



News Release

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

THE ROOF IS *NOT* ON FIRE - FIVE UPDATED HOME DEFENSE TIPS FOR WILDFIRE SEASON

How Do You Stop "Flying Brands"?

(Los Angeles) ---- "Wildfire season," a deadly mixture of high winds and dry conditions that spreads flames across large sections of Southwest every summer, has cost homeowners billions of dollars worth of property damage just in the last decade. However, fire may have a tougher time jumping from house to house this year. Some danger-zone residents, and their builders, are employing new tactics to prevent wildfires from attacking their homes.

The worst case scenario for wildfire attacks - a wet spring season, leading to an overabundance of vegetation, followed by an extremely dry and windy summer - has happened again this year. In addition to common sense precautions that homeowners take (i.e., clearing brush from the property perimeter), new techniques and treatments have recently been developed that make homes inhospitable to fire.

"The key to protecting your home from wildfire is understanding how large-scale blazes grow and move," said Ken Rusk, vice president of No-Burn[®], a fire prevention company. "Wildfires have two basic means of spread: 'radiant energy' and 'flying brands.' Traditional fire safety techniques can do a pretty good job against radiant energy, but the red-hot particles or brands that a wildfire coughs into the air can travel up to two miles, igniting homes that appear well clear of the hot zone."

Unlike radiant energy, which ignites a structure by virtue of its proximity to the fire's heat, flying brands are unpredictable. In a swirling wind, burning debris can shoot in every direction, defying fire fighters efforts to contain the wall of flame.

"A homeowner can follow all of the recommended preparedness techniques, but the property can still be done in by a combustible fence, deck, or roof," said Rusk. "Any combustible building material is open to attack from flying brands."

Rusk offers five tips for defending a home against both the radiant energy and the flying brands of wildfires by increasing ignition protection:

- 1) Use non-combustible building materials. "Unfortunately, concrete, steel, and tile are not the most aesthetically pleasing products to use for fencing, siding, and flooring."
- 2) Use fire-retardant lumber for the frame of the house. "However, materials like this, which are injected with chemicals, cost about three times the price of ordinary lumber, may be subject to warping and a decrease in structural strength."
- 3) Spray the frame flesh of a home with non-toxic materials that deny the fuel to fire. "No-Burn[®] has developed products that encapsulate combustible matter without threatening a house's structural integrity or its aesthetic beauty."
- 4) Use an exterior sprinkler system. "These devices cover the roof and siding of a house with water to keep temperatures below ignition of combustibles. Like fire-retardant lumber, these systems are extremely costly."
- 5) Install tempered windows with multiple panes. "Tempered windows reduce the heat transmitted through the glass and protect against wind and debris that can break windows and allow fire to reach the inside of a house."

"With lightweight building materials and construction methods in use today, many homes are being consumed by fire in a short period of time. 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," said Rusk. "Homes protected with No-Burn[®] products increase the chances of a safe evacuation by lengthening the amount of time occupants have before being exposed to lethal fire and smoke."

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 evacuate to safety and firefighters the time to respond to the alarm. 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.

###