KEEP SAFE

First Line of Defense™

Why Physical Security Screens Outperform Alarms and Guns

Protection You Can See – Always On. Always Secure.

Introduction: Rethinking How We Protect What Matters

For decades, consumers have been sold a false sense of safety. The security industry has focused on alarms that merely notify after an intrusion and firearms that respond only once danger is already inside. Yet crime statistics, criminal psychology, and engineering all point to a simple truth: prevention, not reaction, is what protects lives and property.

Keep Safe Screens introduces the **First Line of Defense™**, a physical and psychological barrier designed to stop intrusion before entry occurs. This represents a shift from reactive security to preventative security.

Defining the First Line of Defense™

First Line of Defense™ is not an alarm. It is not a weapon. It is not a response system. It is a preventative physical security barrier designed to stop intrusion before it begins.

For decades, most security solutions have been built around detection and response, alerting property owners and law enforcement after a breach has already occurred. While these systems play an important role, they do not address the most critical moment in any security event: the point of entry.

Keep Safe Screens created the **First Line of Defense™** to address this vulnerability. The concept is based on a simple but essential principle:

Real protection begins outside the perimeter, NOT after it has been breached.

First Line of Defense™ systems function as the outermost protective layer of a property, designed to deter, delay, and deny intrusion before access is gained.

These systems provide:

- Visible deterrence, signaling resistance and discouraging targeting
- Physical intrusion resistance, strengthening vulnerable entry points
- 24-hour passive protection, operating continuously without interruption
- Independence from power, monitoring, or human intervention, eliminating reliance on response timing

This approach represents a fundamental shift in how security is understood. Rather than reacting to intrusion, the **First Line of Defense™** is designed to prevent intrusion entirely.

In modern security engineering, layered protection is considered the most effective strategy. Detection systems, cameras, and response protocols all serve valuable roles, but they function as secondary layers.

Keep Safe Screens developed the First Line of Defense™ to establish a new standard in preventative physical security.

The Problem with Today's Security Model

The $50 billion alarm industry thrives on fear and monitoring subscriptions, while gun manufacturers sell the illusion of control. But the facts tell a different story. False alarms account for between 94% and 98% of activations.

This leads to slower or deprioritized police response. Police response times range between 7 and 15 minutes in most urban environments, while most burglaries are completed in under 90 seconds. This creates a dangerous gap between intrusion and response.

Firearms introduce legal risks, require human presence, and assume the threat has already breached the perimeter. These systems respond after intrusion. They are not the **First Line of Defense™.**

Criminal Psychology: Why Visibility

Research from the University of North Carolina found:

- 83% of burglars check for visible security before attempting entry
- 60% abandon attempts when visible protection is present

Criminals seek the easiest target, and visible resistance changes their decision. Security works best when it is seen.

The Engineering Principle of Delay and Deny

Security engineering designs solutions that delay and deny an intruder from physical access to assets and lives. The reality, intruders operate under time pressure and even a delay of a few minutes significantly reduces intrusion success. And
with high quality materials, hardened, proven physical barriers introduce delay.

The bottom-line, barriers must be designed with high quality strength, tested to assure high force and ballistics standards are met, and properly installed to the structure, to deny intruders access to property and lives.

Introducing the First Line of Defense™

Keep Safe Screens introduces the First Line of Defense™, a new way to think about safety. Unlike alarms or weapons, our system works 24/7, silently, without power, fear, or risk. Keep Safe Screens create a permanent physical barrier using:

- Reinforced aluminum framing (custom designed with years of proven performance)
- High tensile strength 304 stainless steel mesh (strongest, not available in the US)
- Structural mounting (years of data and modifications to assure effective results)

Testing shows woven, high-tensile strength stainless steel mesh systems resist extreme impact forces with incredible resistance, deterrence, and prevention.

Unlike alarms, Keep Safe Screens' First Line of Defense™, work continuously. No power required. No monitoring required. No response delay.

Why This Matters

Break-ins result in lost revenue, insurance claims, operational disruption, customer perception damage, and possible injury or death.

Visible protection reduces targeting risk and prevention protects operations. While alarm systems notify and cameras record, only physical barriers prevent. Keep Safe Screens function as the **First Line of Defense™.**

Our Mission

Keep Safe Screens is more than a product, it's a movement. We aim to educate business owners and homeowners the misinformation regarding the economics of the alarm and firearms and the importance of layered protection. Real protection begins with prevention, not reaction. Every family, every business, every public facility deserves a barrier, not a siren. This is a crusade to redefine what real security means.

Call to Action

Join the movement for real security. Protect your home or business before it's tested. Visit www.keepsafescreens.com or scan the QR code to lock it down today.

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Addendum: Technical & Research Findings

A. Crime and Burglary Statistics

• FBI: 60% of burglaries involve forced entry; median duration under 90 seconds.
• Rutgers University: Alarms can reduce neighborhood burglary rates, but depend on response time.
• Police response: 7–10 minutes urban, 15–25 minutes rural; most break-ins are over before arrival.
• False alarms: 94–98% false activation rate nationwide, leading to deprioritized responses.

B. Physical Security Effectiveness

• UK Home Office research: Improved household security correlated with a 70% reduction in forced-entry burglaries (1990–2020).
• ASTM F476/F588 testing: properly anchored stainless-steel mesh resists up to 350–400 ft-lb impact (multiple crowbar strikes).
• 369 ft-lb; Keep Safe 304 stainless mesh can match or exceed under reinforced framing.
• Security engineering principle: delay/deny shows even a two-minute resistance often stops intrusions (Ross Anderson, 2019).

C. Psychological Deterrence

• 83% of burglars check for alarms or visible barriers before attempting entry (UNC Charlotte study).
• 60% abandon attempts when seeing visible deterrents.
• Visibility of barriers ranks among top deterrents, alongside occupancy cues and lighting.

D. Comparative Risk Analysis

Security type comparisons (10-year outlook):
• Alarm: Works after break-in; low prevention; ≈ $4,000 cost (monitoring + install); high false alarm rate.
• Gun: Works during incident; minimal prevention; ≈ $2,000 cost (training + liability); legal/lethal risk.
• Physical Screen: Works before intrusion; high prevention; ≈ $3,500 one-time; no liability or escalation risk.

E. Sources / References

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10. Keep Safe, LLC is also Keep Safe Screens has exclusive design rights from Tapco Screens.