

HOME FIRE SPRINKLERS

Protect what you value most.



Home Fire Sprinkler

C O A L I T I O N

Improved Fire Protection Through Public Education

HOME FIRE FACTS

- **Eight out of ten fire deaths in the U.S. occur in the home.**
 - **Every 74 seconds, a home burns.**
 - **Sprinklers and detectors together cut your risk of dying in a home fire 82% relative to having neither – a savings of thousands of lives a year.**
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Home Fire Sprinklers Save Lives

Fire kills more people in the United States annually than all natural disasters combined. In fact, more than 4,500 individuals perish in fires each year, and, ironically, most 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 less than four minutes, a room can become engulfed in flames before anyone awakes. Those most at-risk are the very young and older adults, who may have difficulty making a quick escape. Sadly, on an average day in this country, four children will die from fire.

Although smoke detectors are essential in every household, they're designed to detect, not control a fire. Home fire sprinklers complement the detectors' 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 SPRINKLER MYTHS

Some homeowners are reluctant to install sprinklers because of misconceptions about their operation.

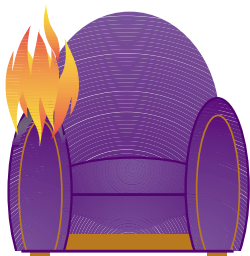
Myth: The water damage from sprinklers is worse than a fire. The truth is, a sprinkler will control a fire with a tiny fraction of the water used by fire department hoses, because a sprinkler activates during the early stages of a fire before the fire department can arrive. Automatic sprinkler systems spray water only in the immediate area of the fire, usually with just one sprinkler operating. As a result, the fire is kept from spreading, and widespread water damage is avoided.

Myth: Sprinklers go off accidentally, causing unnecessary water damage. The odds are 1 in 16 million per year that a sprinkler will accidentally discharge because of a manufacturing defect. One study concluded that sprinkler accidents are generally less likely and less severe than mishaps involving standard home plumbing systems. And, despite the “sight gags” on television sit-coms, cigarette smoke is not enough to trigger sprinkler operation!

Myth: Sprinklers are ugly. Modern residential sprinklers are inconspicuous and can be mounted flush with walls or ceilings. Some sprinklers can even be concealed. And, just like regular plumbing, pipes can be hidden behind ceilings or walls.



Each sprinkler protects an area below,
and when heated by fire, activates.



Sprinklers: A Safe, Smart Choice

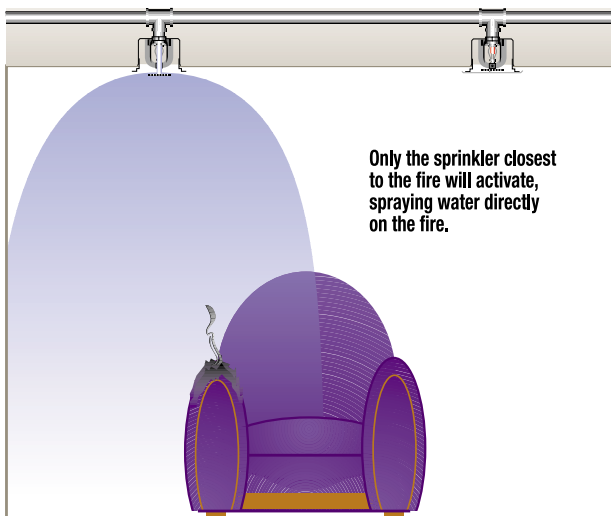
Fire sprinklers are mandatory in most public buildings, and people are now demanding the same level of protection for their homes. Home fire sprinklers save lives, reduce property loss and can even help cut homeowners' insurance premiums.

Not only do home fire sprinklers, used in combination with smoke detectors, dramatically reduce the risk of home fire deaths, they also decrease fire damage by as much as two-thirds in residences with fire sprinklers when compared to those without sprinklers.

Many communities across the U.S. are seeing impressive results from installing home fire sprinklers in all new construction. Two examples: In Cobb County, Georgia, there has not been a single fire fatality in homes protected with residential sprinkler systems since the program began in 1980, and in Scottsdale, Arizona, the fire loss hit a 10-year low in 1992, despite a nearly 30 percent population growth in the city the previous decade. In dramatic fashion, these communities are proving that home fire sprinklers save lives and property.

HOW HOME FIRE SPRINKLERS WORK

Sprinklers are linked by a network of piping, usually drawing upon household water sources.



Only the sprinkler closest to the fire will activate, spraying water directly on the fire.

Affordable Protection

Recent sprinkler technology breakthroughs make sprinklers more affordable and easier to install in homes. With a variety of unobtrusive designs, sprinklers fit inconspicuously into the interior design. And, sprinkler systems usually operate off the domestic water supply.



When building a home, you make choices to install carpeting, build a fireplace or add an extra bathroom. For about the same expenditure, you can select 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. Home fire sprinkler systems often cost less than cabinet upgrades, new carpeting or other major purchases in new home construction. A good rule of thumb estimate is to add 1 to 1-1/2 percent to the cost of new housing. Fire sprinklers can also be installed in existing homes. When you consider the degree of built-in reliability and responsiveness that home fire sprinklers offer, the investment is a wise one.

To ensure sprinkler system reliability, be sure to use a qualified contractor who adheres to NFPA codes and standards and local fire safety regulations.

Because the fire sprinkler system reacts so quickly, it can dramatically reduce the heat, flames and smoke produced in a fire. And, home fire sprinkler systems release 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, a number of hose streams must be applied to the fire at 125 gallons per minute for each hose. The resulting water damage is actually much lower with home fire sprinklers. And in sprinklered residences, 90% of fires are contained by the operation of just one sprinkler. Sprinklers keep fires small.

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