Your new home should include this life-saving system...

Residential Quick-Response **Automatic Fire Sprinklers**

Annual Fire Loss in the U.S.*

- Kills an average of 4,000 people
- Injures 18,125 people
- Kills an average of 111 firefighters
- Destroys \$12.3 billion of property

*NFPA 2003

Today's residential fire sprinklers are designed to blend into any decor, hidden out of sight until they are needed to save lives and protect property from fire.

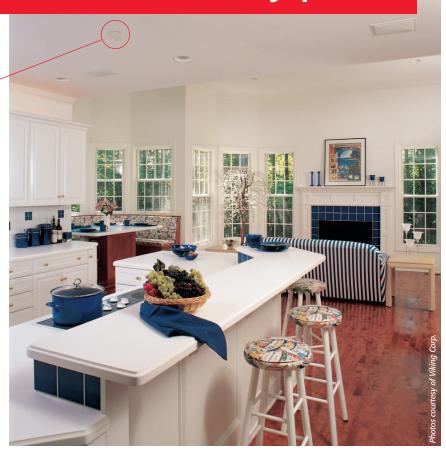
A residential automatic fire sprinkler system is the single-most effective way to protect your family and home from the threat of fire. It's like having your own personal firefighter, 24-hours a day, providing the highest level of life-safety protection available.

Residential fire sprinklers are affordable, come in a wide variety of designs and will reduce homeowner insurance premiums. No other new home option or appliance can provide these benefits.

For more information contact:



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Why are sprinklers important for life safety?

Sprinklers go to work immediately to reduce danger. They do not rely on human factors or emergency assistance to activate. Fire sprinklers prevent flashover, fast developing fires of intense heat, which are capable of trapping and killing occupants.

Aren't smoke alarms enough?

Smoke alarms are essential in every household, they're designed to alert you when there's a fire. According to an NFPA report, 30% of smoke alarms didn't work in homes that had fires* Fire sprinklers fight the flames immediately, often putting out the fire before the fire department arrives

Installing fire sprinklers and smoke alarms cut your risk of dying in a home fire by 82% compared to having neither.

Residential sprinkler systems cost between 1 to 1.5 percent of the total building cost in new construction.

What about water usage?

Sprinklers expel far less water than a fire department hose. Because sprinklers are individually activated by heat, they put water only on

How do sprinklers operate?

Each sprinkler is individually activated. When the heat of a fire reaches between 135°-175°F, a fusible link or glass bulb will activate only that sprinkler, releasing water over the source of heat. If there is a fire that causes a sprinkler to activate in a home protected with a fire sprinkler system, the water flow will activate an alarm. Despite what we see in Hollywood movies, not all the sprinklers activate at one time and cigarette smoke will not trigger sprinkler activation.

*U.S. Experience with Smoke Alarms and Other Fire Alarms. NFPA. September 2001.