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Stove Guard International Developing U.S. Market with STEP

Have you ever started out on a vacation trip and a couple of hours later asked yourself “Did I turn the stove off?” You can eliminate that kind of anxiety from your life with the products of Saskatoon’s Stove Guard International Ltd.

“We sell peace of mind,” says Stove Guard’s President Don Uhrich. “Unattended cooking is the number one cause of house fires in North America, and our product eliminates that risk.”

Stove Guard is a device that simply plugs-in between your stove and the wall outlet from which it draws its power. It includes a motion sensor with a range of twelve feet, which is installed near the stove, usually under the kitchen cabinets. The sensor detects the absence of anyone in the kitchen, and begins a countdown timer, which can be pre-set to any interval. If no one returns by the end of the countdown, the Stove Guard system shuts off power to the stove. As soon as the sensor detects someone is present in the kitchen, the timer is automatically re-set to it’s original setting.

“It was originally designed for people with Alzheimer’s disease,” explains Don Uhrich. “In the early stages as they begin forgetting, one of the most common problems is leaving the stove on.”

With over 5.4 million people diagnosed with the disease in North America, a core market already exists. Stove Guard founder Don Uhrich bought the patents and rights for the technology from a Toronto inventor in 2005 and moved all operations to Saskatoon. Now the company is building distribution networks far and wide.

“We have just signed up a Calgary dealer and are training a representative from Edmonton,” said Don Uhrich. “We have dealers in Manitoba, Ontario, Nova Scotia and PEI, but most of our sales are currently made through our website.”(www.stoveguardintl.com).

The market with the largest potential for the company is multi-unit managed housing developments, which are primarily intended for retired seniors. Builders and managers of those projects are seeing Stove Guard as an important safety feature to provide peace of mind to their residents, and their families.

“We have talked to companies that manage up to five thousand units in one local area of California,” said Uhrich. “We project our sales growth to be exponential in the next year.”

STEP (Saskatchewan Trade Export Partnership) is an important part of the Stove Guard marketing plan.

“In trying to get the word out we have to ask what will get us the best bang for our buck, and STEP definitely fits our needs,” said Uhrich. “We’ve been really happy with them.”

STEP is currently developing market research for Stove Guard on the Florida market where there are over one hundred companies operating managed multi-unit housing developments for seniors.

“They managed to get us listed as an exhibitor at a major house wares trade show down there, as a part of a STEP display,” said Uhrich. “It has created inquiries even before the show takes place.”

This year will see new research and development to include such features as password locking, remote monitoring capability, and audible voice alarms on the Stove Guard system.

Stove Guard International intends to continue operating in Saskatoon, while developing new markets. They are interested in hearing from potential dealers and agents. Anyone interested can contact Don Uhrich by E-mail at sales@stoveguardintl.com or by calling 1-800-607-8683.

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