



ZUFF – Portable Fire Protection for Everyday Risks

Category: Fire Safety / Home / Automotive / Outdoor

Format: Ultra-portable, single-use fire suppressor

The Opportunity

Most everyday fires start small – in kitchens, vehicles, workshops, and around modern electronics. Traditional extinguishers are often bulky, poorly located, or intimidating to use.

ZUFF brings simple, accessible fire suppression directly to the point of risk.

Why ZUFF Works for Retail

- ✓ Addresses multiple common fire risks with one SKU
- ✓ No maintenance – no servicing, refilling, or pressure checks
- ✓ Intuitive operation – no training required
- ✓ Compact size enables high attachment rates (home, car, outdoor)
- ✓ Suitable for mass retail and specialty channels

Consumer Benefits

Designed for modern fire risks, including lithium battery incidents



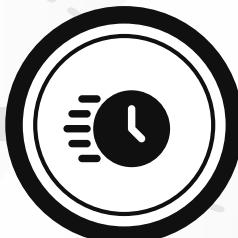
Easy to store and easy to use



Affordable alternative to bulky traditional extinguishers



Helps consumers act quickly in early-stage fire situations



Retail Fit



Home & kitchen



Automotive & mobility



DIY & trade



Outdoor & leisure



Workplace safety

ZUFF combines strong consumer relevance with simple retail execution.

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