

# selter

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## SELTER NEWSLETTER JANUAR 2012

### Three Cheers for our Team

The PSI fair is wrapped up in record time. We will be finished with all of our bids and sample shipments this week. This is a new record and we hope that you can make something good come of it!

### ABUS Fire Extinguisher Spray

People expressed lots of interest in the ABUS fire extinguisher spray. ABUS quality is ideal for letting your customers to know how serious your commitment is to them. The walls of this can measure 0.8 mm thick, made of special, high-quality aluminium that is corrosion resistant, meaning that gas cannot escape from the can. The spray has a range of 4 metres and can deliver fire-extinguishing power for 25 seconds! A 6 kg fire extinguisher sprays for only 6-10 seconds. Weighing in at just 1 kg, this spray is contained in a GS-certified aluminium can that is guaranteed by ABUS to maintain constant pressure through to the expiry date. Other sprays have yet to meet these high standards.



### ABUS Smoke Detector

Smoke detectors are gaining increasing prominence. A newspaper report from 20 Jan. 2012 reads "Smoke Detectors to Become Mandatory". Already the case in 10 German federal states, this is now being introduced in North Rhine-Westphalia (NRW). Minister Jäger of the NRW Ministry of the Interior announced that "smoke detectors belong in every home – at least in the bedrooms, children's playroom and hallways". Smoke detectors can save lives. However, beware of the cheap models available on the market. The ABUS smoke detector is the best-selling product in our ABUS line.

### Most popular new Products at the PSI

Sample orders were especially high for the following products:



4SURE silver, item no. 6021-2    4SURE blue, item no. 6021-2

*We deliver 2SAFE in an attractive gift box. If you'd like these as promotional gifts without the gift box, we'll be happy to make you an offer.*



LIGHT MY BIT, item no. 8022-2



2SAFE weiß, item no. 8028-2

### APROPOS REVENUES The Arab & the Scotsman

An Arab sheik was admitted to hospital for heart surgery, but it was postponed due to a blood shortage. As the sheik had a rare blood type, they had to search all over the world for a donor.

Finally, a Scot was located who had a similar blood type. The Scot willingly donated his blood for the Arab. After the surgery, the Arab sent the Scotsman a new BMW, precious jewels & gold bars in appreciation of his help.

A few days later the sheik required a follow-up procedure. His doctor telephoned the Scotsman, who was more than happy to donate more blood.

After the second surgery, the sheik sent the Scotsman a thank-you card & a jar of candies.

The Scotsman was shocked that the sheik had not returned his gesture like before. He phoned the sheik and asked, "Were you not more generous the first time and rather stingy this time around?".

To this the Arab replied, "Aye, I now have Scottish blood in my veins".

### We hope this year has high revenues in store for us both!

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