

Press Release



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RESCUE Intellitech Collaborates with Renowned Cartoonist Paul Combs to Launch Entertaining Online Personality Test for Firefighters

RESCUE Intellitech and renowned cartoonist Paul Combs introduces 'What Type of Firefighter Are You?' test: a light-hearted journey into firefighting archetypes, designed to engage and entertain first responders.

Manassas, Virginia, April 2, 2024 – RESCUE Intellitech, a leading provider of innovative solutions for the firefighting and rescue services industry, proudly announces its latest collaboration with renowned cartoonist and retired firefighter officer Paul Combs. Together, they have developed an engaging online personality test titled 'What Type of Firefighter Are You?' aimed at the firefighting community.

Paul Combs, celebrated for his insightful comic strips addressing important relevant issues with humor and wit, brings his unique perspective to this project. Leveraging his expertise and loyal following, Paul Combs's collaboration with RESCUE Intellitech aims to engage firefighters in a light-hearted manner while addressing critical topics such as safety and team dynamics.

The online personality test features six distinct characters, each representing an invaluable member of every fire station's all-star team across the nation. By taking the test, firefighters can discover their firefighting persona and gain insights into their unique strengths within the profession.

"We are thrilled to partner with Paul Combs on this innovative project," said Bjorn Rowland, Vice President Sales & Marketing Americas at RESCUE Intellitech. "By combining Paul Combs's artistic flair with RESCUE Intellitech's commitment to firefighter safety, we aim to reach a broader audience within the firefighting community and reinforce our dedication to their well-being."

The campaign that goes live today, will also be promoted during FDIC 2024 in Indianapolis in April, where visitors at RESCUE Intellitech's booth 433 will have the opportunity to participate in the personality test and receive a free limited-edition t-shirt featuring artwork by Paul Combs.

"We believe in using creativity and humor as powerful tools to convey important messages," said Paul Combs. "Through this collaboration, we hope to engage firefighters in a fun and interactive way while promoting awareness about the importance of safety and preparedness."



For more information about RESCUE Intellitech and the 'What Type of Firefighter Are You?' personality test, visit www.rescueintellitech.com/en-us/what-type-of-firefighter-are-you/ or visit booth 433 at the FDIC show.

About RESCUE Intellitech

RESCUE Intellitech, part of the Sandberg Development Group founded in the 1960s, offers innovative solutions that help remove work-related risks and make the work of firefighters and first responders easier, both before and after each emergency call. The RESCUE Intellitech Solo Rescue® clean SCBAs, facepieces, and more, helping minimize cancer risk among firefighters and first responders. Other innovative companies in the group include AIMPOINT®, GAIM®, NORDISK® and Camurus®.