



PROVIDING FIRE AND MOLD RESISTANCE GLOBALLY

PROJECT PROFILE



Dealer	
<i>Dealer name</i>	No-Burn® Clean Air Technologies
<i>Dealer Location & Contact Information</i>	Florida

Project Information	
<i>Customer Name</i>	Mercedes Homes
<i>Customer Location</i>	Port St. Lucie, Florida
<i>Project Location</i>	Falls Development in Jensen Beach Oaks Development in Vero Beach
<i>Product Selected</i>	No-Burn® Wood Gard and Wood Gard Mih
<i>Product Application</i>	Entire framing structure of the home, roughly 45-50 gallons per application, depending on the size of the structure.
<i>Application Method</i>	Airless Sprayer

Project Background

No-Burn® was introduced to Mercedes Homes, a large builder/developer with locations in Florida, Texas, and the Carolinas, by the local No-Burn® Dealer. The homes in these Mercedes developments range from 2,000 to 5,000 square feet, and prices frequently exceed \$1,000,000. This Dealer developed a relationship with local Mercedes executives and has been successful in helping them understand the many benefits of offering No-Burn® treatments as a standard feature in the homes designed for these communities.

Value to Purchaser

Mercedes Homes has decided to incorporate the use of No-Burn® product into their marketing campaign for these developments to establish competitive differentiation. The company presents the added safety value of No-Burn® treated homes as a value to its customers that may not be included in properties offered by other builders in this highly competitive new home construction market. The insurance premium reduction and reduction in mortgage interest rate that their buyers receive, along with the added piece of mind, have proven to be valuable selling tools for Mercedes.

Other Information	
<i>FRCR Rating Achieved</i>	FRCR 2