



BULLETIN

#16-55K

Date: December 7, 2016
To: Kidde Fire Systems Distributors – Engineered
From: Product Management
Subject: Kidde Panel Branding

Recently, you may have seen communication from our two UTC sister companies, Kidde Fire Safety Products and Edwards Signaling, about a change in brand strategy for their fire alarm systems.

Moving forward, fire alarm system brands that you may have previously known as "Vigilant" or "FireworX" will be branded as simply "Kidde". These systems, now named Series VS, VM and FX, will continue to be used primarily for small to medium sized 'pure' fire alarm applications, generally NOT for suppression system release. Additionally, we do not believe there is any significant channel conflict between you, the Kidde Fire Systems network, and the channel through which these newly branded fire alarm panels will be sold (previously known as "Vigilant" and "FireworX")

OUR LINE OF KIDDE FIRE SYSTEMS BRANDED CONVENTIONAL(AEGIS) AND ADDRESSABLE (ARIES) SUPPRESSION RELEASING CONTROL PANELS ARE NOT IMPACTED BY THESE CHANGES. THE VS, VM AND FX LABELED PRODUCTS WILL NOT BE SOLD VIA THE KIDDE FIRE SYSTEMS CHANNEL.

If you have any questions or concerns, please contact us at:

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As always, we thank you for your business and continued support.