



News Release

Contact: Greg Jones or David Norman
Kitchen Public Relations
212-687-8999
gjones@kitchenpr.com

FIRE OFFICIALS: HALF OF NATION'S NURSING HOMES VIOLATE FEDERAL FIRE SAFETY STANDARDS

*--Nursing Home Builders Embrace Low-Cost Alternative for Protecting Residents
--Fire Officials Endorse New Materials to Stop Fires Before They Start*

(Wadsworth, OH)—Nursing home fires rank among the most deadly because of residents' lack of physical mobility and their vulnerability to the dangers of smoke inhalation, yet at least half of America's 16,000 nursing homes violate federal fire safety standards every year, according to current and former fire officials.

Most nursing homes avoid penalties for these violations, however, because federal regulators often grant waivers allowing them to continue operating. Despite attempts by healthcare construction firms to upgrade facilities, many older nursing homes maintain that they would go out of business if they had to install costly sprinkler systems, and the federal government has yet to pass a law requiring such installation. As a result, healthcare construction companies are embracing new alternatives.

"This tragic and deplorable situation, caused by lax enforcement and inadequate standards, is turning around thanks to technology," said Mark Harvey, a Michigan fire official. "Nursing home executives and builders who complain about the cost of sprinkler systems are not wrong – it is prohibitively expensive to retrofit an aging facility with the miles of piping required to run sprinklers. More importantly, sprinklers are reactive devices. They do not prevent a fire from starting in the first place, which some new fire retardants do."

An average of six fatal fires envelop nursing homes every year, often caused by poor construction and design choices. Fire officials cite the example of nursing home hallway carpets, which often run up the walls to waist level to cushion falls by residents and to guard the wall against the wear of wheelchairs and walkers. In many fatal nursing home fires, the carpet has proven deadly because it conducts flame throughout the facility's interior, literally allowing fire to climb the walls.

"Some healthcare builders are now applying No-Burn Fire Gard® on nursing home carpets, which prevents flame from using the carpet like a fast-burning fuse," said Ken Rusk, vice president of No-Burn, a fire prevention company. "These non-toxic, non-carcinogenic treatments deny the flame access to carpet fibers, allowing critical minutes

for responders to arrive and for residents to evacuate. It also costs substantially less than a sprinkler system.”

In addition, the American Health Care Association reports that eight out of every 10 nursing home patients and residents is paid for by Medicare or Medicaid. No-Burn has met the criteria for use in nursing homes subsidized by Medicare.

No-Burn has patented a fire prevention system, independently tested under National Fire Protection Association requirements and endorsed by current and former fire officials across the country. No-Burn’s products, sprayed on fabrics, building interiors or wood framing and applied to the drywall as a replacement to the standard primer coat, encapsulate the structure with a non-toxic compound that denies fuel to the flame. It has also been proven to cause unpreventable fires to burn more slowly, even transforming the nature of the smoke so that lung damage is less likely.

“More than one million of our most vulnerable citizens live in nursing homes, and they deserve our best efforts to protect them from fire,” said Rusk. “A fundamental shift is underway in terms of the way healthcare builders understand fire safety. ‘Prevention’ has become the watchword for fire officials, augmenting traditional ‘protection’ techniques. In the case of nursing homes, where prevention techniques are economically more feasible and more effective in terms of safety, it’s clearly the best course of action.”

About No-Burn

Since 1998, No-Burn, Inc., has been dedicated to significantly reducing the dangers of fire and mold through the introduction of a wide range of products that can prevent fires before they start and prevent mold before it grows. By making many ordinary, combustible materials highly resistant to fire, No-Burn products can also dramatically slow the spread of a fire, giving occupants of a burning structure the time to take simple offensive measures or evacuate to safety. The same encapsulation process that protects No-Burn-treated building materials from fire has also been proven to resist mold growth. No-Burn products are completely non-toxic and non-carcinogenic.

The company’s products were a prominent part of the 2005 New American Home at this year’s International Builders Show. No-Burn has been featured on ABC’s *Extreme Makeover: Home Edition*, Fox News, and in the HGTV Dream Home. Its products won the Canadian SAM awards for most innovative product in two categories. In addition, "Parade of Homes" custom models from all over the country highlight the use of No-Burn.

No-Burn is based in Wadsworth, Ohio and operates a nationwide network of Dealers. For further information about No-Burn and its products, visit the company web site at www.noburn.com or call 800-989-8577.

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