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Economics



The Keystone Group

FlareAlert Monthly Economics Edition

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Strike flares incinerate city budgets!!

With the U.S. economy still on the downfall, many police and fire departments are now experiencing crippling budget cuts. As a result, thousands of police and fire departments are searching for ways to cut costs and trim their budgets.

The FlareAlert Beacon can help!!

At an average cost of \$1.50 per 30-minute flare, strike flares (or fusees) can cost \$3.00 or more per hour to operate.

And that's only for one (1) flare. Departments often deploy 6-10 flares per incident....with the typical incident lasting up to 2 hours.

The cost of maintaining a 10-flare pattern for 2 hours using strike flares is approx \$60.00. Because strike flares are not reusable, that

money is incinerated...never to be seen again.

The FlareAlert Beacon requires only 4 standard AA alkaline batteries. One set of 4 AA batteries provides a minimum of 70 hours of light. A set of 4 AA batteries can be purchased for as low as \$1.00.

So, how does this compare to the cost of strike flares? Not close...the cost savings are staggering.

The cost of maintaining that same 10-flare pattern for 2 hours using the Beacon is only 40 cents (\$0.40).



That's not a typo!!! That's \$60 to operate strike flares as compared to \$0.40 for the FlareAlert Beacon.



The cost savings are real!!

FlareAlert free after second deployment

At first glance, the purchasing costs associated with equipping an entire fleet with LED flares can be alarming. At an average cost of \$12.95, the cost of one (1) FlareAlert Beacon is approx 8 times the price of one (1) strike flare. But remember, 8 strike flares will only provide approx 4 hours of light. In contrast, the Beacon can provide 70+ hours before a battery change is required.

The FlareAlert Beacon will pay for itself usually within the first 3-4 hours of use. This "recovery of purchasing cost" threshold is often reached in the first or second deployment.

Consider this powerful example: if you were to throw away your Beacon after its first set of batteries were depleted, you would have spent approx \$15.00 for 70 hours of light. In contrast, 70 hours of light using strike flares will cost you approx \$210.00!!!

Coming next month....FlareAlert and Safety!!!

Next month we'll explore the safety advantages associated with using LED flares as opposed to strike flares.