

## Online Sales of Fire Extinguishers Up By 26 Percent, Reports Fire Protection Online

*After reviewing its half-year sales figures, Fire Protection Online announces a 26% increase in sales volume over 2009. Categories with significant growth include water fire extinguishers, automatic fire extinguishers, and the wet chemical fire extinguisher.*

August 16, 2010 (FPRC) -- DARTFORD, UK -- After reviewing its half-year sales figures, leading online fire extinguisher retailer FireProtectionOnline.co.uk (FPO), announces a 26% increase in sales volume compared with the same period of time in 2009. The figure compares total number of fire extinguisher products sold between January 1st and July 31st during both 2009 and 2010.

Every category of fire extinguisher product experienced accelerated growth in 2010 over 2009. Categories with significant growth in the first and second quarter include water fire extinguishers (9%), automatic fire extinguishers (3%), and the wet chemical fire extinguisher (5%).

"We noticed an increase in sales from new businesses, and homeowners, which may indicate an upward trend in the economy. We also attribute the rising figures to customers who are now becoming more aware of the recent regulations to improve business safety. We've had many customers tell us that they will only shop with us now because our prices literally cannot be beaten," said Jason Miller, Marketing Manager of Fire Protection Online.

FPO constantly monitors fire equipment products online to ensure that its prices are the lowest price and best quality on the market. The 'Low Price Guarantee' emblem on every product in its online shop guarantees that customers will always pay the lowest price for any item. If a customer finds the same item for a lower price somewhere else within 48 hours, FPO will refund the difference.

In addition to fire extinguisher products, FPO offers a full range of fire protection equipment including smoke alarms, escape ladders, fire blankets, waterproof safes, and more. Since its inception in 2007, the company has grown exponentially -- expanding its warehouse and offices four times in three years.

"In any economic time, growth is absolutely possible for companies that truly design their business model around their customer's needs," said Miller.

About Fire Protection Online:

Fire Protection Online provides fire extinguishers and fire safety equipment to small business owners in the UK. Their strategy is to compete on low prices with high quality. The company's mission is to make the buying process painless for the customer by providing the necessary information to make informed decisions at any time of the day or night. Customers can buy confidently, knowing that they made the correct decision to satisfy the Fire Safety Regulator while saving money at the same time.

### Contact Information

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**Keywords**

[water fire extinguishers](#)

[automatic fire extinguishers](#)

[wet chemical fire extinguisher](#)

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