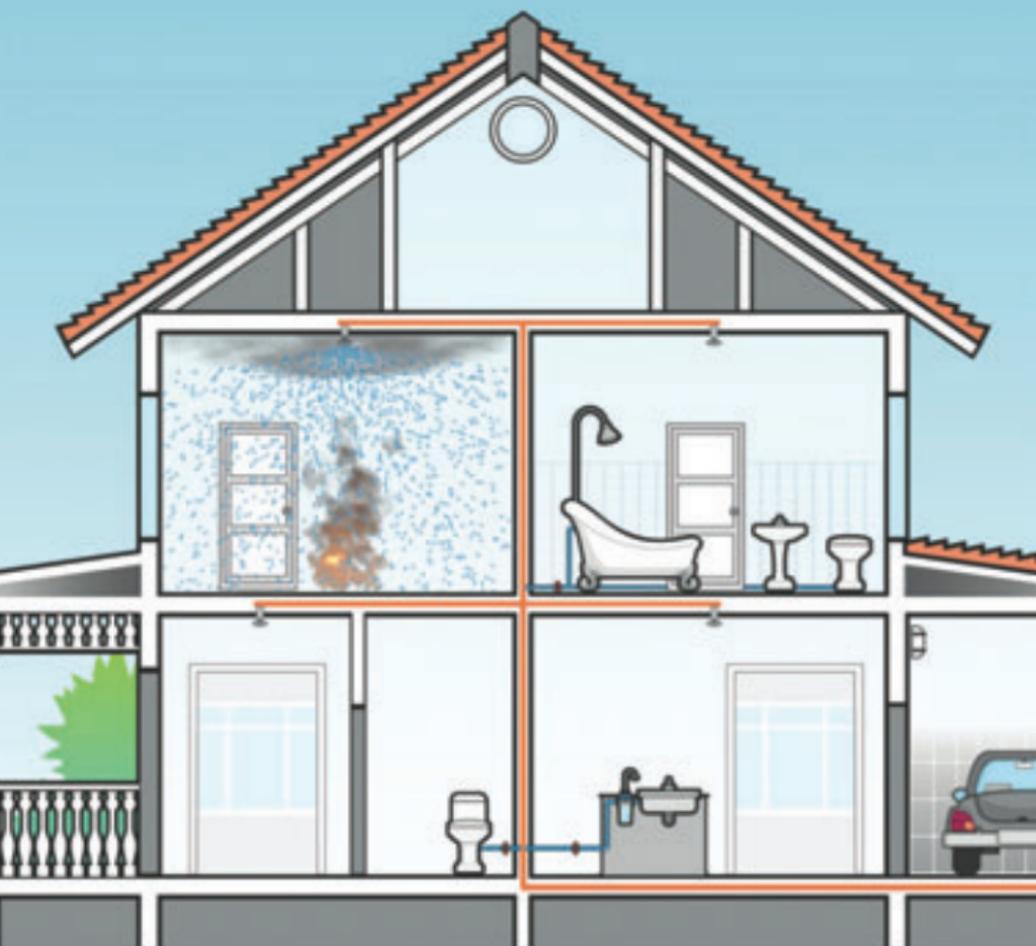


**PROTECT WHAT  
YOU VALUE MOST**



[HomeFiresprinkler.org](http://HomeFiresprinkler.org)



## HOME FIRE SPRINKLERS SAVE LIVES

Fire kills more people in the United States annually than all natural disasters combined. In fact, more than 3,000 people perish in fires each year, and ironically, more than 80% of those fire deaths occur in the very place where we feel safest — our own homes. Home fires often happen at night when people are sleeping. In only three minutes, a room can become engulfed in flames before anyone awakens. Those at highest risk are the very young and older adults, who may have difficulty making a quick escape.

Smoke alarms are essential in every household. They're designed to detect, not control a fire. Home fire sprinklers complement the alarm's work, providing a way to fight flames immediately. In less time than it would take most fire departments to arrive on the scene, home fire sprinklers can contain and even extinguish a fire. There's less damage, and less chance of deadly smoke and gases reaching your family.

## HOME FIRE FACTS\*

- MORE THAN EIGHT OUT OF TEN FIRE DEATHS IN THE U.S. OCCUR IN THE HOME.
- EVERY 85 SECONDS, A RESIDENCE BURNS.
- FIRE SPRINKLERS AND SMOKE ALARMS TOGETHER CUT YOUR RISK OF DYING IN A HOME “FIRE BY 80% RELATIVE TO HAVING NEITHER – A SAVINGS OF THOUSANDS OF LIVES A YEAR.

\*NFPA



## FIRE SPRINKLER MYTHS

Some homeowners are reluctant to install fire sprinklers because they don't know the facts about their operation.

**Myth: The water damage from fire sprinklers is worse than a fire.**

FACT: A FIRE SPRINKLER ACTIVATES DURING THE EARLY STAGES OF A FIRE BEFORE IT GROWS AND SPREADS. A SPRINKLER WILL CONTROL OR EXTINGUISH A FIRE WITH A TINY FRACTION OF THE WATER THAT WOULD BE USED BY FIRE DEPARTMENT HOSES. TYPICALLY, ONLY THE SPRINKLER CLOSEST TO THE FIRE WILL ACTIVATE, SPRAYING WATER DIRECTLY ON THE FIRE, NOT THE REST OF THE HOUSE.

**Myth: Fire sprinklers go off accidentally, causing unnecessary water damage.**

FACT: ACCIDENTAL FIRE SPRINKLER DISCHARGE IS EXTREMELY RARE. ONE STUDY CONCLUDED THAT HOME FIRE SPRINKLER ACCIDENTS ARE NO MORE LIKELY OR SEVERE THAN STANDARD HOME PLUMBING MISHAPS. AND, DESPITE THE HOLLYWOOD MOVIE "SIGHT GAGS", BURNED TOAST AND CIGARETTE SMOKE WILL NOT TRIGGER SPRINKLER OPERATION. EACH SPRINKLER WORKS INDEPENDENTLY AND ONLY IN RESPONSE TO FIRE.

**Myth: Fire sprinklers are ugly.**

FACT: MODERN HOME FIRE SPRINKLERS ARE INCONSPICUOUS AND CAN BE MOUNTED FLUSH WITH WALLS OR CEILINGS. MANY SPRINKLERS CAN EVEN BE CONCEALED. AND, JUST LIKE REGULAR PLUMBING, PIPES CAN BE HIDDEN BEHIND CEILINGS OR WALLS.



## **FIRE SPRINKLERS: A SAFE, SMART CHOICE**

Fire sprinklers are mandatory in many public buildings, and people are now demanding the same level of protection for their homes. Home fire sprinklers save lives, reduce property loss and can even help cut homeowners' insurance premiums.

Not only do home fire sprinklers dramatically reduce the risk of home fire deaths, they also decrease fire damage by over two-thirds when compared to homes without sprinklers.

Many communities across the U.S. are seeing impressive results from installing home fire sprinklers in all new construction. In Scottsdale, Arizona, fire sprinklers have been required in all new homes since 1986. Today, more than half the homes in Scottsdale are protected with sprinklers. A 15-year study of fire loss concluded that there had been no deaths in sprinklered homes, while 13 people died in homes without sprinklers. Also, there was less fire damage in the homes with sprinklers. The average fire loss per sprinklered incident was \$2,166 compared to more than \$45,000 loss per fire in homes without fire sprinklers.



“Fire sprinklers give me peace of mind, especially at night when my children are sleeping.” SANDRA KUHN, HOMEOWNER

## PROTECTION YOU CAN LIVE WITH

When building a home, you choose from many options – carpeting, a fireplace or an extra bathroom, for instance. For about the same cost, you can choose a home fire sprinkler system to safeguard your family. No other option provides you with the peace of mind that fire sprinklers can. It’s like having your own firefighter standing by.



Breakthroughs in technology have allowed fire sprinklers to be more affordable and easier to install in homes than ever before. With a variety of designs available, sprinklers blend into the interior decor with ease. And, fire sprinklers usually operate off the domestic water supply.

FIRE SPRINKLERS KEEP FIRES SMALL. BECAUSE A FIRE SPRINKLER REACTS SO QUICKLY, IT CAN DRAMATICALLY REDUCE THE HEAT, FLAMES AND SMOKE PRODUCED IN A FIRE. HOME FIRE SPRINKLERS CONTROL THE FIRE WITH ONLY 10 TO 26 GALLONS OF WATER PER MINUTE. IN A HOME WITHOUT SPRINKLERS, A FIRE DEPARTMENT OFTEN ARRIVES AFTER THE FIRE HAS GROWN TO DANGEROUS LEVELS. AT THAT POINT, FIREFIGHTERS WILL HAVE TO USE HIGH-PRESSURE HOSES, APPLYING WATER AT 250 GALLONS PER MINUTE. IN SPRINKLERED RESIDENCES, ROUGHLY 85% OF FIRES ARE CONTAINED BY THE OPERATION OF JUST ONE SPRINKLER.

Home fire sprinkler systems often cost less than cabinet upgrades, new carpeting and many other options in new home construction. The cost to install home fire sprinklers varies by region. Nationally on average, the cost is \$1.61 per sprinklered square foot in new construction. They can also be installed in existing homes. When you consider the degree of reliability and responsiveness that home fire sprinklers offer, the investment is a wise one.

TO ENSURE FIRE SPRINKLER SYSTEM RELIABILITY, BE SURE TO USE A QUALIFIED FIRE SPRINKLER CONTRACTOR WHO ADHERES TO NFPA CODES AND STANDARDS AND LOCAL FIRE SAFETY REGULATIONS.





**FEMA**



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