

SIA UPDATE



SIA Member Exchange: Stopping Bullets with Amulet Ballistic Barriers

The Ballistic Furniture Systems management team, with CEO Jeffrey Isquith, center, visits SIA HQ.

On July 20, 2012, an active shooter attacked movie-goers in a theater in Aurora, Colo. Many of the people besieged by the gunman dove for cover behind their theater seats.

“When exposed to unexpected gun violence, your field of vision closes and you duck and cover,” says

Jeffrey Isquith, CEO and Founder of Ballistic Furniture Systems, makers of Amulet® Ballistic Barriers. “We married human behavior to something that could actually protect you in the space, so you have a chance of surviving. That’s what we are all about.”

In that Aurora movie theater, victims hid behind seats only to be struck by bullets that easily passed through them. In total, 12 people died of gunshot wounds.

“When you duck and cover behind something in your immediate space, almost always it’s behind furniture,” Isquith said in a recent visit to the headquarters of the Security Industry Association (SIA).

Active shooters frequently target public places like schools, healthcare facilities, office environments, and even movie theaters. In response, Isquith founded Ballistic Furniture Systems Inc. (BFS), a company whose only mission is to save lives by delivering ballistic protection directly into these environments. This way, regardless of where you are, you have a significantly higher chance of survival during an active shooter event.

With expertise in the fields of ballistic barrier science, architecture, design, contract furniture manufacturing and security, BFS is uniquely positioned to deliver much needed ballistic protection directly into the most vulnerable of environments...the public space. Working with original equipment manufacturers, BFS applies Amulet® Ballistic Barriers, their proprietary ballistic barrier technology, to furniture products during the manufacturing process. As a result, interior furnishing companies, and now contractors, are now able to protect would-be victims without their even knowing it.

Since introduction in 2011, Ballistic Furniture Systems Inc. has quickly become the premier provider of state-of-the-art bullet resistant technology to the commercial interior space. One reason...Amulet® Ballistic Barriers are compatible with most interior furnishings, so they can be seamlessly integrated into commercial furniture, interior walls, and doors. The company offers Amulet® Barriers in varying degrees of protection established by the U.S. National Institute of Justice (NIJ), the research arm of the Department of Justice: Amulet® Series I is thin, light, moldable and designed to stop .22 caliber to a .44 Magnum handgun fire; Amulet® Series II, is thinner and lighter than Series I, and designed to resist .22 caliber to a .44 Magnum handgun fire; while Amulet® Series III, is designed to stop bullets including those fired from a rifle up to a 7.62mm round.



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In a recent visit to ISC West in Las Vegas, the executives of Ballistic Furniture Systems met representatives of a leader in the global access control and door-opening solutions market. The two companies recognized the synergies between their products immediately, particularly as BFS' proprietary Amulet® technology is significantly lighter and better performing than older barrier systems. Both companies are now working together to bring new state-of-the-art products to market.

In addition, several other well-known manufacturers from office workstations, upholstered seating, and whiteboards, have begun using Amulet® Ballistic Barriers to offer physical protection like never before. As a result, the security industry now has one more tool at their disposal to mitigate loss of life during an active shooter event, shrapnel from bombs or even flying debris from natural forces like tornadoes...the integration of hidden ballistic barriers into virtually any space.

As Isquith says, "It's all about saving lives."

SIA Member Exchange is an opportunity for you to visit with SIA Staff and exchange ideas and information. We invite you to visit us and tell us more about your products or services as well! SIA Members interested in participating in the SIA Member Exchange at SIA Headquarters can contact Bryan Miller at 301-804-4717 or bmiller@securityindustry.org to set up a visit.