

Elide Fire eyes institutional buyers

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A new age fire extinguishing technology, developed by Siam Safety Premier of Thailand and called Elide Fire, has been brought to India by Kolkata-based Shree Shyam Bearings (SSB) as the exclusive Indian distributor.

SSB today launched the Elide Fire, a 1.3 kilogram compact fire ball, that uses mono-ammonium based dry chemicals to fight A, B, and C class fires.

The ball self-activates only on contact with fire, and thereby can be used like a 24-hour fire surveillance guard in commercial buildings and industrial complexes.

One ball can cover a fire with a radius of 1.296 meters, and can be effectively used as a first-aid fire fighting tool.

It has a maintenance free shelf-life of 5 years, and involves minimal installation procedures, said Pradeep Agarwal, managing director of SSB.

SSB plans to market the prod-



(From left) Anant Agarwal, director - technical, Pradeep Agarwal, CMD, and Suryakant Khemka, director - marketing, Shree Shyam Bearings, at the launch
SUBRATA MAJUMDER

uct in other parts of eastern India as well, starting off with Kolkata, and subsequently move to other metros, said S Khemka, director for marketing at SSB.

It is looking at tying up with mega-stockists in every state, and the regional distributors can source the product from them, he added.

SSB is in talks with government departments, transport companies, private commercial complexes, and others.

SSB is discussing the issue with the state transport depart-

ment to install the equipment in all 'Whiteliner' and long-distance buses of the surface transport department, said Khemka. Elide Fire Ball would available in stores for household consumption later, he added.

The company has plans to start a 24-hour help-line to help the fire brigade team during the coming festive season in the city, the 'duraga pujas'.

One major advantage of using the Elide Fire Ball is that it can be carried easily to the scene of

fire, especially in difficult-to-reach areas like narrow lanes, said Khemka. The ball can be used as a pre-emptive measure by placing it at strategic points, he added.

Gopal Bhattacharya, deputy director of the fire services, was upbeat on the product, saying that as the ball requires no maintenance, it can thereby act as a good substitute to traditional extinguishers, which often fail during the time of an emergency because of maintenance issues.