



Further details and comment:

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Press Release

BARTCO Wins Prestigious 2013 Fire Awareness Award

Patented Electronic Fire Danger Rating Sign (EFDRS) Wins Product Design Award

Melbourne, VIC December 4, 2013: Bartco, an Australian manufacturer specializing in solar powered LED-based information systems, walked away with the Product Design Award at the Fire Awareness Awards held at Melbourne's RACV Club. From a field of over 100 entries Bartco was one of 3 Finalists selected for the Product Design Award and ultimately received the judges nomination. The Electronic Fire Danger Rating Sign, deployed in a world first throughout Victoria by the Country Fire Authority (CFA), replaces old manually-set Fire Danger Rating signs with the latest in LED-based, solar powered technology that can be remotely managed and controlled by the CFA from their State Operations Centre.

Troy Wollard, founder, owner and Managing Director of Bartco was extremely pleased with the award; "This really makes me proud of the team at Bartco and what we have been able to achieve with the CFA, to help make the lives of Victorians safer. We're an innovative Victorian company who manufactures these signs right here in Melbourne and winning this award, following the successful deployment with the CFA, gives me great personal satisfaction."

"We worked very closely with the CFA to make this project a success, because we knew it was vital that the system was very reliable, given the bushfire risk in Australia", Wollard said.

Bartco's General Manager of Sales and Marketing, Timo Brouwer, explained the importance of the EFDRS to the CFA. "We knew that community awareness of fire danger ratings was a critical factor in helping people prepare when fire risk is extreme. The EFDRS was invented to provide a highly visible, always-on warning system that can be quickly and automatically updated from one location via our programming software. Independent research conducted recently has

proven how effective the community finds this new technology, with over 80% of people surveyed believing the EFDRS was more noticeable, up-to-date and reliable.”

Minister for Police and Emergency Services, Kim Wells, officially launched the EFDRS on November 23rd stating “Victoria is the first state to develop and roll out automated Fire Danger Rating signs; we are leading the country with this technology”.

Fire Services Commissioner Craig Lapsley said, “The travelling public is a segment of the community at potentially high risk from fire that can be difficult to reach easily. Major roads carry high volumes of traffic and automated Fire Danger Rating Signs are one innovative and effective way to reach community members who may be unfamiliar with the area and unaware of the risk.

“Having manual fire danger rating signs on high traffic, high speed roads that brigade members need to physically update can be impractical or unsafe and the automated signs provide Victoria’s fire agencies with an increased ability to provide key information to the local and travelling community members.

“Electronic signs are commonly used in other industries but have not traditionally been used in the emergency services sector. The use of solar power and extended mobile phone coverage has created the opportunity to use this type of technology.”

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