



News Release

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NATIONAL FIRE SAFETY MONTH MARKS CHANGE IN THINKING: “PREVENTION PLUS PROTECTION”

*--Homeowners’ Insurance Premium Discount Announced
--Fire Officials Endorse New Techniques to Stop Fires Before They Start*

(Wadsworth, OH) Traditional educational activities during the National Fire Safety Month of October have been augmented this year by a change in thinking among the fire community and the insurance industry. In addition to preaching protection – the life-saving use of smoke alarms and sprinkler systems as well as slogans like “stop, drop, and roll” – many fire officials are advocating new techniques that have proven highly effective in preventing fires before they start.

Insurance executives are so confident in the new “prevention plus protection” theory that, starting in October, use of specified prevention materials in new houses will make homeowners eligible for a 15-percent discount on their property coverage in certain states.

“The premium discount is a testament to the insurance industry’s belief in the effectiveness of this new prevention system,” said Mark Harvey, a Michigan fire official. “The system relies on one basic principle – instead of throwing water on a fire, stop it before it starts. ‘Prevention plus protection’ represents a crucial step forward for fighting fires because it not only saves the lives of the occupants but preserves the physical structure. Fewer fires translates to fewer claim payouts for insurers, and they’re betting ‘prevention plus protection’ will mean savings as well as increased homeowner safety.”

Whether the fire is started by human error, electrical malfunction, or chimney fire, if the structure is not protected, it will burn. Because wood is the primary component in most houses and commercial facilities, especially during the framing stage, the structures are highly susceptible to fire, and they become more vulnerable as the wood dries out. New homes, apartment buildings, and businesses built using the prevention system have shown far greater resistance to fire.

“The traditional protection thinking has saved countless lives, but many homes and businesses do not escape the flames, costing billions of dollars-a-year in clean up and rebuilding,” said Harvey. “The new prevention theory expands on the old thinking to include saving the occupants’ lives and their livelihood.”

Fire officials say the new prevention system concentrates on coating the frame of a building with a non-toxic compound that denies fuel to the flame. This encapsulation process can also cause unpreventable fires to burn more slowly, even transforming the nature of the smoke so that lung damage is less likely.

“‘Prevention plus protection’ makes fire safety proactive, taking the pressure off first-responders, police and firefighters who are stretched thinner now that their duties include homeland security response,” said Ken Rusk, vice president of No-Burn[®], a fire prevention materials company endorsed by Harvey and other fire officials nationwide. “In 2003, fire departments across the country responded to nearly 1.6 million fires, and the number grows every year because of the housing boom and gradual population growth. Those folks need to be able to concentrate on the five-alarm fires.”

With lightweight building materials and construction methods in use today, many homes and businesses are experiencing structural failure within minutes of a fire. And, firefighting experts agree that the first six minutes of a fire are the most critical in terms of savings lives and getting the fire under control.

About No-Burn[®]

Since 1998, No-Burn, Inc. has been dedicated to significantly reducing the dangers of fire through the introduction of a wide range of fire-inhibiting products that can prevent fires before they start. 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. No-Burn[®] products are completely non-toxic and non-carcinogenic. The company’s products have been featured on ABC’s *Extreme Makeover: Home Edition*. 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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