

Common Myth #29

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Extinguishers are just commodities and are always the same regardless of the manufacturer or construction.

Description

We don't think so. We hear it all the time, "A 5 lb.'er is a 5 lb.'er" and, "I can buy that same size extinguisher for 12 cents less somewhere else." You get the feeling that extinguishers are going to be traded on the futures market for mass selling to distribution points – just like wheat, cotton or copper.

Amerex is not in the commodity business. We don't think extinguishers are a commodity any more than service is a commodity. There are differences in design, quality, serviceability, durability, warranties and function, not only between manufacturers of extinguishers but also between product lines of the same manufacturer.

As an example – there are situations, hazards and environments where aluminum valve extinguishers will work just fine while affording greater economy. But there are also situations, hazards and environments where brass valve extinguishers will be more reliable, last longer and be a better value in the long term.

Then there's the quality of the company that you buy from that needs to be considered. We offer service information, technical support, business support, flexibility, varied and unique product lines, specialty extinguishers and sales assistance. None of this falls under the definition of a commodity.

If you think about it, you do exactly the same thing. At times you probably feel like your customers view extinguisher service as a commodity, "I can get my extinguishers inspected for 10 cents less per extinguisher from someone else."

But just as Amerex is different from other extinguisher manufacturers, aren't you different from other extinguisher service companies? Haven't your customers come to expect a level of quality, service, technical support, response, warranties and individual attention to their needs? That's why service companies are different, and their prices are different.

It is important to match your level of service with that of your fire extinguisher supplier.