

Where Are They Now?

Signalink Technologies Inc.

“Our product will be ready for market in May,” says Kevin Fisk, vice-president, development of Signalink Technologies Inc. in Kelowna, B.C.

Signalink entered the TELUS New Ventures BC competition last spring with a prototype, Fire-Link™. The audible/visual alarm-signaling device plugs into an electrical outlet and acts as a loud and visible in-suite supplement to a building’s primary fire alarm system.

Fisk says the product is a cost-effective alternative to rewiring large multi-tenant and hotel buildings.

Over the past six months since the competition finale, in which Signalink was a third-place winner, the company has refined its design and investigated how best to sell and distribute its product.

This May, Signalink’s president, Andre Cosquer and Fisk will travel to the National Fire Protection Association world trade exposition in Dallas, Texas where they will launch the product in hopes of finding distributors and manufacturers’ agents.

Signalink has already hired two additional employees – one in development and one to handle production tests. Now, says Fisk, “We’re looking at potential contract manufacturers in Kelowna, Vancouver and Calgary. We want to find a firm that can grow with our company.”

Fisk and Cosquer have not sought financing, although Signalink has attracted a lot of interest in both its product and its investment potential.

Pacific Western Fire Protection, a fire alarm sales and service company in Kelowna, will be the Fire-Link™ System’s launch customer.

Both Cosquer and Fisk agree that the TNVBC competition “inspired us to continually revisit our business plan as the company evolves and to adjust accordingly.”