

Press Release from
Protect A/S



Using fog protection, Bo Frandsen, managing director of Bell Xpress, put an end to a wave of unpleasant burglaries.

Fog protection put an effective end to theft of designer products

The design company Bell Xpress experienced a large number of break-ins where burglars got away with Jacob Jensen designer products, its office computers and irreplaceable prototypes. This is now history thanks to effective fog protection.

Thirteen burglaries in just one year was Bell Xpress's unpleasant record before securing their premises in a minor industrial estate.

"Previously, our administration department was burgled quite often. But after combining our burglar alarm with fog protection, we have had no burglary attempts. The cannons have triggered twice, however, but only due to forgetful staff members," says Bo Frandsen, managing director of Bell Xpress, a well-known design producer.



Prototypes disappeared

“The numerous burglaries were extremely unpleasant. We lost some of the products displayed in our showroom as well as PCs and other office equipment. But worst of all was the theft of a collection of prototypes for new designer products during one of the burglaries. It was very annoying. And totally meaningless, as the prototypes are worthless to everyone else but us,” he explains.

To stop the series of burglaries, Bell Xpress had fog cannons installed, and they have put an effective end to the annoying burglaries. Since the installation, the company has only been burgled twice, and it almost seemed as if the burglars had not seen the stickers on the windows. They were stopped by the fog before being able to remove any valuables. So the company can now focus on their products and exports.

“And since we work with world-class design, we don’t exactly mind that our fog cannons are so elegant that they blend in with the other products in our showroom, which has visitors from all over the world,” Bo Frandsen says, smiling.

Exports to more than 30 markets

Bell Xpress has specialised in the production and distribution of JACOB JENSEN designer products by Danish designer Jacob Jensen and now his son Timothy Jacob Jensen. The products are well-known and very popular internationally and are exported to more than 30 countries worldwide. The 10-12 most important markets are European countries, while Japan is the largest non-European market.

“Thailand and Malaysia have also shown a great interest in our JACOB JENSEN DESIGN, and most recently we have designed 30 shop-in-shops in Hong Kong exclusively with our products. The potential out there is enormous. The Chinese east coast alone boasts a population of 500 million people, of whom 20 million are dollar millionaires,” says Bo Frandsen.

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About PROTECT A/S

Protect A/S is Scandinavia's only developer and manufacturer of fog cannons for the protection of valuables from theft. Fog cannons are installed in combination with traditional burglar alarms. When the alarm is activated, the room is blanketed in fog so the burglar becomes disoriented. And if the burglar is in the room when the fog is released, it is impossible for him or her to find valuables to steal.

Protect A/S was established in 2001 and, today, has partnership agreements with most alarm installation contractors.

Protect A/S carries out the administration, development, sales and marketing as well as production of fog cannons in highly automated production facilities in compliance with the ISO9001-2008 quality management system.

Today, the selection comprises four basic models: FOQUS, PROTECT 600, PROTECT1100 and PROTECT 2200, which are dimensioned for spaces of different sizes. Protect's product portfolio also contains the PROTECT SECURITY STROBE – a strobe light that increases the effect of the fog.

More information on Protect A/S and fog cannons is available at www.ProtectGlobal.com