



News Release

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UPDATED CHRISTMAS TREE SAFETY TIPS

- Fire Marshals Endorse New Materials to Stop Fires Before They Start*
- *No-Burn Christmas Tree Fire Gard® Available Nationwide*

(Wadsworth, OH)—Traditional Christmas tree fire safety education has saved many lives and homes, but fire officials are realizing that education only goes so far. To dramatically increase Christmas tree fire safety, marshals in numerous states are endorsing the use of a retail fire retardant that has proven highly effective in stopping Christmas tree fires before they start.

More than 300 home fires are caused every year by Christmas tree accidents, resulting in \$16.2 million in annual property damage, according to the National Fire Protection Association (NFPA). (Note: Many Christmas tree fires never get reported.) The winter months are the most dangerous in terms of home fires because consumers stock up on a large amount of flammable material: decorations, presents, firewood, etc.

“Even though the Internet has made safety education easier, it’s clear that traditional safety tips are not doing enough to bring down the number of serious Christmas tree fires,” said Mark Harvey, a Michigan fire official. “That’s why my colleagues and I are endorsing fire retardants like No-Burn Christmas Tree Fire Gard®. It’s inexpensive, the consumer can apply it, and it has passed every test required for consumer use. It’s time to start thinking about fire safety in terms of proactive prevention, not reactive protection.”

No-Burn Christmas Tree Fire Gard, sprayed from a common household 32-ounce bottle, encapsulates the needles and branches of a tree, denying fuel to a flame caused by light strands, candles, or other nearby heat sources. The non-toxic, non-carcinogenic spray, which can also be used on garlands, wreaths and other Christmas decorations, is safe for children and pets. It does not discolor or brown the needles in a live tree, nor does it affect needle retention.

“The NFPA’s fire safety tips are invaluable, but the fact is people sometimes forget to follow them,” said Ken Rusk, vice president of No-Burn, the fire and mold prevention company that patented Christmas Tree Fire Gard. “People sometimes leave the tree lights on all night, or they forget to extinguish candles or the nearby fireplace, or they don’t upgrade their tree lights to the latest safety strands. Our NFPA-tested Christmas tree spray prevents fire just in case one of those things happens. It takes just one mistake

to cause loss of life and property. Every holiday season we hear the tragic stories, ones that could have easily been prevented.”

In addition to NFPA testing, the Christmas Tree Fire Gard has been tested and registered by the California State Fire Marshal per Code Title 19, Section 1264.3 Christmas Trees.

Consumers are not the only ones taking advantage of No-Burn materials. Tree farms and tree retailers have used the product, and in 2003, the State of Rhode Island, still recovering from the effects of a lethal nightclub fire, mandated the use of No-Burn Christmas Tree Fire Gard on the official Christmas tree in the State Capital Building.

“Thirty-three million homes in America light a Christmas tree every year,” said Rusk. “Fire officials are coming to us because they see that safety education can only achieve so much. Why not add a preventative step, with negligible cost, that can make a significant impact on lowering the death toll and property consumed by fire at the happiest time of year?”

To order No-Burn Christmas Tree Fire Gard anywhere in the U.S. or Canada, call 866-662-8764 or go to www.noburn.com and click on the shopping cart for retail purchase.

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 products will also be a prominent part of the 2005 New American Home displayed at the International Builders Show in January. 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.

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