





DENOVA DETECT BATTERY
POWERED NATURAL GAS ALARMS
VS.
COMPETITOR PLUG-IN ALARMS

2021

DENOVA DETECT BATTERY POWERED NATURAL GAS ALARM VS. COMPETITOR PLUG-IN ALARMS

DeNova Detect





By New Cosmos USA, Inc.

NEW COSMOS USA PRODUCT FEATURES	NEW COSMOS USA BENEFITS	 DeNova Detect By New Cosmos USA, Inc.	First Alert 		USI 
First & Only Battery Powered Residential Natural Gas Alarm available in the US	Battery-powered alarms can be easily mounted at the optimal location for detecting Natural Gas (4"-12" from the ceiling) vs. plug-in units mounted near the floor. Natural Gas is lighter than air and rises to the ceiling	ML-310ES	GCO1CN	KN-COEG-3	MCND401
		YES	NO Plug-In	NO Plug-In	NO Plug-In
First battery-powered alarm with MEMS sensor in the US	Leading sensor technology is most accurate and effective on the market	YES	NO	NO	NO
Nuisance resistant to most household chemicals – Tested by Gas Technology Institute (GTI) Project No. 21696	Virtually eliminates nuisance alarms	YES	NO	NO	NO
Meets or exceeds UL 1484 Standard with 10% LEL threshold	Product and features you can trust, providing the ultimate protection from the dangers of Natural Gas leaks	YES	NO (25% LEL)	NO (25% LEL & not listed to UL 1484)	NO (20% LEL)





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NEW COSMOS USA PRODUCT FEATURES	NEW COSMOS USA BENEFITS	 By New Cosmos USA, Inc.	FIRST ALERT 		USI 
6 year battery life with continuous protection	No need to replace batteries annually; always protected in electrical outages	ML-310ES	GCO1CN	KN-COEG-3	MCND401
		YES	NO Back up battery may only last a few hours	NO Back up battery may only last a few hours	NO Back up battery may only last a few hours
New Cosmos has one of the largest R&D and gas sensor manufacturing facilities worldwide	Backed by six decades of global engineering, research and development expertise	YES	NO	NO	NO
10% LEL (Lower Explosion Limit) Alarm Threshold	Quicker gas detection, Avg. 11 minutes of more escape time. Save more lives.	YES	NO (25% LEL)	NO (25% LEL)	NO (20% LEL)

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NEW COSMOS USA PRODUCT FEATURES	NEW COSMOS USA BENEFITS	 By New Cosmos USA, Inc.	First Alert 		USI 
Dual language voice-alarm (voice warning in English & Spanish)	Alarm sound and verbal notification/warning	ML-310ES	GCO1CN	KN-COEG-3	MCND401
		YES	NO	NO	NO
Designs & Manufactures own Natural Gas sensor	Quality and reliability built into the sensor design. Manufactured in ISO9001 Manufacturing Facility	YES	NO	NO	NO
Sensor Selective to methane only	Product optimized for single-purpose of detecting Natural Gas and virtually eliminates nuisance alarms	YES	NO	NO	NO


NATURAL GAS LEAK SIMULATION


Simulated
over 57
minutes

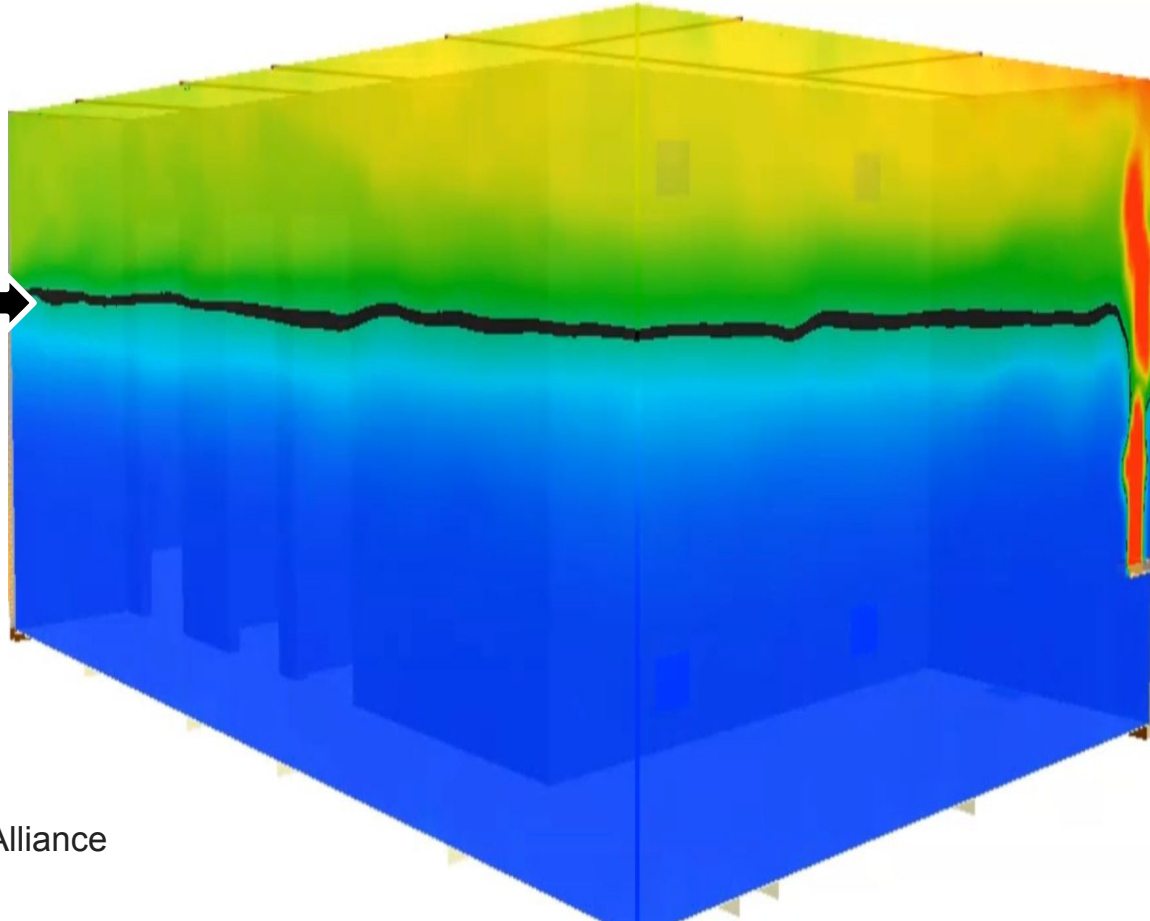
10% LEL



Color Key:

 Natural Gas Accumulation

 Undetectable levels of natural gas



Denova Detect
Battery-Powered
alarm installed
near ceiling
10% LEL







Competitors
Plug-In alarms
mounted near
the floor.
Dangerous
level of gas
has not
reached floor
level at
20-25% LEL

TRUE COST OF OWNERSHIP: 1 ALARM PER HOUSE

DeNova Detect™

By New Cosmos USA, Inc.

Save up to \$58 with DeNova Detect Battery Powered alarms compared to competitor Plug-In alarms

Alarm Brand	 DeNova Detect By New Cosmos USA, Inc.	First Alert 		USI 
Model Number	ML-310ES	GCO1	KN-COEG-3	MCND401
Power Type	6 yr. battery	Plug-in with battery back up (Back up battery may only last a few hours)	Plug-in with battery back up (Back up battery may only last a few hours)	Plug-in with battery back up (Back up battery may only last a few hours)
Initial Product cost	\$99.00	\$66.00	\$76.00	\$53.00
Replace 9V Alkaline Battery (\$2.14 each) every year for 6 years	\$0.00	\$13	\$13	\$13
Average Electricity cost for 6 years (Electricity rate @ \$0.1393/kWh)	\$0	\$78 (7.78kWh/month)	\$51 (2.74kWh/month)	\$87 (8.64kWh/month)
True Cost of Ownership	\$99	\$157	\$140	\$153





TRUE COST OF OWNERSHIP: 3 ALARMS PER HOUSE

DeNova Detect™

By New Cosmos USA, Inc.

NFPA 715 recommends Natural Gas alarm be installed in all locations where there is a Gas appliance.

Save \$123-\$174 on 3 DeNova Detect Battery Powered alarms compared to competitor Plug-In alarms. Pricing varies by state.

Alarm Brand	 DeNova Detect By New Cosmos USA, Inc.	 First Alert	 Kidde	 USI
Model Number	ML-310ES	GCO1	KN-COEG-3	MCND401
Power Type	6 yr. battery	Plug-in w/ battery back up	Plug-in w/ battery back up	Plug-in w/ battery back up
Initial Cost per alarm	\$99	\$66	\$76	\$53
3 Natural Gas Alarms per home	\$297	\$198	\$228	\$159
Replace 9V Alkaline Battery (\$2.14 each) every year for 6 years	0	\$39	\$39	\$39
Average Electricity cost for 6 years (Electricity rate @ \$0.1393/kWh)	0	\$234 (7.78kWh/month)	\$153 (2.74kWh/month)	\$261 (8.64kWh/month)
True Cost of Ownership	\$297	\$471	\$420	\$459

SAVE TODAY!

DeNova Detect™
By New Cosmos USA, Inc.

DeNova Detect battery-powered Natural Gas alarms will save you up to **37%** when compared to competitor Plug-In alarms when you calculate the total cost of ownership.



DeNova Detect can
save you up to

\$174

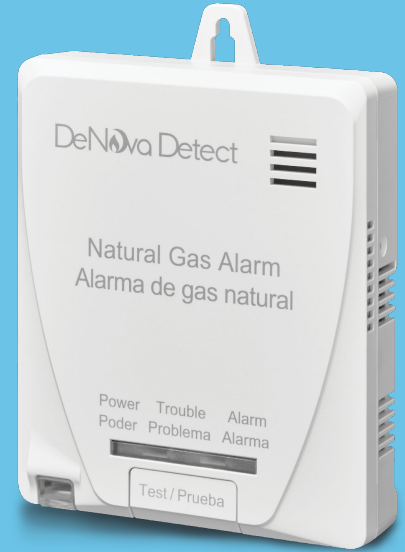
over 6 years

* Rates vary by state

DeNova Detect Summary Highlights

The industry leader in Natural Gas sensing technology

- Developed first Natural Gas alarm in the world in 1964
- Partners with some of the largest utility companies globally
- Save 37% more vs. competitor units over product life-term
- 10% LEL equals 11 minutes more escape time
- Virtually eliminates nuisance alarms



Visit us at www.denovadetect.com