

Bob D. Heinrich to Join No-Burn Team
Former CEO of ICBO and ICC to Serve in Advisory Role

March 12, 2004 - No-Burn, Inc. (NBI), a company committed to making the danger of fire a thing of the past, is proud to announce the addition, as of March 1, 2004, of Bob D. Heinrich to its team. Heinrich, former CEO of both the ICBO and the ICC, will play a vital part in strategic planning for NBI, with a focus on working with and expanding the size and role of NBI's nation-wide dealer network.

Heinrich has over two decades of experience in the construction safety industry. After stints in construction and design with architectural and engineering firms and the Los Angeles County Engineer, Building and Safety Division, he began working with the International Conference of Building Officials (ICBO). Among his many accomplishments, Heinrich was a primary figure in consolidating the competing construction codes and standards organizations in the U.S. into the International Code Council (ICC). He was selected by the ICC Board to be the first CEO of the consolidated ICC and held that role until May 2003.

“My involvement with No-Burn feels like a culmination of all the things I’ve done in both my professional and personal life,” said Heinrich. “My years of work in construction safety, along with my personal experience as a burn survivor, have made me passionate about fire safety; and I believe that the No-Burn line of products is the most exciting advance in fire safety technology I’ve seen.”

“We’re very excited about the addition of Mr. Heinrich to our team,” commented William Kish, president of NBI. “His reputation in the building safety industry and his extensive experience in product development, building design, construction, and code enforcement will be a tremendous asset to NBI as we interact with people in the industry.”

Since leaving the ICC, Heinrich has remained involved in the construction safety industry. In addition to joining the board of directors of two non-profit foundations with public safety missions, Heinrich has been active with a local foundation that helps the victims of fire.

“Bob Heinrich can open doors for NBI in building-related fields as diverse as fire and liability insurance, governmental and industry codes organizations, and national and international material suppliers,” remarked Mr. Kish. “It’s a huge win for NBI to have him on-board.”