



FIRE SPRINKLERS SAVE LIVES AND PROTECT PROPERTY

One of the most effective ways to minimize the loss of life and property to fire is through automatic fire sprinklers.

Fires in high-rise buildings are extremely dangerous, testing the limits and capability of even the best fire departments. They require more resources (including personnel, equipment, and water).

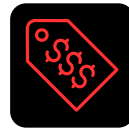
Fire sprinklers can help reduce risk to lives and property. Current building codes require fire sprinklers in high-rise new construction. However, many high-rise buildings (above 75 feet) were constructed before sprinkler requirements and still don't have automatic sprinkler systems.

Ensuring that both commercial and residential buildings have fire sprinklers will help to save lives and protect property.



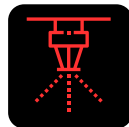
Fire is fast

Thirty years ago, you may have had around 20 minutes to escape your home in the event of a fire; today, you have just 3 minutes to escape.



Fire is expensive

According to the National Fire Protection Association's (NFPA) Research Foundation, the total cost of fire in the U.S. is well over \$300 billion annually and rising.



Fire sprinklers buy time, time buys lives

With fire sprinklers, the sprinkler closest to the fire activates based on heat, not smoke. The water controls the fire, heat and smoke, giving residents time to escape and limiting damage.



Fire sprinklers protect property

Homes with sprinklers can minimize property loss by up to 62%.



Fire sprinklers save lives

In buildings with sprinkler systems, the civilian death rate can be reduced by at least 89%.

The risk of death to firefighters is nearly eliminated in a fully sprinklered structure and the injury rate is lowered by 60% when sprinklers are present.



Fire sprinklers are cost-effective

If installed during new home construction, home fire sprinklers cost an average of \$1.35 per square foot. This is similar to costs for upgraded carpet.