



# ZUFF — Everyday Fire Protection for Modern Risks

ZUFF is a compact, maintenance-free fire suppressor designed for consumer accessibility and broad applicability.

## Why Retailers Choose ZUFF

- Addresses multiple fire risks with one SKU
- No servicing, refilling, or pressure testing
- Intuitive use — no training required
- Compact size enables high attachment rates (home, car, outdoor)

## Consumer Value Proposition

- Safer response to everyday fires
- Easy to store and easy to use
- Affordable alternative to traditional extinguishers
- Designed for modern risks, including lithium battery incidents

## Retail Fit

- Home & kitchen
- Automotive & mobility
- DIY & trade
- Outdoor & leisure
- Workplace safety

ZUFF combines high consumer relevance with simple retail execution, making it suitable for both mass and specialty retail environment

