yes, please send emails
☐ No, thanks

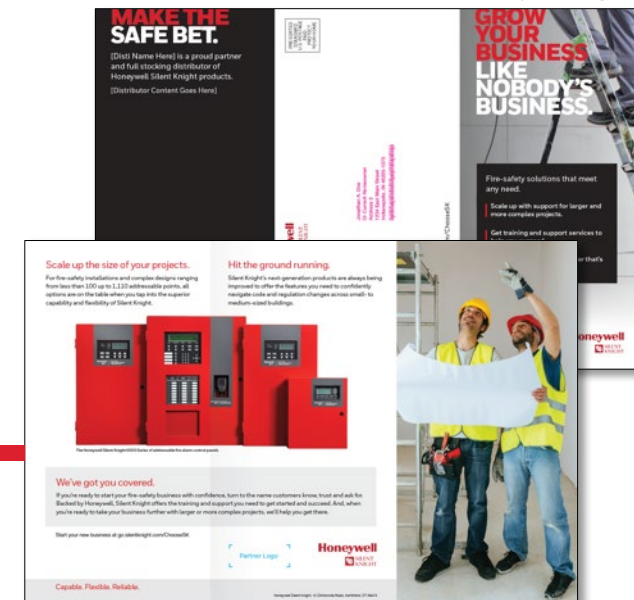
SUBMIT

☐ I'm not a robot

Capable. Reliable. Flexible.

[Terms & Conditions](#) | [Privacy Policy](#)

Direct Mail (print/digital)



Web Banner (print/digital)



NOTE: Click thumbnails for larger view

Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

ASSETS: GROW WITH SILENT KNIGHT

Email (digital)



Poster (print/digital)



Landing Page (digital)

Distributor
Landing Page

Goal of the landing page – obtaining lead information from interested parties and provide more Fire-related information.

Direct Mail (print/digital)

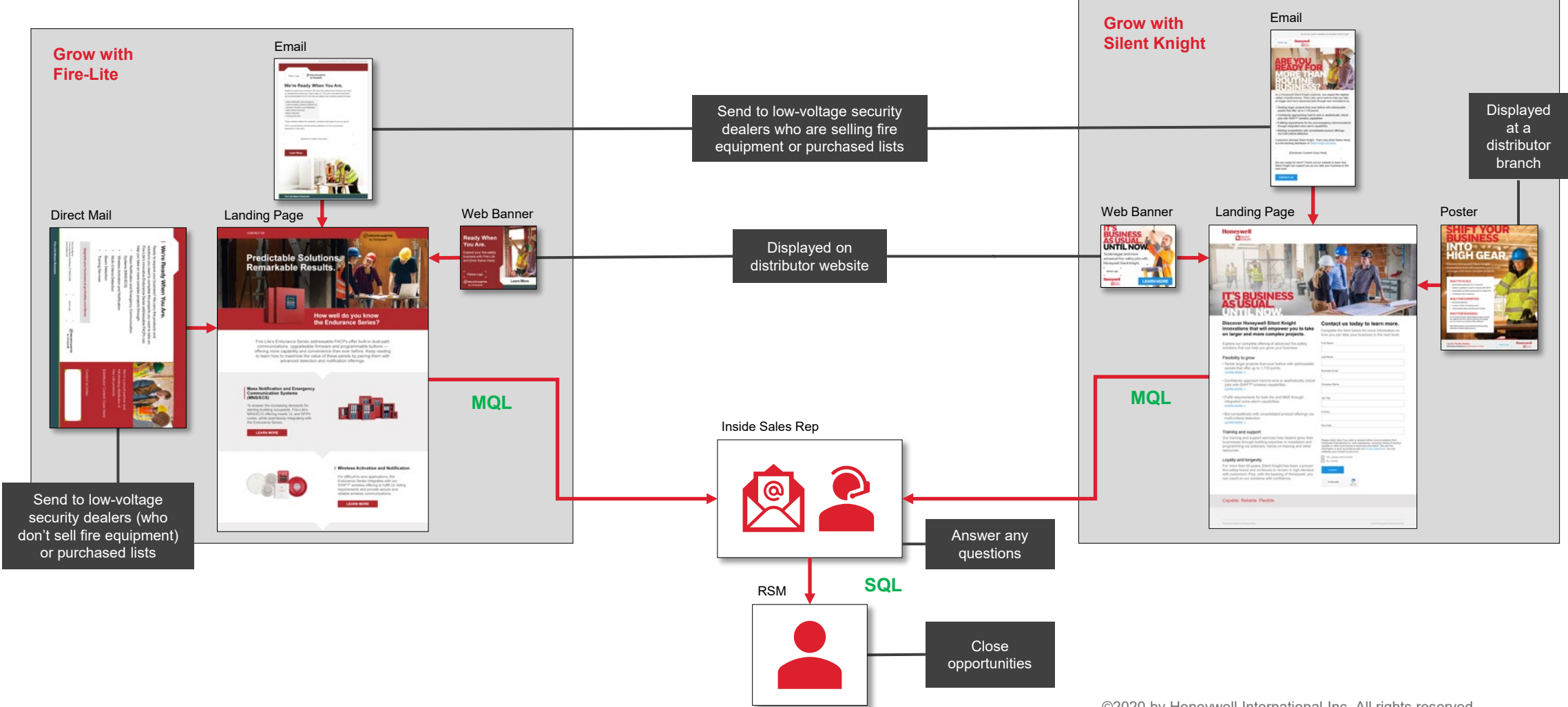


Web Banner (print/digital)



NOTE: Click thumbnails for larger view

FLOW EXISTING CUSTOMERS



QUESTIONS?