

# Email Nurture Campaign: SWIFT (NOTIFIER) - Awareness Stream

Theme for this campaign is, “Flexible, Reliable, and Integrated.” Send 6 awareness emails in 2015, promoting SWIFT while offering up various materials to drive awareness.

For the 6 awareness emails, all of the subject lines will say, “Wireless Smoke Detection: SWIFT Smart Wireless Integrated Fire Technology - Flexible. Reliable. Integrated.” The first part of the body text will help tie in the image and headline to the main theme, as well as mention the 2-year battery life. The second body text ties the product into the panel info, while promoting Notifier (Inspired Leadership), and will be the same for every email.

## **Awareness Email 1 - 04/16/15**

**Subject Line:** See No Wires. Hear No Wires. Speak No Wires. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** See No Wires. Hear No Wires. Speak No Wires.

**Body Text:** Looking for a fire system solution that goes where wired devices can't? NOTIFIER, your trusted partner, is proud to offer SWIFT – the first UL 864 approved, Class-A wireless mesh network fire system. Now with a UL-approved 2-year battery life!

Wiring is never a problem when using the SWIFT wireless solution from NOTIFIER.

**CTA 1:** Ready to see and hear more about SWIFT wireless? Our video introduction speaks volumes! [<http://embed.vidyard.com/share/KXBtOoxbzXAvNJ24QWZjkQ>]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Awareness Email 2 - 05/14/15**

**Subject Line:** SWIFT lifts the Vail with wireless smoke detection. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** SWIFT lifts the Vail with wireless smoke detection.

**Body Text:** SWIFT finishes first at the Vail World Ski Championships! When it came to preparing the ski resort for the World Ski Championships in Vail, CO., the SWIFT wireless fire solution from NOTIFIER fit where nothing else would.

The speed, nimbleness, and robust fire protection provided by SWIFT's wireless capabilities provided the perfect solution for both the distributor and the end customer!

**CTA 1:** Want more details? View the full Vail ski resort case study. [[http://www.notifier.com/swift/Pages/Case\\_Studies.aspx](http://www.notifier.com/swift/Pages/Case_Studies.aspx)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Awareness Email 3 - 06/11/15**

**Subject Line:** SWIFT Wiring Diagram. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** SWIFT Wiring Diagram.

**Body Text:** That's right. There's no wiring and no wiring diagram needed with SWIFT – the first UL 864 approved, Class-A wireless mesh network fire system.

SWIFT wireless fire protection eliminates wiring and provides solutions when wire is difficult or impossible to run, visually unacceptable, or simply isn't the best solution.

**CTA 1:** Want to learn more? View the SWIFT data sheets for more detailed information, but no wiring diagrams! [<http://www.notifier.com/swift/Pages/documentation.aspx>]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

*Continue to see the emails.*

## **Awareness Email 4 - 07/16/15**

**Subject Line:** Save your pennies. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** Save your pennies.

**Body Text:** The SWIFT wireless fire system solution can remove the cost of wire from your project. That's savings on materials and savings on time during installation.

With its UL 864 approved, Class-A wireless mesh network and 2-year battery life, SWIFT also increases your flexibility to overcome difficult and potentially costly fire system challenges.

**CTA 1:** To learn more and earn a CEU credit, join us for a SWIFT webinar on 07/30/15. [[https://pages1.honeywell.com/HLS-NOT-20150730-Webinar-SWIFT-Promotion\\_Reg\\_Page.html](https://pages1.honeywell.com/HLS-NOT-20150730-Webinar-SWIFT-Promotion_Reg_Page.html)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Awareness Email 5 - 08/13/15**

**Subject Line:** Wireless? Wirenot? It's flexible, reliable, and integrated. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** Wireless? Wirenot? It's flexible, reliable, and integrated.

**Body Text:** There are no dumb questions – just smart solutions. Become the expert on SWIFT.

What is a Class A approved wireless mesh network? How long do the batteries last? When your customers have questions about SWIFT wireless fire protection, have the answers at your fingertips. We've tracked and distilled the most frequently asked questions into our FAQ sheet. Check it out!

**CTA 1:** You've got questions...We've got answers! Review the FAQ on SWIFT, the wireless fire system solution. [[http://www.notifier.com/swift/Documents/NF\\_SWIFT\\_FAQ\\_Flyer.pdf](http://www.notifier.com/swift/Documents/NF_SWIFT_FAQ_Flyer.pdf)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Awareness Email 6 - 09/17/15**

**Subject Line:** Wireless fire protection has arrived. It's not magic, just innovation. – SWIFT Wireless Detection

**Headline 1:** SWIFT – Smart Wireless Integrated Fire Technology

**Headline 2:** Wireless fire protection has arrived. It's not magic, just innovation.

**Body Text:** SWIFT's unique Class A wireless mesh network fire solution can deliver cost-effective, robust fire protection – even in areas that are difficult or costly to cover with wired technologies.

SWIFT is fast and simple to install, but its state-of-the-art wireless technology is new to fire systems. The more you learn about SWIFT, the more you'll see ways that it can benefit you, your business, and your customers.

**CTA 1:** Check out our complete resource page to stay informed on all things SWIFT – from data sheets to installation videos. [<http://www.notifier.com/swift/Pages/default.aspx>]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html)]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## SWIFT™ – Smart Wireless Integrated Fire Technology

see no wires    hear no wires    speak no wires



### See No Wires. Hear No Wires. Speak No Wires.

Looking for a fire system solution that goes where wired devices can't? NOTIFIER, your trusted partner, is proud to offer SWIFT – the first UL 864 approved, Class-A wireless mesh network fire system. Now with a UL-approved 2-year battery life!

Wiring is never a problem when using the SWIFT wireless solution from NOTIFIER.

**Ready to see and hear more about SWIFT wireless?  
Our video introduction speaks volumes!**

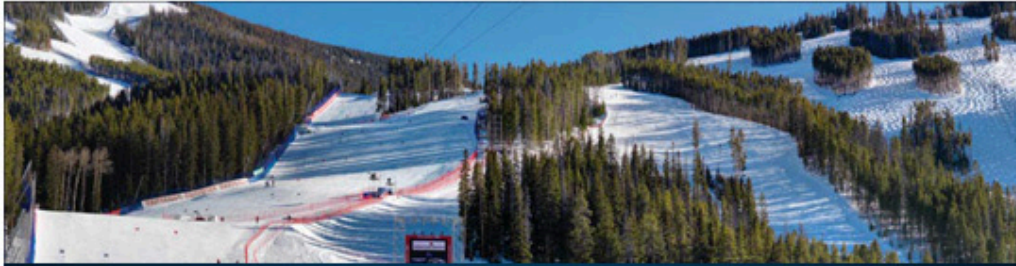
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The SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign.](#)

## SWIFT™ – Smart Wireless Integrated Fire Technology



SWIFT lifts the Vail with wireless smoke protection.



### SWIFT lifts the Vail with wireless smoke detection.

SWIFT finishes first at the Vail World Ski Championships! When it came to preparing the ski resort for the World Ski Championships in Vail, CO., the SWIFT wireless fire solution from NOTIFIER fit where nothing else would.

The speed, nimbleness, and robust fire protection provided by SWIFT's wireless capabilities provided the perfect solution for both the distributor and the end customer!

**Want more details?**  
**View the full Vail ski resort case study.**



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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## SWIFT™ – Smart Wireless Integrated Fire Technology



SWIFT wiring diagram.

### SWIFT Wiring Diagram.

That's right. There's no wiring and no wiring diagram needed with SWIFT – the first UL 864 approved, Class-A wireless mesh network fire system.

SWIFT wireless fire protection eliminates wiring and provides solutions when wire is difficult or impossible to run, visually unacceptable, or simply isn't the best solution.

**Want to learn more? View the SWIFT data sheets for more detailed information, but no wiring diagrams!**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## SWIFT™ – Smart Wireless Integrated Fire Technology



Save your  
pennies.

### Save your pennies.

The SWIFT wireless fire system solution can remove the cost of wire from your project. That's savings on materials and savings on time during installation.

With its UL 864 approved, Class-A wireless mesh network and 2-year battery life, SWIFT also increases your flexibility to overcome difficult and potentially costly fire system challenges.



To learn more and earn a CEU credit, join us for a SWIFT webinar on either [date] or [date].

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.

## SWIFT™ – Smart Wireless Integrated Fire Technology

# Wireless? Wired?

It's flexible, reliable and integrated.

### **Wireless? Wired? It's flexible, reliable, and integrated.**

There are no dumb questions – just smart solutions. Become the expert on SWIFT.

What is a Class A approved wireless mesh network? How long do the batteries last? When your customers have questions about SWIFT wireless fire protection, have the answers at your fingertips. We've tracked and distilled the most frequently asked questions into our FAQ sheet. Check it out!

**You've got questions...We've got answers! Review the FAQ on SWIFT, the wireless fire system solution.**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## SWIFT™ – Smart Wireless Integrated Fire Technology



**Wireless fire protection has arrived.  
It's not magic, just innovation.**

SWIFT's unique Class A wireless mesh network fire solution can deliver cost-effective, robust fire protection – even in areas that are difficult or costly to cover with wired technologies.

SWIFT is fast and simple to install, but its state-of-the-art wireless technology is new to fire systems. The more you learn about SWIFT, the more you'll see ways that it can benefit you, your business, and your customers.

**Check out our complete resource page to stay informed on all things SWIFT – from data sheets to installation videos.**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

SWIFT – Smart Wireless Integrated Fire Technology

see no wires    hear no wires    speak no wires



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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

# Wireless? Wired?

It's flexible, reliable and integrated.

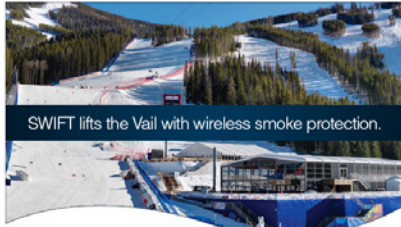
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SWIFT – Smart Wireless Integrated Fire Technology



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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

# Save your pennies.



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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

# SWIFT wiring diagram.

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SWIFT – Smart Wireless Integrated Fire Technology



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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



# Email Nurture Campaign: SWIFT (NOTIFIER) - Educational Stream

Theme for this campaign is, “Flexible, Reliable, and Integrated.” Send 6 educational emails in 2015, promoting SWIFT while offering up various materials to drive awareness.

For the 6 educational emails, all of the subject lines will say, “SWIFT Smart Wireless Integrated Fire Technology - Headline X” The first part of the body text will help tie in the image and headline and the main CTA. The second body text ties the product into the panel info, while promoting Notifier (Inspired Leadership), could be the same from the awareness emails.

## **Educational Email 1 (1 week after activity)**

**Subject Line:** SWIFT hits from way downtown!

**Headline 1:** SWIFT hits from way downtown!

**Body Text 1:** SWIFT's flexibility allows you to cut costs and installation time with wireless technology. SWIFT's reliable, Class-A mesh network is optimized for fire alarm systems. SWIFT not only integrates with wired systems, but also into the standard NOTIFIER system – with a consistent look and operation.

You have questions... We've got answers. Our FAQs distill questions from hundreds of interviews on SWIFT, the wireless fire system solution.

**CTA 1:** Check out our FAQs today! SWIFT can make your next installation a slam dunk. [[http://www.notifier.com/swift/Documents/NF\\_SWIFT\\_FAQ\\_Flyer.pdf](http://www.notifier.com/swift/Documents/NF_SWIFT_FAQ_Flyer.pdf)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html) ]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Educational Email 2 (2 weeks after activity)**

**Subject Line:** SWIFT scores it's third goal of the game!

**Headline 1:** SWIFT scores it's third goal of the game!

**Body Text:** SWIFT's flexibility allows you to cut costs and installation time. This innovative fire system solution is ideal for difficult applications because it can go where wired devices can't.

What's in the way of getting your job done? Eliminate obstacles and use SWIFT for new installations or retrofits.

Would you rather watch a video? We've created a series of training videos to walk you through how SWIFT works.

**CTA 1:** Watch our training video series to learn more about the setup and installation of SWIFT. [[http://www.notifier.com/swift/Pages/Training\\_Videos.aspx](http://www.notifier.com/swift/Pages/Training_Videos.aspx)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [URL: ]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Educational Email 3 (3 weeks after activity)**

**Subject Line:** SWIFT - There's 1... There's 2... And there's 3!

**Headline 1:** There's 1... There's 2... And there's 3!

**Body Text:** Installation time can make all the difference between winning and losing. SWIFT wireless can help you win by reducing the installation time and simplifying fire protection once and for all!

Want to learn more about SWIFT's flexibility, reliability, and integration? Attend our free webinar! Be sure to hang around 'til the end for a Q&A session.

**CTA 1:** Watch the SWIFT training webinar and you'll be ready to hit your next project out of the park. [[https://pages1.honeywell.com/HLS-NOT-20150604-Webinar-SWIFT-Training\\_Reg\\_Page.html](https://pages1.honeywell.com/HLS-NOT-20150604-Webinar-SWIFT-Training_Reg_Page.html)]

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**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

*Continue to see the emails.*

## **Educational Email 4 (4 weeks after activity)**

**Subject Line:** SWIFT - And down the stretch they come!

**Headline 1:** And down the stretch they come!

**Body Text:** We've got a hot tip on fire alarm systems: SWIFT wireless technology. SWIFT's reliable, Class-A mesh network allows devices to communicate with each other, providing peace of mind for commercial applications.

Early adopters have already installed SWIFT for flexible, reliable fire protection. Will you be next? Before the next race starts, find out how SWIFT can help you win big!

**CTA 1:** See how SWIFT has made it into the winner's circle: check out the latest success stories! [[http://www.notifier.com/swift/Pages/Case\\_Studies.aspx](http://www.notifier.com/swift/Pages/Case_Studies.aspx)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html) ]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Educational Email 5 (5 weeks after activity)**

**Subject Line:** SWIFT - On in one... And the old 2-putt.

**Headline 1:** On in one... And the old 2-putt.

**Body Text:** SWIFT not only integrates with wired systems, but also into the standard NOTIFIER system – with a consistent look and operation. Add SWIFT wireless technology to your bag and you'll have the tools for a successful installation!

Speaking of tools, be sure to check out SWIFT TOOLS for even more integration options. This free software assists with SWIFT setup and programming, along with a diagnostic utility.

**CTA 1:** Read more about SWIFT TOOLS to discover how it eases SWIFT system setup and maintenance. [[http://www.notifier.com/swift/Pages/Swift\\_Tools.aspx](http://www.notifier.com/swift/Pages/Swift_Tools.aspx)]

**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html) ]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## **Educational Email 6 (6 weeks after activity)**

**Subject Line:** SWIFT's kick is up... It's good!

**Headline 1:** SWIFT's kick is up... It's good!

**Body Text:** Is your fire protection watching from the sidelines? SWIFT wireless fire protection brings you closer to your goal. Now it's even easier to access all SWIFT information with our complete resource page.

Some of the materials available: Case Studies, Videos, FAQ, Data sheet, and SWIFT Tools Overview.

Bookmark it and check for updates!

**CTA 1:** View all the SWIFT information you'll need to win! [<http://www.notifier.com/swift/Pages/default.aspx>]




**CTA 2:** Not interested in wireless smoke detection, won't ever use it? Opt out of this email campaign. [[https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless\\_14-Not-Interested.html](https://pages1.honeywell.com/HLS-NOT-20150401-Nurture-Wireless_14-Not-Interested.html) ]

**Tagline:** SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

## SWIFT™ hits from way downtown!



### The Three Pointer:

-  Flexible
-  Reliable
-  Integrated

SWIFT's **flexibility** allows you to cut costs and installation time with wireless technology. SWIFT's **reliable**, Class-A mesh network is optimized for fire alarm systems. SWIFT not only **integrates** with wired systems, but also into the standard NOTIFIER system – with a consistent look and operation.

You have questions... We've got answers. Our FAQs distill questions from hundreds of interviews on SWIFT, the wireless fire system solution.

**Check out our FAQs today! SWIFT can make your next installation a slam dunk.**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## SWIFT™ scores it's third goal of the game!



SWIFT's **flexibility** allows you to cut costs and installation time. This innovative fire system solution is ideal for difficult applications because it can go where wired devices can't.

What's in the way of getting your job done? Eliminate obstacles and use SWIFT for new installations or retrofits.

Would you rather watch a video? We've created a series of training videos to walk you through how SWIFT works.

**Watch our training video series to learn more about the setup and installation of SWIFT.**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.




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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

There's 1... There's 2... And there's 3!



## The Triple Play:

-  Flexible
-  Reliable
-  Integrated

Installation time can make all the difference between winning and losing. SWIFT™ wireless can help you win by reducing the installation time and simplifying fire protection once and for all!

Want to learn more about SWIFT's flexibility, reliability, and integration? Attend our free webinar! Be sure to hang around 'til the end for a Q&A session.

**Watch the SWIFT training webinar and you'll be ready to hit your next project out of the park.**



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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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*Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.*

# And down the stretch they come!

## The Trifecta:

-  Flexible
-  Reliable
-  Integrated



We've got a hot tip on fire alarm systems: SWIFT™ wireless technology. SWIFT's **reliable**, Class-A mesh network allows devices to communicate with each other, providing peace of mind for commercial applications.

Early adopters have already installed SWIFT for flexible, reliable fire protection. Will you be next? Before the next race starts, find out how SWIFT can help you win big!



**See how SWIFT has made it into the winner's circle: check out the latest success stories!**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## On in one... And the old 2-putt.



SWIFT™ not only **integrates** with wired systems, but also into the standard NOTIFIER system – with a consistent look and operation. Add SWIFT wireless technology to your bag and you'll have the tools for a successful installation!

Speaking of tools, be sure to check out SWIFT TOOLS for even more integration options. This free software assists with SWIFT setup and programming, along with a diagnostic utility.

**Read more about SWIFT TOOLS to discover how it eases SWIFT system setup and maintenance.**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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[Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.](#)

## SWIFT's kick is up... It's good!

### The Field Goal:

-  Flexible
-  Reliable
-  Integrated

Is your fire protection watching from the sidelines? SWIFT™ wireless fire protection brings you closer to your goal. Now it's even easier to access all SWIFT information with our complete resource page.

Some of the materials available:

- Case Studies
- Videos
- FAQ
- Data sheet
- SWIFT Tools Overview

Bookmark it and check for updates!

**View all the SWIFT information you'll need to win!**

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SWIFT wireless technology provides flexible new options for reliable, integrated life safety systems.

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Not interested in wireless smoke detection, won't ever use it? Opt out of this campaign.

SWIFT – Smart Wireless Integrated Fire Technology

**The Three Pointer:**

- Flexible
- Reliable
- Integrated

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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

**The Trifecta:**

- Flexible
- Reliable
- Integrated

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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

**The Hat Trick:**

- Flexible
- Reliable
- Integrated

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Watch this quick 2-minute intro video to learn more about our wireless smoke detection, SWIFT.



SWIFT – Smart Wireless Integrated Fire Technology

**The Par Three:**

- Flexible
- Reliable
- Integrated

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SWIFT – Smart Wireless Integrated Fire Technology

**The Triple Play:**

- Flexible
- Reliable
- Integrated

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SWIFT – Smart Wireless Integrated Fire Technology

**The Field Goal:**

- Flexible
- Reliable
- Integrated

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