



## CASE STUDY: DAVEY FIREFIGHTER

# How Sam Cox uses the Davey Firefighter to provide water for his home and landscape

For nearly 30 years, Sam Cox has been creating stunning natural landscapes, blending the beauty of the Australian bush with functional, landscape designs. While designing his own home, Sam installed a Davey remote start Firefighter pump, providing reliable water supply to his garden and house sprinklers – all remotely controlled from his mobile phone.

It's an idea that has caught the attention of homeowners, with an Instagram post featuring the Davey Firefighter pump and rooftop sprinkler system recently going viral, amassing over 2.9 million views, 31,000 likes, and nearly 8,000 shares. The post, which was shared around the time of the devastating wildfires in LA, struck a chord with thousands of people concerned about bushfire preparedness, sparking important discussions about how technology can help protect homes in fire-prone areas.

## Why bushfire protection is essential in landscaping

While landscaping is often about aesthetics, Sam sees fire protection as a critical part of the conversation, especially in bushfire-prone regions. He encourages clients to educate themselves and seek expert advice from organisations like the Country Fire Authority (CFA) to develop a solid fire plan.

"We create beautiful bush gardens, but we also have to acknowledge that they come with a level of fire risk," he says. "Black Saturday was a real wake-up call for Australia. A number of my clients went through it. Some lost their homes, others saved theirs using sprinkler systems. It changed the way I think about landscaping in fire-prone areas."

"I was surprised by how many people in the comments had never thought about using rooftop sprinklers as a defence mechanism," he says. "We believe that having our garden close to our living space is worth the risk. We manage the risk as best we can and accept that we could lose the buildings. This is a considered choice we have made."

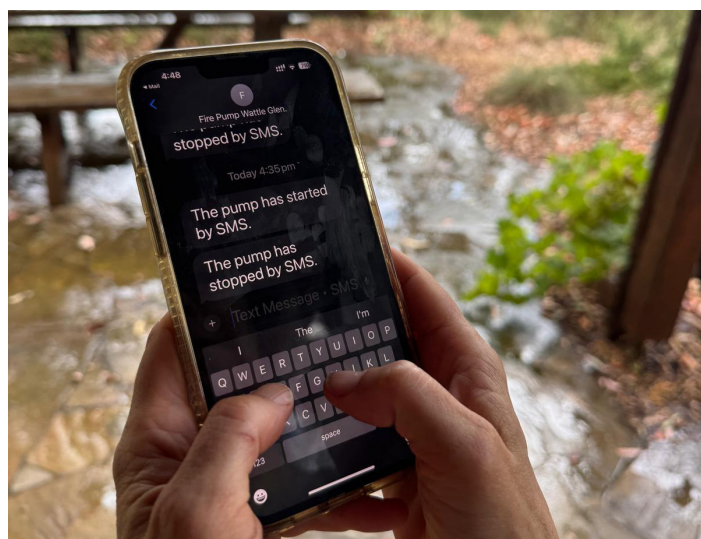
## The game-changer: remote start and reliable performance

Over the years, Sam has tested many different fire protection solutions, but what made Davey's Firefighter stand out was its remote start capability, a feature he describes as a game-changer.

"After Black Saturday, the advice is simple: leave early. With the Davey Firefighter's remote start, you can leave and still have a system that may reduce the risk to your property," he says.

The SMS-activated remote start was a major point of discussion in the Instagram comments. Some people raised concerns about what happens if the mobile network goes down during a fire event.

"That's where the heat sensor backup is so important," Sam says. "If you lose connection, the system is designed to still kick in when the temperature reaches a critical level. It's not foolproof, nothing is, but it's the best option I've seen yet."





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### Fire protection with added benefits

Many of Sam's clients are integrating a Davey Firefighter pump into their irrigation systems, ensuring it is regularly used and maintained year-round.

"I tell my clients, 'You ideally don't want be there when a fire arrives, so having the ability to start this pump anytime remotely is critical.' If they're using it regularly for irrigation, they know it works. The last thing you want is to try and start a pump that hasn't run in years and find out it won't go," Sam says.

Beyond fire risk reduction, the system's versatility makes it an invaluable investment for many property owners. "The ability to use the pump for multiple purposes, whether it's garden irrigation, water transfer, or bushfire defence, means it's not just sitting there waiting for an emergency. It's part of their everyday property setup."

### The future of fire awareness in landscaping

Sam hopes that as awareness grows, more landscapers and homeowners will make considered choices about their levels of fire risk and plan accordingly.

"It's not standard practice yet, but it should be. Homeowners need to understand their level of risk appetite and take control of their own fire preparedness," he says.

Want to protect your home? For more information about the Davey Firefighter pump and remote start technology, visit Davey's website or contact your local Davey Master Dealer.

