

Fire safety firm looks to raise £3 million on AIM

A British [fire](#) extinguisher company is seeking to raise £3 million through a listing on the [AIM](#) market.

The announcement of Essex-based LifeSafe's fundraiser comes ahead of the fifth anniversary of the [Grenfell Tower](#) disaster. Junior counsel to the Grenfell Tower Inquiry Emma Hynes joined the company's board as non-executive director.

The company's extinguisher, which has been designed to put out both electrical and cooking oil fires, launched on [Amazon](#) in August 2021 and is now on sale in parts of Europe and the US. The product is also available on high street shops following a partnership with DIY retailer Screwfix.

Dominic Berger, LifeSafe Technologies chairman, told the Standard: "We launched on Amazon and became the number one best-selling fire extinguisher in six days."

"The US has now overtaken the UK in sales, and it's growing."

READ MORE

- [Countryside rejects 'materially undervalued' £1.5 billion sale offer](#)
- [FTSE 100 Live: UK economy shrinks, shares fall on US inflation shock](#)
- [Restaurant chains rack up losses of more than £800 million](#)
- SPONSORED

How the Met Police is supporting and listening to its officers

There were almost 5,000 house fires in London in 2021, London Fire Brigade data shows, of which 60% were in flats and 53% started in the kitchen.

There are currently 19 million homes in the UK without a fire extinguisher, Lifesafe estimates.

Neil Smith, Chief Executive Officer of LifeSafe, said: "It is our firm belief that every home should have our simple to use and highly effective StaySafe 5-in-1 fire extinguisher to protect life and property."

"The IPO will provide us with the profile, capital and platform to go on to capture more of what the Directors believe is a growing market."