

USAAutomatic Sprinkler Corporation
a fire protection company



Benefits of Automatic Fire Sprinkler Systems

FIRE SPRINKLERS SAVE LIVES. Fire sprinklers save lives, reduce property loss and can even help cut home owner insurance premiums.

FIRE SPRINKLERS REDUCE THE RISK OF DEATH. Installing both smoke alarms and a fire sprinkler system reduces the risk of death in a home fire by 82%, relative to having neither.

FIRE SPRINKLERS, IF ACTIVATED REDUCE PROPERTY DAMAGE. Home fire sprinklers use only a fraction of the water used by fire department hoses. Ninety percent of fires are contained by the operation of just one sprinkler. Only the sprinkler closest to the fire will activate, spraying water directly on the fire.

FIRE SPRINKLERS ARE RELATIVELY INEXPENSIVE. (TYPICALLY EQUAL TO WHAT YOU'D PAY FOR AN UPGRADE IN CARPETING) Nationally, on average, home fire sprinkler systems add 1% to 1.5% of the total building cost in new construction.

FIRE SPRINKLERS TYPICALLY REDUCE INSURANCE PREMIUMS. Generally insurance rates go down because fire sprinklers keep the damage low. The likelihood that a sprinkler will accidentally discharge because of a manufacturing defect is extremely rare (1 in 16 million). Sprinkler heads do not tend to leak as they are under the same pressure as the plumbing system but are tested at 2-3 times higher pressure during installation.

FIRE SPRINKLER SYSTEMS ARE VIRTUALLY MAINTENANCE FREE. The only testing required on a regular basis is opening the drain/test valve to check the alarm operation. The rest of the system is designed to operate properly for 20 years or more without any maintenance

177 West Carmel Drive ▪ Carmel, IN 46032 ▪ Ph: (317) 573-8160 ▪ Fx: (317) 573-8161
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Superior Builders Make a Positive, Life Saving Impact by Promoting Residential Fire Sprinkler Systems

GAIN THE COMPETITIVE EDGE

Today, with the advent of the Internet and World Wide Web, consumers are astute buyers and expect more than status quo from their builder. At minimum, consumer's are looking for a builder that will walk through the entire process from site preparation and financing to building permits and actual construction.

SERVE AND EDUCATE

Take SERVICE and EDUCATION to the next level. Recommend and inform your prospects / clients about a Life and Safety Enhancement (LASE) system. This full service experience can add tremendous value and peace of mind to the building process for the consumer. In addition, as a builder, you now have the unique opportunity to position yourself as a trusted partner – with your clients' total safety in mind.

Now more than ever, as a builder, you have control over the quality of products as well as the ability to EMPOWER your client with life impacting knowledge. Your recommendation CAN and WILL SAVE LIVES!

- o Every 74 seconds fire occurs in a U.S. Residence.
- o Every 21 minutes a civilian is injured by fire.
- o Eight out of ten fire deaths occur in the home.
- o Most fire deaths occur between the hours of 10:00 PM & 6:00 AM when people are asleep.
- o Young children, older adults, and physically and mentally challenged people face the highest risk of injury or death in residential fires.
- o Too often, people fail to respond appropriately to the sound of a smoke detector, because they assume it is a false alarm. Rather than exiting the building, they search to confirm the existence of a fire, wasting the few precious minutes they may have to escape.

BE A HERO! RECOMMEND A LIFE AND SAFETY ENHANCEMENT (LASE) SYSTEM!

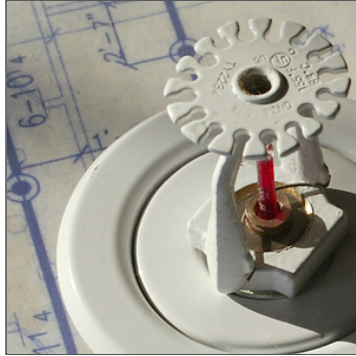
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Life & Safety Enhancement (LASE) System Options



Automatic Fire Sprinkler System



Fire Extinguishers



Emergency Lighting/Egress



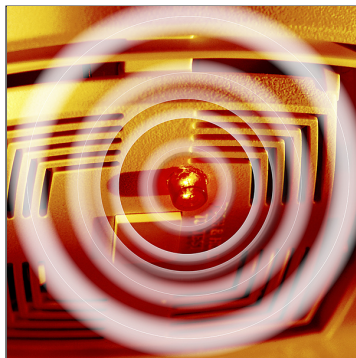
Emergency Evacuation Plans



Emergency Escape Ladders



Fire Hazard/Safety Inspections



Smoke Alarms/Detectors



Heat Sensors



Gas Detection

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What Superior Builders Can't Control



As your builder, we can control the products and craftsmanship utilized in the home-building process. However, we don't have control over what you, the homeowner will put inside your new home. Interior furnishings such as upholstered furniture, drapery fabrics, clothing, and liquids such as gasoline and volatile solvents are involved with many fire-related injuries each year. In addition, once these materials are ignited, they emit poisonous and toxic fumes or gases which can suffocate or kill.

Did You Know . . .

- Each year fire kills more Americans than all natural disasters combined.
- About two thirds of these result from children playing with lighters. Most of the victims are under five years old.
- Cooking fires are the number one cause of home fires. Cooking equipment is estimated to be associated with more than 100,000 fires annually, and almost 400 deaths, and 5,000 injuries. Gas cooking equipment accounts for about 30,000 fires and electric cooking equipment for about 55,000 fires.
- Small open flames, including matches, cigarette lighters, and candles are the major source of clothing ignition. The most commonly worn garments that are associated with clothing ignition injuries are pajamas, nightgowns, robes, shirts, blouses, pants, slacks and dresses.
- 28% of home electric-fire related deaths are caused by cords and plugs.
- A major cause of household fires is flammable liquids. These include gasoline, acetone, benzene, lacquer thinner, alcohol, turpentine, contact cements, paint thinner, kerosene, charcoal lighter fluid. The most dangerous of all is gasoline.
- During the 1990's, home fires caused by candles increased by 100%.
- The single most effective way to prevent fire-related deaths is the installation of residential fire sprinklers. Combined with smoke alarms, they cut the risk of dying in a home fire by 82% compared to having neither.
- 22% of all residential fires are a direct result of supplemental heaters (such as wood burning stoves/fireplaces, kerosene heaters, gas-fired space heaters, and portable electric heaters) resulting in 600 deaths, thousands of contact burn injuries, and hundreds of carbon monoxide poisonings each year.
- Each year more than 200 deaths are associated with fires started by cigarette lighters.

(Source: US Consumer Product Safety Commission – Your Home Fire Safety Checklist & The Home Fire Sprinkler Coalition)

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Home Fire Sprinkler Myths

Sprinklers operate all at once, flooding every room in the house.

Answer: Only a sprinkler directly affected by fire will operate. Other sprinklers in the system will not go off. Cigar smoke and cooking mishaps will not cause the sprinkler to activate.

Sprinklers will leak.

Answer: The likelihood that a sprinkler will accidentally discharge because of a manufacturing defect is extremely rare. Sprinkler mishaps are generally less likely and severe than home plumbing system problems.

Smoke alarms are all you need.

Answer: Fire sprinklers are the only technology that can automatically control or extinguish a fire. Smoke alarms are essential for every home - including homes with sprinklers. But smoke alarms are only designed to detect a fire and signal a warning.

Water damage from sprinklers is worse than fire.

Answer: A sprinkler controls a fire with only a tiny fraction of the water used by fire department hoses. Sprinklers detect fire early, automatically controlling flames and smoke, and typically limiting damage to a single area. In about 90% of home fires studied, only one sprinkler was necessary to control the fire.

Sprinklers are ugly.

Answer: Today's home fire sprinklers are inconspicuous-smaller than recessed lighting or smoke alarms. They can be painted by the manufacturer to blend in with custom interiors. In ceilings sprinklers can even be completely concealed beneath color-matched plates.

Sprinklers will freeze during the winter.

Answer: The national standard for installation, NFPA 13D, provides guidance for proper installation of sprinklers to avoid problems in regions where freezing temperatures occur, and addresses appropriate insulation and anti-freeze usage for additional protection.

Odds are high that sprinklers can accidentally discharge.

Answer: Not true! The chances of a sprinkler accidentally discharging is one in 16 million. You have a greater chance of being struck by lightning!

Sprinklers cost too much.

Answer: Increasing demand for home fire sprinklers is driving down cost; in some areas well below \$1 per square foot in new construction. Nationally, a conservative estimate is 1-2% of the total building cost. Homeowner's insurance discounts, ranging from 5% to 30% off premiums, help pay for sprinkler installation.

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INSTALLATION

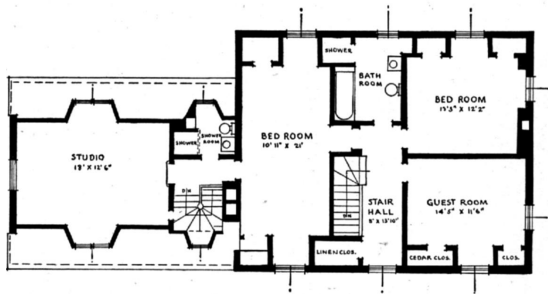
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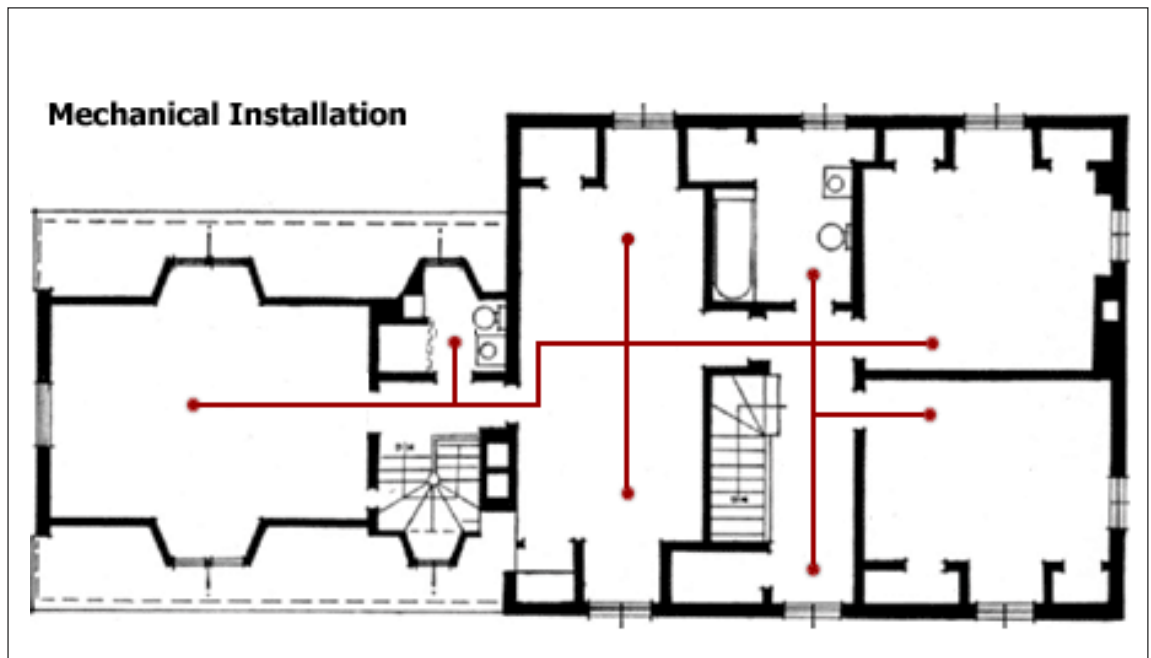


Automatic Fire Sprinkler System Installation

Typical installation cost is about **\$1 per square foot** or 1 - 2% of the home cost (about as much as upgrading the carpet). Often insurance discounts will offset installation costs.



Plan view and sketch of home



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