

QUICK RESPONSE SAVES LIVES AND PROPERTY



The National Fire Protection Association (NFPA) reports that in 2007, "U.S. fire departments responded to an estimated 1,557,500 fires. These fires resulted in 3,430 civilian fire fatalities, 17,675 civilian fire injuries and an estimated \$14,639,000,000 in direct property loss."

It is also reported that there was a "civilian fire death every 153 minutes and a civilian fire injury every 30 minutes." In these instances, residential fires caused 84% of civilian deaths, which is an increase of 11% over the previous year.

Carl Peterson, the assistant director of the NFPA Public Fire Protection Division, states "The fire-growth curve shows that, beyond eight minutes, [a fire] is beyond the room of origin. People are eight times as likely to die in a building fire after eight minutes."

Richard Bukowski, a researcher for the National Institute of Standards and Technology, believes "fires today seem to burn faster and kill quicker because the contents of modern homes (such as furnishings) can burn faster and more intensely."

To provide the best protection against fire deaths and property loss, the NFPA recommends that fire personnel arrive within six minutes of receiving the initial alarm.

FIRE EXPERTS REGARDING QUICK RESPONSE

"Across our nation, in all our homes and businesses, we witness the prevalence of plastics, combustibles and those things that can only start a fire, but also cause fire to spread rapidly. Combined with ever improving housing construction techniques and new home technologies, firefighters are under increasing demands for rapid response and extinguishment. It is critical to life safety and preservation of property that firefighters respond and arrive quickly. A fire department able to rapidly conduct search and rescue operations, and execute effective ventilation and extinguishment will continue to enhance the survival rates of those threatened by fire."

Gregory Cade, United States Fire Administrator

"Our primary mission is to protect property and lives. Early detection and notification is of utmost importance for us to do our job well. Properly functioning alarm systems are a huge benefit for us and the public."

Larry Gorud, President of the International Association of Fire Chiefs & Fire Chief of Janesville, WI

"The most important single factor in controlling and extinguishing a fire is quick notification and response. Getting on the scene and initiating action quickly puts us in the position of controlling the situation with a small amount of property damage and minimizing the threat of loss of life."

William "Shorty" Bryson, Fire Chief, City of Miami Fire-Rescue, FL

Professionally installed fire alarm system & monitoring

+

Quick fire department response

=

SAVED LIVES and MINIMAL PROPERTY DAMAGE



REAL STORIES FROM REAL PEOPLE



"Had the fire department not gotten to our home so rapidly, the flames would have totally obliterated the house and destroyed our irreplaceable possessions, including our three pets."

Roger Wohrle, Upper Saddle River, NJ

"At 3 a.m., we were awakened by the fire alarm. When I went outside, part of my house and the porch were on fire, with flames shooting six feet in the air. Without the alarm activation, we would probably have slept through it and not only lost our house, but possibly our lives."

Robert Williams, Enterprise, AL

"A few hours after leaving our house, we received a call that our fire alarm had been activated. When we pulled up to the house, I saw our heroes, the Odenton Volunteer Fire Company, parked at our house, which was still standing."

Lia Wentworth, Odenton, MD

"We live in a log home and had it not been for fire monitoring the house would have been destroyed. The wise thing to do for any homeowner is to have a monitoring system. I highly recommend them."

Renee Wenger, Bethpage, TN

"We went out to dinner and left a candle burning. A wall caught on fire, but the house was saved because firefighters quickly arrived."

V. Hilderman, Rancho Santa Fe, CA

"Our family was at the beach when we received a call saying our house was on fire and that the fire department was responding. Within a few minutes, they put the fire out. Thankfully, there was only minor damage."

Brian Corcoran, East Hanover, NJ

**The real question we should ask is:
What would have been the outcome in each
of these situations WITHOUT a professionally -
installed, monitored fire alarm system?**

