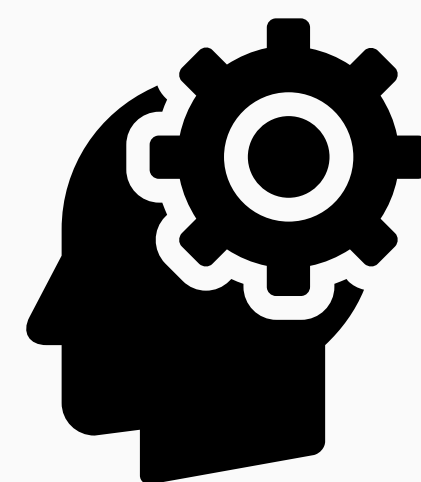




**SAYS**



**THINKS**



**DOES**



**FEELS**



Don't  
worry

We have the  
fire  
extinguisher

A fire won't  
happen to  
me

And the fire  
won't happen to  
industry

Complete  
protection  
during fire

keep  
flammable  
items near  
heat source

warn their  
kids about  
fire safety

sometimes  
check smoke  
detectors

Lack of worry  
and  
knowledge  
about fire

Want to  
protect  
labour

connected to  
their industry  
and belongings

Wants  
simplicity and  
convenience