



# Onelink

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## NEWS RELEASE

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### **Create the Apartment Homes of Tomorrow – Today – with BRK Brands** *Home Safety Experts Take Convenience and Connectivity to Unprecedented Levels with Onelink Products*

**(Denver, Colo. – Apartmentalize Show Booth #1669)** Jun. 27, 2019 – Whether you ask Amazon Alexa or Siri, the answer is clear: the future of home protection is here, and the name is Onelink. See for yourself when BRK Brands debuts the latest Onelink by First Alert innovations at the 2019 Apartmentalize Show, sponsored by the National Apartment Association, in Denver Jun. 27-28, 2019.

Unlike other alarms in the connected home space, Onelink delivers on three fronts – convenience, control and ease of installation – making it the must-have feature for apartments in 2019 and beyond. By working with pre-existing wiring and popular connected home platforms, Onelink makes it easy for property managers to install and for residents to monitor and control their apartment's safety from anywhere, at any time.

#### **Expanded Onelink Portfolio Provides Added Convenience throughout the Home**

With Onelink, BRK proves that connectivity doesn't have to be complicated, as tenants can easily access safety features through the Onelink Home App and simple voice commands. New product offerings to showcase in your next building projects include:

- **Onelink Safe & Sound** – The Onelink Safe & Sound just keeps getting better, with expanded features to excite your tenants like Alexa Calling and Messaging and, soon, Apple Airplay 2 capabilities. The Onelink Safe & Sound goes where no smoke or CO alarm has gone before, delivering First Alert's trusted smoke and CO protection, along with a superior home speaker and built-in virtual assistant. True to its name, the device is specifically designed for ceiling installation for a great sound experience via the natural acoustic backdrop, filling the room with immersive sound. Users can simply ask the alarm's built-in Amazon Alexa to play music, hear the news, check the weather and control other smart home devices. Safe & Sound is the perfect differentiator to attract tenants to your properties or ensure lease renewals. In addition, the Onelink Safe & Sound is fully compatible and easily integrated with other products in the Onelink portfolio.
- **Onelink Smoke & Carbon Monoxide Alarm** – Bringing convenient connectivity and peace of mind, the new Onelink Smoke & CO Alarm is the ideal supplemental alarm for apartment residences that already rely on the Alexa-enabled Onelink Safe & Sound for both entertainment and safety. This intuitive, easy-to-install, two-in-one alarm protects against the threats of smoke and CO. If smoke or CO is detected in the unit, the alarm will notify users via exclusive voice and location technology. In the event of a smoke or CO emergency, the alarm will also send an alert to the user's smartphone. Additional smart features include wireless interconnection and compatibility with Apple HomeKit.

“BRK and First Alert are the most trusted brands in home safety\*, and with these latest innovations, we’re taking our rich legacy of home fire safety protection to the highest levels yet,” said Mark Devine, Senior Vice President of Marketing at BRK Brands. “Incorporating our Onelink connected products is the ultimate way for property managers, installers and multi-dwelling unit owners to deliver what their clients want – safety, control and peace of mind.”

Experience the latest from BRK on display at the BRK Brands booth (#1669) at 2019 Apartmentalize. For more information, visit [www.brkelectronics.com](http://www.brkelectronics.com).

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*\*First Alert Brand Trust Survey, February 2018 – Results are based on the responses of 1,000 adults, ages 25 and older, living in the United States who completed an online survey, February 15-19, 2018. Results are statistically significant at a 95 percent confidence level and can be generalized to the entire adult population in the United States within those statistical parameters. For more information or a copy of the complete survey results, contact Tim Young at LCWA: 312/565-4628 or [tyoung@lcwa.com](mailto:tyoung@lcwa.com).*

**About BRK Brands, Inc.**

*BRK Brands, Inc. (Aurora, IL), is a fully owned subsidiary of Newell Brands. For 60 years, BRK Brands, Inc. has been the manufacturer of First Alert®-branded home-safety products, the most trusted and recognized safety brand in America. BRK® Brands designs and develops innovative safety solutions including Tundra™ Fire Extinguishing Spray, Onelink by First Alert smart home products, a comprehensive line of smoke alarms, carbon monoxide alarms, fire extinguishers and escape ladders to protect what matters most. Such products are also marketed under the BRK Electronics® brand, The Professional Standard for the builder and contractor audiences. BRK Brands, Inc. products are found in more than 30 countries worldwide. For more information, visit <http://www.firstalert.com>, <http://www.brkelectronics.com> or <http://www.newellbrands.com>.*

**About Newell Brands**

*Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.*

*This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).*

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