

# Case Study: Market Access

LightSaver Technologies, Inc.

**Intertek**

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## Company

LightSaver Technologies, Inc.  
[thelighthatsaveslives.com/](http://thelighthatsaveslives.com/)

The LinearStrobe™, a LightSaver Technologies Inc., innovation delivers a strobe light at both a high and low elevation around the means of egress, making it less likely to be obstructed during a fire emergency, and directs a building's occupants to safety when emergency conditions activate the buildings alarms or notification system.

## Industry

Life Safety

## Challenge

Gaining market access and acceptance with an innovative product

## Solution

Partnership beyond testing and certification

## For more information:

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**The Idea.** Not all innovations are complex, but getting them to market can be. Sometimes the beauty in a new innovation does not come from being abstract or highly engineered; instead, it comes from the simplicity in its concept and design. But even simple innovations have to jump over hurdles before they can get to market, and that is why companies need more than a certification agency to check boxes and issue a mark: they need a market access partner.



**The Concept.** When innovative products are introduced into the life safety market, there are always questions, trepidations, and a hesitation to readily accept them.

With so much riding on the line, from the loss of property to the loss of life, it is no wonder that Authorities Having Jurisdiction (AHJs) are cautious to accept any product they encounter—whether it is certified or not. Because of this, the manufacturers of these products must take additional steps to ensure acceptance throughout the distribution network: from the seller, to the installer, to the AHJ.

Here is where innovators need more than a certification company: they need a certification partner.

“Understanding the complexities of the life-safety market, we knew there would be product acceptance issues,” says Jerry Anderson, Founder and CEO of LightSaver Technologies, Inc. “With that in mind, we had to choose a certification partner who was willing to step up to the plate and do more than just help us navigate through the testing and certification process, but would also be willing to walk alongside us and support our efforts to bring the product into the desired markets.”

“When innovative companies like LightSaver come to Intertek, we know we have the advantage over our other testing and certification agencies because we’re eager to

help them beyond the certification process,” comments Tom Connaughton, Intertek’s Director of Life Safety and Security Services. “From the initial conversation with LightSaver during their product development phase to the certification of their core products, over two years had passed—not an uncommon timeframe for new products entering into the life safety market—but after certification, we didn’t see our part as complete. As partners, we see it as just entering into the next phase and are continuing to work to help them gain access to their desired markets, both domestic and foreign.”

**The Result.** “We see bringing our product to market less about the destination and more about the journey,” comments Anderson, “and from the beginning we wanted Intertek to be a part of that journey. With this being such a unique product, we know we’ll continue to have product acceptance hurdles along the way, but we are confident in Intertek’s willingness to support us, our product, and the ETL Mark.”



**Intertek**

The ETL Mark is the fastest growing mark in the life safety and security industries. It is proof of a product’s compliance to North American safety standards.