

# MAKE YOUR SCHOOL SAFER



# Protecting Students... the Highest Priority a School Administration has in an Emergency

Sadly every school in America is planning for a possible active shooter event. On paper, the typical emergency protocol encompasses all the necessary steps. However, in reality, the success of swiftly engaging each step is subject to synchronizing an unsuspecting community in real-time. The ability to integrate an emergency alert into the school's safety communication system will always be the weakest link of any well-designed plan.

**SecurShade window shades mitigates the communication and reaction gaps in a lockdown scenario. With a single push of a button, ALL SecurShades in the school will quickly drop, with the option of concurrently sending an alert to administration with location of the threat.**

The synchronized lowering of all shades will create safer spaces while providing a visual alert to anyone in the school or yard. Valuable time will be saved to deter the threat, protect the students, and engage emergency personnel.



**Teacher sees someone approach the classroom with a gun.**



**Teacher can see out. Shooter cannot see in.**

## Product Information

**The patented SecurShade security shade system is designed to function as both a commercial-grade window shade treatment and as first-alert security shade technology to thwart a would-be active shooter.**

The SecurShade system is installed in every room in a school, or any building that could be subject to a shooting attack, with a wireless network or Ethernet network that provides two-way communication between classroom personnel who first suspect or are subject to an outside attacker, and administrators and police by informing them where the trouble signal is originating from. Each room is outfitted with a remote control that communicates with a series of wireless nodes that direct a signal to either lower SecurShades within a single room, or all rooms in the building simultaneously. With the

press of the remote-control button, or SecurShade smartphone app, the SecurShades are lowered in less than 4 seconds to engage the room or building in a lockdown situation.

The system simultaneously sends a message indicating a lock down event with its location within the school to previously selected authorities – principal, security officer, police, DHS, etc.

Under regular everyday use, SecurShades are raised and lowered manually by chain, and function as an energy efficient window shade that lets natural light in while keeping outside heat out in summer, and retain interior heat in winter.

The system can be programmed to automatically activate every night or weekend, which simply and emphatically identifies any malfunctioning shades and provides greater utilization of the shades' benefits (privacy, security, heat control etc.).

# School Safety & Security

Active shooter incidents have become an ever-increasing critical threat to public K-12 schools, resulting in updated school lock down procedures. Dealing with this active shooter threat has become a high priority for school administrators. The Federal Government recently opened the National Office

for Campus Public Safety, dedicated to school safety practices, in Burlington, VT. In addition, Massachusetts, has decreed that every school must review and update their lock down procedures under its Safe-Supportive Schools Law.

## Consider the typical lock down protocol a teacher must go through when they see a person with a gun approaching the classroom window:

- First concern is to calmly and quickly get students to a safe spot
- Reach a phone to call the administrative office and hope its answered promptly
- Explain the situation to the administrative staff
- Staff member advises Principal who broadcasts lock down alert over P.A. system (hoping everyone hears it)
- Proceed to lock door(s) and turn off lights while continuing to keep students calm and secure
- Approach windows to manually lower shades to block shooters line of site

**These vital steps take time and assume all school personnel can instantly shift gears, acquire consciousness of the situation, and become poised to act on the alert. In reality, there are many moving parts that need time to coordinate and mobilize, while the safety of students and faculty hang in the balance.**

SecurShades dropping instantly triggers a series of lock down actions and communications that remove the guesswork, emergency coordination, and life-threatening exposure that a traditional lock down procedure is subject to.

Furthermore, when all the SecurShade shades drop in unison, the shooter's actions may be interrupted. This provides valuable seconds to deter the threat and provide time for the school to lock down, and emergency personnel to mobilize and act.

## 5 Reasons Why SecurShades are a Smart Choice

1. **SecurShades reinforce security...** what could be more important.
2. **SecurShades improve peace of mind and the learning environment...** providing teachers added control over their windows allows them to better focus on the learning experience.
3. **SecurShades are affordable...** for a small increase in cost over traditional window shades, you will have a superior shade that provides function while improving safety protocols.
4. **SecurShades are energy efficient...** Securshades can be raised manually for daily use to maximize natural light, and lowered manually, or remotely, to control winter heat loss and summer heat gain.
5. **SecurShades are a smart choice...** the school administration will demonstrate that it will do everything possible to enhance safety by investing in improved threat response while simultaneously replacing old worn-out shades.

# Securshade Provides Valuable Added School Safety (Security) Through Window Roller Shades

- The earliest possible on-site threat detection
- SecurShade is at-the-ready in every school room
- Eliminates dangerous exposure from traditional window shade lowering protocol
- Entire school lockdown enabled with press of a button
- Instantly blocks lines of sight of active shooter
- Seamlessly close all the shades in the school in under 4 seconds with the push of a button
- Provides a powerful visual school-wide lock down alert
- Sends the alert, with location, to front office and to first responders
- SecurShade security applicable for any building with safety considerations

Our interviews with the National Center for Campus Public Safety, Vanderweil Engineering, a leading consultant in school design, and Dore Whittier, a leader in K-12 architecture, all confirmed the SecurShade solution addresses the problems of

closing the window shades and communicating the alert quickly and at the same time in such a compelling way that they would become an integral tool in the design and specification of new schools, and existing school updates.

## Considerations for School Administrations

- SecurShade is designed to make school classrooms safer in the event of an emergency
- SecurShade deployment quickly when reaction speed is critical
- SecurShade adds confidence and an extra measure of security to school emergency protocols
- SecurShade allows natural lighting through to optimize learning environment
- SecurShade is energy efficient and functional for everyday use
- SecurShade costs nominally more than a conventional commercial window shade
- SecurShade is a smart choice when replacing worn out shades
- SecurShade brings an element of peace of mind to students, parents, teachers, and staff

## Other Applications

While SecurShade was primarily developed in response to requests from our K-12 school clients, it is an inexpensive system that could even be used in the home as part of a security system or bigger and broader applications, both in the and out of the US, where a SecurShade's energy efficient, low cost, automatic, remote closing system would be advantageous.

- Post-secondary and specialty schools
- Government buildings
- Houses of worship
- Planned Parenthood clinics
- Research laboratories

# Testimonials

“Using roller shades as a tool for school safety is brilliant and it falls well into the guidelines of NFPA 3000.”

*John Montes – NFPA Specialist  
attached to NFPA 3000*

“Your idea of using roller shades to create added safety is just brilliant. We are excited about the prospect of partnering with you.”

*Mike Johnson – CEO ClearPath Alerts*

“Your product certainly has valuable merits that can be utilized for a variety of needs and will be used in future decision making.”

*Maria Padilla – Chief of Police,  
Cape Cod Community College*

“We would definitely advocate for SecurShade’s inclusion in our school design process – active safety measures have become so important to school design.”

*Lee Dore – Principal, Dore & Whittier  
Architects, Inc., Burlington VT*

“SecurShade is cutting edge technology that can instantaneously cover the windows and make our school safer. The test was instant – it is awesome.”

*Shari Carr – Safety Coordinator,  
AllenBrook School, Essex VT*

“SecurShade replaces worn out and broken shades with quality, they conserve energy, reduce solar gain and they visually communicate a lock down. For such a small increase in cost I strongly recommend schools consider this innovative school safety product.”

*Lyall Smith – former VSBIT Physical  
Plant Consultant; current CSSU Director  
of Buildings & Grounds*

“I love SecurShade for its simplicity and sustainability. This technology is so compelling in what it does for a school that it should literally be pulled through the distribution channels into the schools.”

*Michael Kerwin – Principal,  
Vanderweil Consulting, Boston MA*

# The Inspiration Behind SecureShade



“My name is Gordon Clements, Founder and inventor of SecurShade. There is a frightening trend in school shootings. My mission is to see, as quickly as possible, schools across the

country benefiting from the added safety and peace of mind SecurShade delivers upon threat of an active shooter situation.”

“While in the process of retiring and transitioning my successful 30 year window covering manufacturing business to my daughter, a horrific community tragedy occurred. A friend and local elementary

school teacher lost her life in a school shooting. This inspired me to continue working and apply my window covering experience to meaningful use.”

“A teacher’s highest and best use should be directed to providing an optimum learning experience... not worrying about how they will provide cover for the kids in the event of an active shooter. This is the inspiration behind SecurShade.”

# WE CAN HELP KEEPING YOUR SCHOOL SAFE

SecurShade is a durable, high-quality,  
long-lasting, fully functioning roller shade  
with security and comfort built in.

