

The SOLUTION

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The official newsletter of



Home Fire Sprinkler

COALITION

Improved Fire Protection Through Public Education

SPECIAL INTERNATIONAL BUILDERS' SHOW EDITION

Fire Sprinklers Help Florida Developer Reduce Costs

When Highland Real Estate began developing Arrowtree Reserve in Lake County, Florida, they learned how residential fire sprinkler systems could help reduce costs associated with water supply requirements.

Working with the Lake County Fire Department, it was determined that expansion of the water supply would not be required for fire hydrants if all the homes in the development were protected with fire sprinkler systems.

"More developers are starting to take advantage of the trade-ups from fire sprinklers," said Kevin Rhoden, sales representative, Wayne Automatic Fire Sprinklers, Inc., who is installing sprinkler systems in some of the homes in the development.

"Especially in remote areas where fire department response times are high, developers and builders are working with fire departments and local jurisdictions," he added. "Fire sprinklers are allowing them to build in areas where they couldn't in the past."

Builders Tom and Lynn Pechous, Gem of the Hills Custom Homes, were nervous when they learned fire sprinklers were required in Arrowtree Reserve. They decided to work with Wayne Automatic.

The builders had a lot of misinformation about residential sprinkler systems. "Like in

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Fire Sprinkler Systems Featured in Two Show Village Homes at International Builders' Show

Residential fire sprinkler systems will be showcased in two homes at the 2003 Show Village, a week-long event in conjunction with the International Builders' Show. The Viking Corporation and BlazeMaster Fire Sprinkler Systems (Noveon), working with the Home Fire Sprinkler Coalition (HFSC), sponsor the fire sprinkler systems in homes built by Beazer Homes USA and Carina Homes. This is the fourth year BlazeMaster has participated in the show, and the third year for Viking.

The Show Village homes are presented in various stages of completion so "behind-the-walls" elements can be showcased. At least three different types of ceiling and sidewall-mounted sprinklers will be installed throughout the homes allowing visitors to see the wide variety



of options available. Representatives from HFSC, Viking and BlazeMaster will be located on the second floor of the Beazer Home to discuss the details of the systems and the life- and property-saving benefits they offer.

"This is the ideal location to feature residential fire sprinkler systems," said HFSC chair Gary Keith. "Builders have the opportunity to see the complete system. In some rooms, the drywall is not installed, so builders can see how the pipe system is installed. Other rooms are finished, so they can see that sprinklers really are unobtrusive."

Inside the show, builders can visit HFSC's booth (#216). HFSC will set up a sprinkler demonstration where builders



See "Show Village IBS" on page 4

Home Improvement Experts, Ron and Jon, Spread the Word About Home Fire Sprinklers

Ron Hazelton and Jon Eakes are experts when it comes to home improvement. They also both agree that anyone building a new home should install residential fire sprinklers to protect their families and property. That is why they are spokespeople for the Home Fire Sprinkler Coalition (HFSC).



HFSC's U.S. Spokesperson Ron Hazelton, Home Improvement Editor for ABC's Good Morning America, appears in 30-second TV spots encouraging new homebuyers to install residential fire sprinklers. The ads appear on HGTV.

Hazelton: The U.S. Spokesperson

Hazelton is recognized as the Home Improvement Editor for ABC's *Good Morning America* (GMA) and as the *House Doctor* for his series that ran on cable network HGTV. Today, Hazelton hosts a syndicated series called *HouseCalls*, where he tours the country helping homeowners with do-it-yourself projects.

As spokesperson, Hazelton appears in two 30-second TV spots that run on HGTV. Standing in the kitchen of a new home with a fire sprinkler system, Hazelton tells viewers that people building a new house should protect their families and their property with the next generation in fire safety – a fire sprinkler system.

Hazelton believes the risk of dying in a fire doesn't have to exist and that there are three things that can virtually eliminate that risk:

smoke alarms to provide early warning, home fire sprinkler systems to suppress or extinguish the fire and a family escape plan to increase the chances of escaping a fire unharmed.

As U.S. spokesperson, Hazelton narrates HFSC's *Protect What You Value Most* video. He has also promoted residential fire sprinklers with three segments on *GMA*. He produced radio public service announcements and has been interviewed by various members of the TV, radio and newspaper media.

Jon Eakes: The Canadian Spokesperson

Jon Eakes is recognized for his Canadian HGTV home improvement program *Just Ask Jon Eakes*. He made his TV debut in

1978 as the host of the *Mr. Chips Handyman Show* and hosted three other home improvement shows until 1997 when he introduced his current program.

Eakes started working with HFSC last summer with the production of HFSC's Canadian educational video in French and English, also entitled *Protect What You Value Most*. Eakes also appears in a 30-second TV spot that starts running later this year on Canadian HGTV.

Eakes was excited about the opportunity to narrate the video and convey to the audience first hand how quickly a fire can spread. He readily admits he was surprised at how fast the smoke moved to the house's second

TYCO Promotes New Residential Sprinkler Line at IBS

Visit Booth #8538

Builders visiting the TYCO Fire & Building Products booth will learn how recent minimum density requirements have led to the development of their new residential sprinkler line.

TYCO is also promoting a TV segment produced for the *American Architectural Review*. Hosted by Morley Safer, the nationally broadcast series focuses on the benefits of residential sprinkler systems. Filmed at a multi-family construction site, the five-minute segment presents installation applications, explanations of the system, water demand and sprinkler operation. ■

For more information about Tyco Fire & Building Products visit: www.tyco-fire.com



HFSC's Canadian spokesperson Jon Eakes narrates the educational video *Protect What You Value Most* and a 30-second TV spot. Eakes is recognized for his Canadian HGTV home improvement program *Just Ask Jon Eakes*.

story. However, perhaps his most memorable personal experience was the successful sprinkler activation. While the cameras were rolling and Eakes stood in the living room, the sprinkler activated in less than two minutes and extinguished the fire. Witnessing this has made Eakes a true believer. ■

HFSC Material Available To Builders

HFSC educational material can help builders educate their sales force and homebuyers. The HFSC kit includes the 12-minute video *Protect What You Value Most*, hosted by Ron Hazelton, Home Improvement Editor for ABC's *Good Morning America*. Hazelton walks the viewer through two home fire scenarios, with and without a home sprinkler system.

A Canadian version of the video is also available. It is narrated by Jon Eakes, who is recognized for his home improvement segment *Just Ask Jon Eakes*.

The kit includes samples of the educational brochures including *Controlling the Home Fire Threat Guide* and *Protect What You Value Most* brochure. ■

Use the subscription/order form on page 5 for ordering HFSC materials.

For more information:
call toll-free 1-888-635-7222
or visit www.homefiresprinkler.org

HFSC's *Building For Life* brochure was developed for builders. It includes general information about residential fire sprinklers and more detailed information about the trade-ups builders and developers can experience.



Builder Uses Educational Material to Inform Homebuyers About Fire Sprinklers



Andy Stern, Toll Brothers Inc. in front of a home under construction in a development in Inverness, Illinois. The local fire department used the HFSC educational material to train Toll Brothers sales staff, who then use the material to educate their customers.

Homebuyers visiting the Toll Brothers model homes in a development in Inverness, Illinois are learning about how fire sprinklers can protect their families and their new homes.

According to Andy Stern, assistant vice president, Toll Brothers Inc. they decided to promote residential fire sprinklers to homebuyers after completing developments in other communities where fire sprinklers were mandatory.

“After the positive experience we had building sprinklered homes in the other developments, we were comfortable recommending fire sprinkler systems in all our homes, even where the systems aren’t

required,” Stern said. “We installed them in our model homes.”

Stern wanted his program to be more extensive than just a referral service listing fire sprinklers as an option. Toll Brothers worked with the local fire department to develop a more comprehensive program that included training the Toll Brothers sales staff.

“We wanted to make sure our sales people had all the answers before homebuyers made the decision. The fire department gave us the educational material and we pass it on to the buyers. We show the homebuyers the Home Fire Sprinkler Coalition video and answer

continued on next page

their questions. If they chose not have a fire sprinkler system installed in their homes, they sign a waiver,” Stern said.

Stern works directly with the fire sprinkler contractor who prepared estimates for each of the models. Toll Brothers passes the actual contractor cost on to homebuyers who knows the cost of the fire sprinkler system upfront.

Another Chicago-Area Builder Believes Homebuyers Should Learn About Fire Sprinklers

Ken Wettour, Regal Development Corp., a builder in Chicago’s western suburbs installed fire sprinklers in his own home.

“I built my home two years ago. It was the first house in our community to have sprinklers,” Wettour said. He also just completed a spec home with a fire sprinkler system.

“I personally believe they keep you safe. I’ve seen videos that are very compelling. The problem is people need to be educated. People think they all go off at the same time. It is my responsibility to inform my customers that fire sprinklers are an option,” Wettour said. He gives his customers handouts to help them understand sprinkler benefits, how they work and what they look like. ■

Show Village IBS *continued from page 1*

can view a sidewall and ceiling mounted sprinkler during a simulated activation. Both Viking and BlazeMaster Fire Sprinkler Systems will have product information and representatives at the booth.

According to Keith, the HFSC’s builder information focuses on builder trade-ups. “We’ve put together helpful material that informs builders about the use of trade-ups when fire sprinkler systems are installed and how fire sprinklers can reduce construction costs,” he said. Builders who want additional ideas are directed to the HFSC website where there is a builder section with detailed information and builder resources.

“We look forward to this event because we can meet face-to-face with builders,” said Matthew Kuwatch, BlazeMaster marketing manager. “We talk to builders who have various levels of experience with fire sprinkler systems. Quite a few will share their own experiences while others have questions because the Show Village home is the first time they are seeing an installed system. The Builders’ Show also provides an opportunity for our representatives to learn more about builders and their industry.”

Tom Deegan, Viking’s vice president, new business development, agrees. “We have to stay on our toes during this show because we see builders with such a variety of experience and knowledge about fire sprinklers,” Deegan said. “Every year, we are pleasantly surprised at the number of builders who show an interest. Many of the builders we talk to are looking for information because they believe fire sprinklers will add value to their products.”

Gordon Marx, Ace Fire Systems, Inc., a Las Vegas fire sprinkler contractor, is working with the builders to install the fire sprinklers. After he completes the designs, members of the South Nevada Fire Sprinkler Association will help install the two systems.

The 2003 Show Village is located in the Silver Lot, outside the main registration area. The Show Village will host daily block party events and activities that help attract builders to the event and tour the home.

After the show, the Show Village homes will be moved to a permanent location and donated to HomeAid America, the nation’s leading non-profit provider of shelter beds for the temporarily homeless. ■

Florida Developer *continued from page 1*

the movies, we just assumed the entire system went off,” Lynn Pechous said. “Then we learned about the system and how each sprinkler was individually activated.”

Lynn Pechous said they were pleasantly surprised at the ease of the process. “There were no hassles to the builder. The sprinkler contractors came in quickly, ran the pipes and called their own inspectors,” she said. “Because the fire sprinkler system runs off the standard equipment and plumbing, we didn’t have to worry about upgrades.”

Pechous said after the experience in Arrowtree, they offer fire sprinklers to all their customers. “People are more safety conscious,” she observed. “It’s important to inform homebuyers about fire sprinklers and how they work,” she said.

Tom and Lynn Pechous are currently building their own home, which will be protected with a fire sprinkler system. ■



HFSC spokesperson Ron Hazelton talks about fire sprinkler systems with a news crew in a home being built by Gem of the Hills Custom Homes, located in Arrowtree Reserve, Lake County, Florida. Fire sprinklers helped the developer reduce development costs.

www.HomeFireSprinkler.org

HFSC Website Good Resource For Builders

The “Builders Section” of the HFSC website includes residential fire sprinkler facts, installation and trade-up information, success stories and resource information, including links to contractor directories. ■



For product information:



Successful Activation

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department to respond at the time of the fire.”

Residential fire sprinkler systems have been required by the Village of Long Grove since 1988 and have recorded many significant property saves. Over 1,000 homes in the Village of Long Grove are protected by residential sprinkler systems.

“Residential fire sprinkler systems in the Village of Long Grove have saved millions of dollars in property over the last year,” said Chief James Spiegel. “Sprinkler systems have also reduced the risk of injury and death to the lives of occupants and firefighters that would be fighting the fires had they not been extinguished by the sprinkler systems,” said Chief Spiegel. ■



SUBSCRIPTION/ORDER FORM

Complete this form and mail to:
 HFSC, 342 LaGrange Road, Suite 300, Frankfort, IL 60423; or fax to: (815) 464-8040
 Please make checks payable to: HFSC

- YES, please send me a free copy of the “Building For Life” Brochure**
- YES, I want a free subscription to “The Solution” Newsletter**
- YES, I would like to order the “HFSC Kit”**



HFSC KIT – To educate builders and their customers. The kit includes the Protect What You Value Most video and brochures. Cost: \$25.00

Order yours today!

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For more information about home fire sprinklers, individuals can call toll-free 1-888-635-7222 or go to the Home Fire Sprinkler Coalition web site at: www.homefiresprinkler.org

For further information about HFSC partnership programs, contact Gary Keith at (617) 984-7263 or via e-mail at gkeith@nfpa.org

Successful Activation Stories

Long Grove Home

Long Grove, IL – A structure fire in a home under construction in the Preserves of Long Grove was completely extinguished by a residential fire sprinkler system. The million dollar home sustained \$600.00 damage in the garage area, where a fire caused by discarded fireplace ashes ignited a waste can and a cabinet. Two sprinklers activated and fully extinguished the fire. After hearing a noise in the garage, building owner Morris Gadzo noticed the sprinkler system spraying water onto the small fire.

“The fire was stopped dead in its tracks by the sprinkler system,” said Fire Chief James Spiegel, Countryside Fire Protection District. “The smoke and fire damage was so minor, Mr. Gadzo did not request the fire

See “Successful Activation” on page 5

Share your successful activation story with HFSC and we'll post it on our website. Send the information to:

HFSC, 342 LaGrange Road, Suite 300, Frankfort, IL 60423;
Fax: (815) 464-8040; or e-mail: peg@ppacom.com



Home Fire Sprinkler

C O A L I T I O N

Improved Fire Protection Through Public Education

The Home Fire Sprinkler Coalition was formed in 1996 in response to the tremendous need to inform the public about the life-saving value of home fire sprinkler protection.

The HFSC has developed educational material with details about automatic home fire sprinkler systems, how they work, why they provide affordable protection and answers to common myths and misconceptions about their operation. These materials are available upon request.

Home Fire Sprinkler Coalition

Steering Committee

- American Fire Sprinkler Association (AFSA)
- Canadian Automatic Sprinkler Association (CASA)
- National Fire Protection Association (NFPA)
- National Fire Sprinkler Association (NFSA)
- Sharel Stokes Fire Sprinkler Public Education Foundation
- Underwriters Laboratories (UL)
- U.S. Fire Administration (FEMA)

Associate Member

- TYCO Fire Products

Affiliate Members

- Advanced Automatic Sprinkler Inc.
- Affordable Fire Protection
- Blazemaster
- Connecticut Fire Marshal Association (CFMA)
- Fire Protection Products, Inc.
- Florida Fire Chief's Association
- Mesa Fire Department (Arizona)
- National Association of Independent Insurers (NAII)
- New England Association of Fire Marshals
- Plano Fire Department (Texas)
- Quality Fabrication and Supply
- Reliable Automatic Sprinkler Co., Inc.
- Rural/Metro (Scottsdale, AZ Fire Dept.)
- Viking Corporation
- Wirsbo Company, U.S.
- Wirsbo Company, Canada