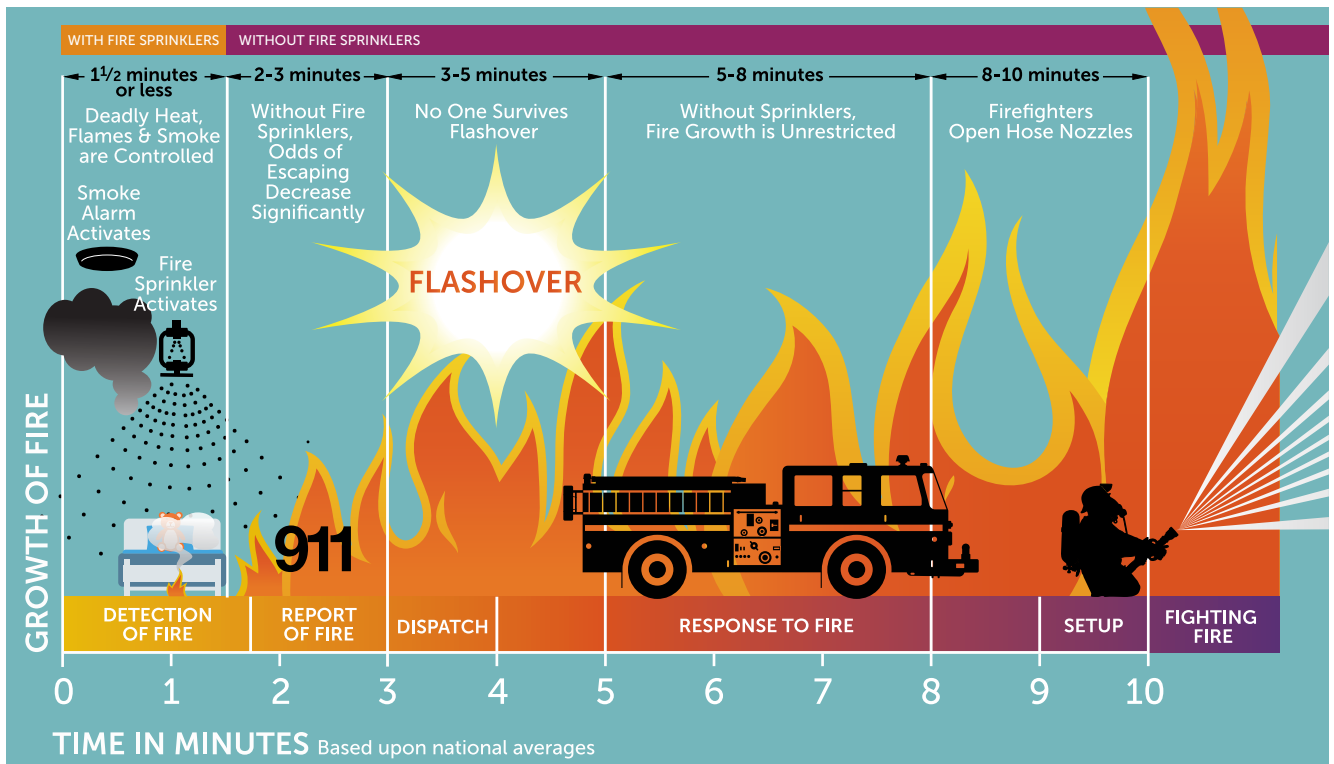


DEADLY IN 2 MINUTES OR LESS

Can You Survive a Home Fire?



Most fatal structure fires happen at home. Most are at night when people are sleeping.

A home fire can become deadly in two minutes or less. That's not much time. Could you wake up, realize you're in danger and make your way to a safe exit in under two minutes? Could your children?

New Homes

Fires in new homes are deadlier today. Common unprotected lightweight building material and flooring burns faster and fails quicker. Our furniture and belongings are made of synthetics that create deadly smoke when they burn.

An uncontrolled house fire grows quickly. The hot, deadly smoke travels room to room. It can take lives in just seconds.

Home Fire Sprinklers Save Lives

Home fire sprinklers detect a fire and control it automatically. The sprinkler puts water on a fire while it's still small. That keeps heat, flames and poison smoke from spreading. Having fire sprinklers gives you, your family and your pets time to get out safely. If you plan to build or buy a home, ask for fire sprinklers.

Learn more at HomeFireSprinkler.org

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PROTECT WHAT YOU VALUE MOST

With Home Fire Sprinklers

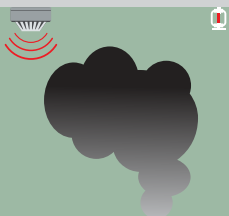
Did you know a home fire can become deadly in two minutes or less?

Homes built with lightweight building material and flooring burn faster, failing quicker (often collapsing in a fire). Common synthetic furnishings and belongings burn hot and fast and produce toxic smoke. A fast, spreading fire can take lives in only seconds.

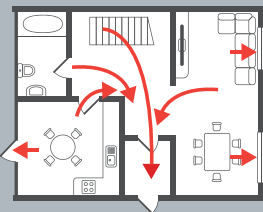
The answer to this modern home fire problem is a century-old solution: fire sprinkler technology. Installing home fire sprinklers is the best protection



Complete System of Home Fire Safety



Working smoke alarms on every level and in every room where people sleep



A fire escape plan that every resident practices



Installed home fire sprinklers

available. The proven, lifesaving technology is the same - just updated for home designs.

Two types of home fire sprinklers

Standalone means there is piping specifically for the sprinklers. Multi-purpose means there is a combination system for regular plumbing plus the fire sprinklers.

Water supply

Sprinklers connect to your home's water supply. In some homes, a tank and pump are used. Piping behind walls and ceilings connects the sprinklers to the water, like plumbing. The water is ready if a fire starts.

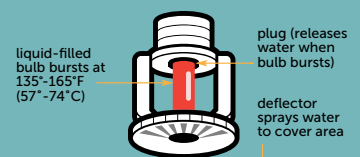
Fire sprinklers work automatically

Each sprinkler works on its own. A special plug keeps the water in the pipes when it's not needed. If a fire starts, its high heat surrounds the area below the sprinkler and causes the plug to open. That lets water flow on the flames. Just one sprinkler can control a home fire.

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How Home Fire Sprinklers Work



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WHEN YOU BUILD OR BUY A HOME

Ask for Fire Sprinklers



You have a lot of important decisions to make with a new home. Fire safety should be at the top of your list.

Today a home fire can become deadly in two minutes or less. Home fires burn hot and grow quickly. The flames and deadly smoke move through the house. Two minutes isn't much time to escape a burning home. This is especially true for older adults, young children and people with disabilities who can't get to exits as quickly.

The answer: Home fire sprinklers. They detect a fire and put water on it quickly, slowing the fire or even putting it out. They work automatically even if you're asleep. That gives you and your family time to escape a fire safely.

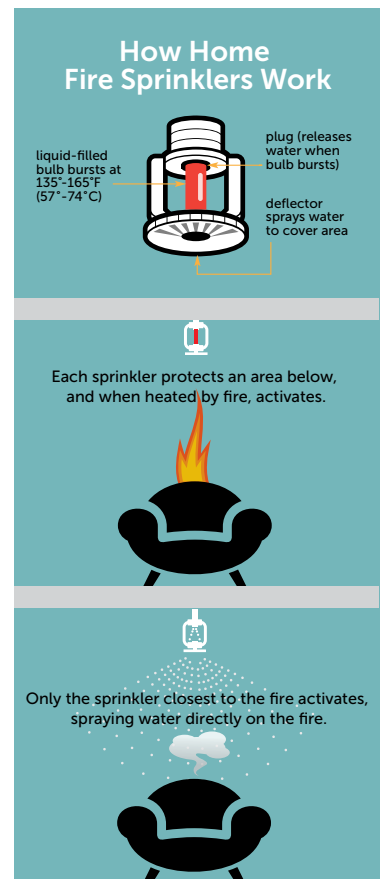
How they work

When the high temperature of the fire surrounds the area below the sprinkler, it breaks the plug and releases the water. In the majority of cases, just one sprinkler controls the blaze. Sprinklers can't be activated by smoke or a smoke alarm.

Choosing flooring, counter tops and window treatments for a new home is important. So is choosing the best fire protection for your family. If you plan to build or buy, ask for home fire sprinklers.

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DO YOU KNOW THE FACTS

About Home Fire Sprinklers?

Myth: In a fire, all sprinklers spray water.

Fact: Each sprinkler works individually to detect a fire. In most home fires, just one sprinkler controls or puts out the flames.

Myth: Smoke alarms cause fire sprinklers to activate.

Fact: Smoke and smoke alarms can't set them off. Home fire sprinklers are activated by the high temperature of a fire surrounding the sprinkler. The sprinkler closest to the fire will open when the temperature reaches between 135°-165°F (57°-74°C). Water will flow from the sprinkler.

Myth: Damage from sprinkler water is worse than fire damage.

Fact: A home fire sprinkler uses about 1/10th the amount of water that fire hoses use, and with a lot less pressure. Home fire sprinklers control a fire while it is still small. That limits the damage.

Myth: Home fire sprinklers require costly inspections and maintenance.

Fact: It's easy to care for home fire sprinklers. A flow test should be done a couple of times a year (this can be done by the homeowner or a sprinkler contractor).

Myth: Home fire sprinklers will drive up insurance rates.

Fact: Shop around. Most insurance companies reward customers who protect their homes with fire sprinklers.

Fact: Fire Sprinklers Save Lives & Prevent Injuries

Fire sprinkler technology is tried and true. It's been saving lives and protecting property for more than 100 years. If you plan to build or buy, ask for home fire sprinklers.



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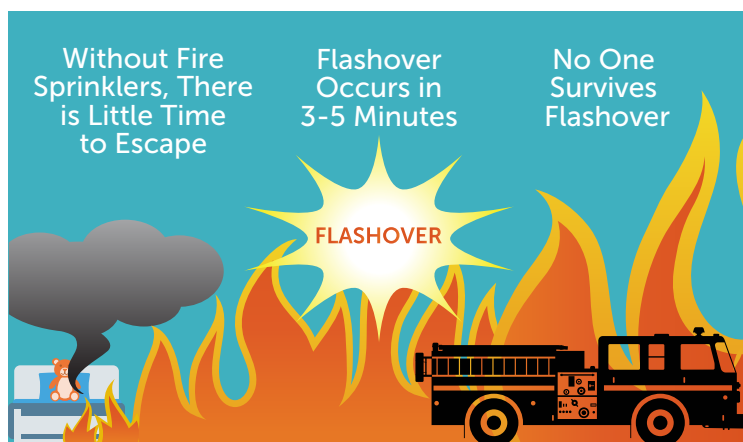
HOME FIRE SPRINKLERS

Part of Community Risk Reduction



A home fire can become deadly in as little as two minutes. That's because construction with lightweight building material and flooring makes the homes burn faster, failing quicker in a fire (often collapsing). These fires are made worse by larger, more open layouts and common synthetic furnishings and belongings that burn hot and fast and produce deadly smoke.

Protecting all new developments supports Community Risk Reduction as home fire sprinklers provide superior protection for responders and residents, benefitting the entire community for decades. Unsprinklered new-home fire exposure puts responders at risk from fire, collapse, and health hazards. Each new home built without sprinklers makes the community less safe for all. By protecting new housing stock, existing resources can be directed at high-risk populations and existing unsprinklered structures.



Fire department resources are always scarce. By controlling the spread of fire, home fire sprinklers free up time that can be shifted to risk reduction programs such as smoke alarm distribution and fire safety education.

Learn more at HomeFireSprinkler.org

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