

Firefighter Letters



Rosemary R. Cloud
FIRE CHIEF



The city of
EAST POINT
Georgia

“PEARL is one of the best fire escape product options available to our residents ...”

– Rosemary R. Cloud
Fire Chief City of East Point

As Chief of the East Point Fire Department, it is my honor to recommend that PEARL Protected receive the Home Safety Council's Commendation Award for Product Innovation for Consumer Safety.

Over the past year, PEARL Protected has helped increase residential fire safety awareness in cities like East Point across the U.S. In addition to a progressive community education outreach campaign, the company has announced the availability of the new, first of its kind product - a Permanent Escape And Rescue Ladder (PEARL). This escape and rescue ladder is installed like a medicine cabinet into the wall space beneath second- and third-story windows of the home.

There is a great need for a device like PEARL in today's homes. Every day, East Point firefighters are tasked with saving lives. Tragically, there are times when we are unable to accomplish this when occupants are trapped in upstairs rooms because they cannot find a way to escape and succumb to smoke inhalation. Unfortunately, we still see this scenario in homes equipped with smoke alarms and fire extinguishers.

The City of East Point is using PEARL Protected as one of the models to update current building and fire safety codes to better protect our citizens from residential fire. By requiring a permanent escape device be placed in upstairs bedrooms of all new residential construction, we hope to be the first community in the country to ensure that every upstairs room of the house has two ways out in case of a fire. In turn, we hope to decrease the number of residential fire-related deaths and injuries in our city.

I believe a device like PEARL is one of the best fire escape product options available to our residents and to builders. To my knowledge, PEARL is the only device on the market that offers such remarkable ease of use, affordability and a high level of durability, and sturdiness.

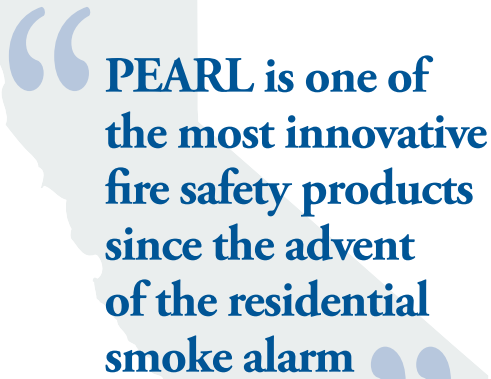
PEARL Protected has a vested interest in saving lives. The company's product and community outreach campaigns are a reflection of their commitment to residential fire safety. For this reason, I hope you will consider PEARL Protected for this award.

Sincerely,

Rosemary R. Cloud
Fire Chief

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Firefighter Letters



“PEARL is one of the most innovative fire safety products since the advent of the residential smoke alarm”

–James McMullen
California State Fire Marshal, Retired

For the past seven months, I have had the privilege of working with PEARL Protected to help promote residential fire safety awareness in communities across the U.S. During this time, I have become familiar with the company's Permanent Escape And Rescue Ladder. I believe that this product, installed in second and third-story bedrooms construction, can save lives and reduce injuries caused by home fires.

As a **thirty year veteran** in the firefighting industry and as the former State Fire Marshal of California, I have witnessed hundreds of residential fire-related casualties. These tragedies could have been reduced with education about the four critical components of residential fire safety - **Prevention, Detection, Suppression, and Escape**.

PEARL Protected has done a remarkable job in educating residents about how to detect, suppress, and, most importantly, escape from a fire in the home. The company's educational campaign is akin to those executed by the fire industry and fire service in the 1970's and 1980's. Just as I feel it is imperative for every home to have smoke alarms, and fire extinguishers, I recommend PEARL ladders be installed in every 2 and 3 story home for the following reasons:

- PEARL is easy to use, simple to install, and cost-effective for homebuyers and homebuilders.
- Because PEARL is permanently installed beneath upper story windows and much more durable, it's superior to other fire escape products such as the portable fire escape ladder.
- PEARL is sturdy enough to allow for multiple people escaping on the ladder at the same time.

It is my personal opinion that PEARL is one of the most innovative fire safety products since the advent of the residential smoke alarm. Just as the smoke alarm has saved countless lives, PEARL also has the capability to deliver a similar impact on residential safety. I personally recommend that PEARL Protected be considered for the Home Safety Council's Commendation Award for Product Innovation for Consumer Safety.

Sincerely,

James McMullen

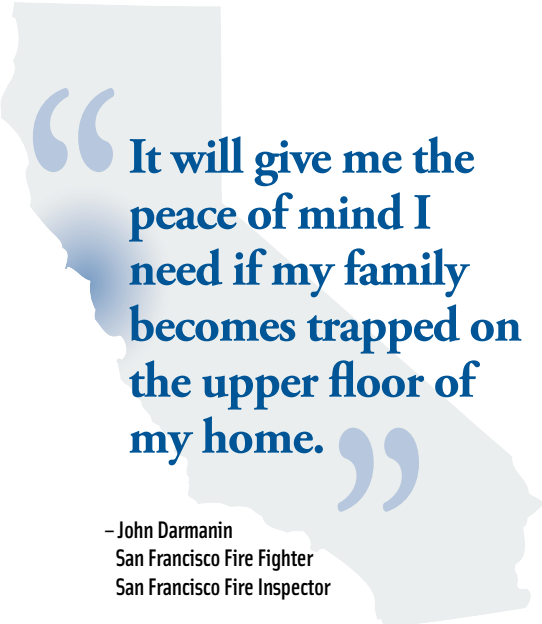
California State Fire Marshal, Retired

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Firefighter Letters



“It will give me the peace of mind I need if my family becomes trapped on the upper floor of my home.”

– John Darmanin
San Francisco Fire Fighter
San Francisco Fire Inspector

I wanted to drop you a note to let you know how much I enjoyed your presentation on the PEARL-Permanent Escape and Rescue Ladder. I was very impressed with the quality, strength and design of the ladder. The other chain, aluminum and rope ladder products I have seen from other companies in the past have been questionable in quality and strength. Their flimsy and awkward design has kept me from installing one of those models in my own home. As a 25 year fire fighter veteran in San Francisco, I am very particular on the ladders I use on the job. So you can imagine how particular I would be if my family would be forced to use an emergency escape ladder from our home's second story window. An escape ladder with a bad design and construction is actually worse than having no ladder at all!

The design of the PEARL escape ladder combines quality construction and clever design to ensure that the ladder will be deployed properly (and safely) when you need it most. The integrated cabinet installation makes sure the ladder will be there when you need it. The PEARL ladder is as close to “dummy” proof as you can make it. This “ease of use” aspect is important for me because non-fire personnel will be using your product in my house and it has to be user friendly to function successfully. Another benefit of the PEARL ladder is the “attention” it will receive when the fire engines arrive in the event of a fire. An arriving fire company will immediately be alerted to the possibility of occupants still in the building if they see the PEARL ladder deployed.

Even if a young or elderly occupant on the second floor is physically unable or too scared to exit the window onto the PEARL ladder, by merely deploying the ladder out the window, it will alert neighbors and police (who often arrive at the scene first) and allow them to effect a rescue by climbing UP the ladder. This is a very important component of the PEARL ladder.

I did find that there is plenty of tread for easy foot positioning and the sturdy design prevents the ‘unsure’ wobble feeling you would experience on other ‘escape’ ladders. My house does NOT have residential fire sprinklers to aid my family in escaping a fire. So, although the PEARL Escape And Rescue ladder is something you never want to use, it will give me the peace of mind I need if my family becomes trapped on the upper floor of my home.

I plan on purchasing at least one of the PEARL Escape and Rescue ladders for myself and another for my in-laws’ house. Thanks for the information on your product.

Best regards,

John Darmanin
San Francisco Fire Fighter
San Francisco Fire Inspector

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