



## News Release

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### **NO-BURN PRODUCTS HIGHLIGHTED IN IBS NEW AMERICAN HOME**

*--New Materials Designed to Stop Fire and Mold Are Part of Elite Group*

(Orlando, FL) The International Builders' Show—January 11, 2006—Fire and mold prevention materials made by No-Burn® are prominently featured in The 2006 New American Home®. Selected for this elite group of products for its novel encapsulation process, No-Burn WOOD GARD Mih® and No-Burn PLUS Mih® coat the frame and the interior of the home, depriving flames of fuel and denying mold a food source.

The New American Home is a real-world laboratory demonstrating the latest concepts, materials, designs and construction techniques that can be replicated, in whole or in part, in housing built any place and in any price range. Incorporating elements such as building safety is a principal goal of The New American Home program.

No-Burn's products, sprayed on the wood framing and applied to the drywall as a replacement to the standard primer coat, encapsulate the structure with a non-toxic compound that prevents fuel from being engulfed by 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.

The same encapsulation process that protects No-Burn-treated building materials from fire has also been proven to resist mold growth, which has become a significant problem for builders and homeowners alike. Unlike fire, mold thrives in the moist cavities of a structure. However, mold and fire need the same basic food source – the wood framing and paper-faced drywall installed in most homes.

“New homes, apartment buildings, and businesses built using No-Burn's prevention materials have shown far greater resistance to fire,” said Ken Rusk, vice president of Ohio-based No-Burn, Inc. “That's why insurers and mortgage lenders are now offering incentives to builders and homeowners to use the products. The financial services industry would obviously not lower their payment structure without overwhelming proof that their claim payouts or collateral damage risk will be reduced.”

Use of specified No-Burn products during the building of new houses makes homeowners eligible for a 15-percent discount on their property coverage in certain states. Borrowers who instruct their builders to apply fire and mold resistant compounds made by No-Burn to the frame and flesh of their new single-family home may receive a

.5% rate reduction on their mortgage, translating to lower monthly payments and thousands of dollars in savings over the life of the loan from certain lenders.

In addition, a seven-year No-Burn Mold Warranty® covers the homebuilder for all areas treated with No-Burn MIH. The warranty, covering the homebuilder for up to \$50,000 in mold remediation-related costs, is the only insurance-backed risk mitigation tool available. (Builders of multifamily apartments and condominiums with eight units or less can also be covered by the warranty.)

“This warranty gives the builder peace of mind that evaporated when his traditional mold insurance disappeared,” said Rusk. “Just as important, the warranty improves the builders’ relationship with their customers, reassuring homeowners that their new house is mold-resistant and they won’t be on the hook for clean-up if the worst happens. In that sense, the warranty separates the good builders from the best during the bidding process for new construction projects.”

Builders are also turning to No-Burn’s mold and fire protection system because it is the first warranty to offer formal certification, assuring protection against the costs of mold remediation.

“Moreover, homebuilders are attracted to the No-Burn system because it creates revenue without additional work or cost,” said Rusk. “To implement the No-Burn system, builders do not have to delay construction or fill out a change order. A No-Burn specialist takes care of the paperwork and the product application, even meeting with the homeowner personally to gain approval. The cost of using No-Burn is added to the cost of the construction job, and builders enjoy an additional revenue source.”

### **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 are now regularly featured on ABC’s *Extreme Makeover: Home Edition*. No-Burn was also featured in the HGTV Dream Home last year, and 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](http://www.noburn.com) or call 800-989-8577.

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