

TV series 'Into The Fire' features Primetech's heatproof HD helmet cameras



70 Primetech-supplied FireCam OnCall heat resistant helmet cameras were used to film the reality TV series 'Into The Fire'

Primetech has begun the New Year on a high note, with the broadcast of the new reality TV series 'Into The Fire' beginning on 8 January, filmed using 70 Primetech-supplied FireCam OnCall HD cameras. The series is being shown on UK TV's Really channel on Monday nights at 10pm (and repeated at other times).

In December last year, 'Into The Fire' series won the Project of the Year award for West Midlands Fire Service, Primetech and IMG Productions (the production company that made the series) in the Excellence in Fire and Emergency awards (run by Fire magazine).

Henry Walker of Primetech said, "We are absolutely delighted to have been involved in supporting the West Midlands Fire Service and IMG teams who were involved in making this brilliant, groundbreaking and award-winning series. As the first programme, broadcast on January 8, showed, firefighters do an incredible job on a daily basis in all sorts of challenging situations, from attic fires in a house (with a python), to terror attacks and community building exercises.

"Primetech is now offering even higher definition (4K) versions of the FireCam OnCall range of helmet cameras"

"We were also very delighted to see the heat resistant FireCam OnCall High Definition helmet cameras performing so well. These are giving audiences a very realistic, up-close-and-personal sense of just how dangerous the situations are that firefighters find themselves in on a daily basis.

"Primetech is now offering even higher definition (4K) versions of the FireCam OnCall range of helmet cameras, in which fire services are showing growing interest."

Primetech MultiPod

Another product range that is generating increased interest among fire services in 2018 is the Primetech MultiPod, fitted with an application-specific fire fighting system. These are being considered for use as Arson Reduction Team vehicles (one of many roles for which the highly flexible MultiPod is well suited).

Henry continued, "With some parts of the country reporting arson attacks occurring on

average every 74 minutes, fire services are now looking at the MultiPod system as a lighter, agile, cost saving response vehicle option that doesn't tie up resources that could be better deployed for other types of incidents. Smaller vehicles, such as the Ford Ranger, DMAX and HiLux, on which the MultiPod is carried, are also able to negotiate through badly parked traffic more easily, meaning that they can arrive at locations quickly. When seconds count, this can be a critical factor in speed and efficiency of operational response."

Primetech's MultiPod is also undergoing a revamp in 2018, with a lighter version being released in the first quarter of the New Year. This will also feature the option of a new, flexible misting system.

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Primetech's MultiPod, fitted with ColdCut Cobra or misting systems, are being considered for use as Arson Reduction Team vehicles

Primetech's EasyTrac mats



Primetech's EasyTrac mats were very well suited to preventing large vehicles damaging the lawns

Primetech's EasyTrac mobility mats, which can provide improved wet weather and damp ground access for vehicles of all sizes, were used recently to help a charity maximise its fund raising efforts by avoiding losing a bond deposit for a major charity event.

Derian House, a hospice for children and young people based in Chorley, Lancashire, was able to protect its ground damages bond of £5000 by ensuring it accrued no financial penalties at a major charity fundraising event held in November 2017.

The Winter Sparkle Spectacular, held at Astley Park, Chorley is a regular and important source of income for the charity, which requires almost £4million per year to

fund its valuable work supporting children and families at times of great stress. A large number of vehicles, some quite large, were required to support the event.

The local council required a bond of £5000 to cover any damage done by these vehicles moving onto and parking on grass. Derian House approached Primetech to see if they could help with the new EasyTrac range of protective matting, launched at the Emergency Services Show in September this year.

A Primetech team delivered and set up several sets of mats to help vehicles move into position without damaging grassed areas within the park.

Weighing just 5kg per mat, the 600mm wide, 70mm thick Extra Strong mats can easily carry loads of up to 16 tonnes and were very well suited to preventing large vehicles from damaging the lawns. The mats are being considered by fire and rescue services for supporting vehicles in wet, muddy and rural locations.

After a post-event inspection there was judged to be no damage to the grassed areas and the charity received its £5000 bond back in full, a significant amount when the event raises around £20,000

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