



News Release

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NO-BURN PRODUCTS SHIFT FIRE SAFETY FOCUS FROM "STOP, DROP, AND ROLL" TO PREVENTION

Protecting Homes and Commercial Buildings as Well as Lives

(Wadsworth, OH) Traditional fire safety education focuses on smoke alarm installation and escape techniques, which have saved countless lives, but many homes and businesses have not escaped the flames, costing billions of dollars-a-year in clean up and rebuilding. However, new technology from No-Burn, Inc. has made it possible to save the building as well as the people by preventing fire before it starts.

No-Burn[®] materials deny fire the fuel it needs to live and grow. By encapsulating the wood that frames most homes and commercial structures, non-toxic No-Burn[®] materials can also cause unpreventable fires to burn more slowly, even transforming the nature of the smoke so that lung damage is less likely.

"We believe that a fundamental shift is needed in the way society understands fire safety," said Ken Rusk, vice president of No-Burn[®]. "We have made it our mission to show people that putting out a fire should be secondary to preventing it in the first place. No-Burn[®] products can be that first line of defense against fire."

In 2003, fire departments across the country responded to nearly 1.6 million fires, according to the National Fire Protection Association. These fires caused nearly 4,000 civilian deaths and 18,000 civilian injuries and more than \$12 billion in direct property damage. Fires in the home accounted for about half of the property damage total. Although children age five-and-under make up about 7% of the total population, they accounted for 14% of all home fire deaths.

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.

"Even worse, 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 saving lives and getting the fire under control," continued Rusk. "Homes and commercial facilities protected with our products increase the chances of a safe

evacuation by lengthening the amount of time occupants have before structural failure takes place and decreasing the amount of smoke as well."

The same encapsulation process that protects No-Burn[®]-treated building materials from fire has also been proven to resist mold growth. 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 and businesses.

No-Burn[®] WOOD GARD MIH has proven to be effective against the potential of fires as a Class B fire reactant and also inhibits the growth of toxic black mold (*stachybotrus chartarum*).

"Fire brings a quick and definitive end to a building's life, but millions of homes and businesses in America are dying a slow death because of unseen mold growth," said Rusk. "Introducing No-Burn's non-toxic materials into the 'hot spots' of an existing structure or the frame and flesh of a newly constructed building can prevent two major health and financial worries at once."

Of course, fire and mold damage are not limited to single-family homes. High-rise office buildings, hotels, restaurants, nightclubs, nursing homes/hospitals, and schools are also vulnerable. The consequences of a fire or mold outbreak in a commercial building are usually much more severe than in a home because the size of the structure is exponentially larger. A fire in a downtown Chicago high-rise building on December 6, 2004, injured 37 people, including 22 firefighters, and cost hundreds of millions of dollars to repair.

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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