

# First Alert® reveals new look, new style environmentally friendly packaging.

First Alert has begun its efforts to phase out the use of PVC plastics in its packaging in favor of a more environmentally friendly recyclable PET plastic - showcased in its latest newly styled packaging range.

First Alert has recently made the decision to switch from packaging produced with PVC plastic to a design using 100% PET, in a continued effort to encourage recycling of waste packaging and to prevent the amount of material going directly into landfill.

The new style, PET clam packs have been designed specifically with the retailer and consumer in mind. All smoke and carbon monoxide alarms are available in clear, tamper resistant cases; allowing for the alarm inside to be displayed clearly and securely on the shelf.

A new colour coding system throughout allows for instant distinction between alarm types; red for smoke detection, blue for carbon monoxide detection and purple for combination of smoke and CO detection.

Large, easy identifiable icons, clearly visible on the front of each alarm pack indicate the special features available to the consumer.

Additionally, First Alert has decreased the overall size of its smoke and CO alarm packaging in order to reduce the amount of material used in the manufacturing and shipping process.



## About First Alert®

First Alert® is the world's largest manufacturer of Smoke Alarms and Carbon Monoxide Alarms with manufacturing and distribution centres spread strategically across the world and distribution to over 30 countries. Inventors of the first domestic smoke alarm in 1967.

For more information on any of the products in the First Alert® range please contact Dan Bacon [dbaon@firstalert.co.uk](mailto:dbaon@firstalert.co.uk) or visit [www.firstalert.eu](http://www.firstalert.eu)