

# Case Study

May 2012

## Westfield Stratford City retailers adopt Morley- IAS for the ideal fire safety solution

**Flexibility and an open protocol approach are key for five major stores in Europe's largest urban shopping centre**

Five retailers within the Westfield Group's Stratford City shopping centre have selected solutions from Morley-IAS by Honeywell. Mobile phone provider O2, jeweller Frazer Hart, high street fashion retailers Hobbs and Fashion Rocks and home textile and towel provider Ozbilec have all opted for the Morley-IAS 1-loop addressable system to ensure maximum fire safety.

The businesses required a solution which would integrate fully with the landlord's existing system covering the entire shopping centre complex, situated in the gateway to the London 2012 Olympic Park. Key in the decision to choose Morley-IAS in each case was its flexibility in protecting the shop floor, stock room and office areas. Each store had similar requirements in specifying a Morley-IAS fire safety solution. As part of this when an individual store was in alarm the main system would be automatically alerted. This would then ensure that the affected store would be quickly identified centrally, all with the appropriate phased response. Equally, when the main centre system was in alarm, stores would be alerted immediately.

Morley-IAS distributor, High Security Group, has designed and installed the system in the new stores across the site. "We have many years' specialist experience in the retail sector," says managing director Rob Blair, "and we believe that Morley-IAS solutions are perfectly suited to the needs of trade environments such as those retailers in the Stratford City shopping centre."

Keith Minster, sales manager UK & Ireland for Morley-IAS says: "As the installations demonstrate, the ZXSe series is highly cost-competitive and provides the proven robustness essential to protect multiple busy retail outlets."



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Rob Blair, Managing Director, High Security Group

Morley-IAS by Honeywell is one of the world's leading designers and manufacturers of fire alarm control equipment and systems. Morley-IAS supplies control panels and fire detection products to professional, qualified fire alarm installers who will design and install a complete system as well as providing commissioning and maintenance support. For further information, please visit [www.morley-ias.co.uk](http://www.morley-ias.co.uk)

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by Honeywell

Caburn House  
2B Brooks Road  
Lewes  
BN7 2BY UK

T: +44 (0) 1273 897 000  
F: +44 (0) 1273 376 894  
E: [sales@morleyias.co.uk](mailto:sales@morleyias.co.uk)  
[www.morley-ias.co.uk](http://www.morley-ias.co.uk)