

Falcon Safety News

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Date: 2006 Edition

Special Interest Articles

NEW Personal Safety

New CD Catalog

Personal Safety

Personal safety can be accomplished primarily by being trained to avoid areas of increased risk and to be aware of one's surroundings. Unfortunately, this imposes serious restrictions on a person's mobility and does not guarantee that an attack can not occur because a person is in an area considered "more safe" than others. Mugging, robbery, beatings and other forms of personal assault can and do occur in areas considered by many to be low-risk, such as on a college campus and during daylight. It is therefore imperative that a person be prepared and trained to apply a variety of tactics in order to avoid being attacked, or be ready to deter an attack.

A cell phone is a nice tool to have, but is useless in a rapidly occurring attack. There is simply insufficient time to call for help when an attack begins, and the phone is usually quickly removed from the victim as soon as the attacker notices the victim attempts to utilize it.

Noise makers are highly recommended and even endorsed by many police departments nationwide. Unlike an offensive weapon, noise-making devices don't require that you be within certain proximity of your attacker to use. You don't have to

"confront" your attacker to use a noise-making device.

Consider, however, that just making noise isn't enough. If there are other people in the area, yell to get their attention and call for them to help. Yell for them to call the police.

SpectaGuard, King of Prussia, Pa. - a security systems and staffing firm - commissioned a study to validate the theory that safety outside a mall is a growing concern among shoppers. MSI International conducted the National Security Study, and the results offer insights into consumers' shopping behavior and their perceptions of mall security. The study consisted of 203 telephone interviews among a random sample of consumer households in the Northeast, Midwest, South and West. Here's what the study revealed:

* On average, respondents visited malls 30 times in the past year.

* Shoplifting was perceived to be the most common crime (73%), followed by stolen wallets and purses (36%), vandalized cars (32%), and stolen purchases (30%).

* More than half of mall shoppers (53%) were very or somewhat concerned with their personal safety.

* While 72% said that having the department stores they liked was important, nearly as many (67%) named security as a very important factor in their choice of malls.

* The top reason given for not shopping at a specific mall was the perceived lack of security (52%).

* Having a well-lit parking lot was far and away the top-rated mall security issue (85% rated it as important), followed by visible security guards (66%) and outdoor security guards in vehicles (60%).

* More than nine in 10 mall shoppers considered the mall's outside areas to be the least safe, especially the parking lot (70%).

* When read a list of security issues, 87% of respondents (nine in 10) cited car vandalism as one of the top worries.

* The large majority of shoppers (87%) reported being less likely to shop at malls after 5 p.m. Women were significantly more likely than men to say they avoid evening shopping at malls (91% versus 65%).

* More so than men, women felt that lack of security was a key issue in choosing a mall (62% vs. 41%).

* Women more so than men were also concerned



Continued



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Personal Safety continued.....

about their personal security in a mall (27% vs. 9%). Among both sexes, 42% named theft (unprompted) as their No. 1 personal safety concern.

* Women were significantly more likely than men to call for well-lit parking lots, emergency call booths both inside the mall and in the parking lot, and emergency panic buttons in the parking lot.

* Security was a greater issue in the Northeast than in any other area of the country. When choosing a mall, 77% of those in the Northeast considered good security to be very important, compared with an overall average of 67% nationwide. (Respondents were located in four separate regions of the country: Northeast, Midwest, South and West.).

The study concluded, not

surprisingly, that perceptions of mall crime and concerns over personal safety are widespread.

The NEW Falcon 911 Personal Safety Horn, may not only provide a sense of security, but can play an essential role in saving ones life. It does not require whistles so it always ready to use.

Cd Catalog

Our New Safety CD Catalog is currently available. The CD comes complete, with product images, both Jpeg and Tiff in 300 dpi format; it also includes specification sheets for each product and msds sheets.

Also be sure to contact our office for updated price sheets in our new easier to read format.

Can Graphics

We have completed the transition of our new Can Graphics. Please be sure that your catalogs pages reflect our most recent artwork.



Model No: 911PSH

