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### **Leading Fire Retardant/Mold Inhibitor Company Opens New Sonoma/Humboldt Office**

HUMBOLT, Calif., January 29, 2007--John and Jesse Boomer believe in building to eco-friendly "green" standards. They also believe in fire safety.

That's why they have opened a Northern California office of No Burn of California to serve Sonoma and Humboldt counties.

The father and son have teamed up to offer Northern Californian's the No Burn line, which makes buildings and their furnishings highly resistant to fire and inhibits mold.

They intend to apply to have the No Burn of California line put on the "Greenspec" list of products that contractors use in building environmentally-friendly homes and other structures.

The issue is this: Less wood framing is used in the construction of "green" buildings than in traditional structures. This is healthy for the environment, said Jesse Boomer. But a "green" building burns faster than typical structures, precisely because less wood is used, he said.

That's where No Burn of California comes in. The product line removes the fuel in wood, drywall, fabric, carpet and furniture that a fire needs to burn.

"What's more "green" than not letting your house burn down," said Jesse Boomer. "It's so important to take every precaution you can with your family."

No Burn of California products also have the added environmentally-friendly aspect of inhibiting black mold. This is important, because, as people strive to live in well-constructed, energy efficient and soundproof homes, they may be making themselves prey to this insidious health problem. In fact, many experts have labeled black mold the "next asbestos."

No Burn of California's product line of fire and mold retardants can be applied to

wood in new construction and renovation, or painted onto drywall of existing homes. They also can be used around a home's potential hot spots, such as electrical outlets and clothes dryer vents. And they can be sprayed onto drapes, carpet and furniture, such as mattresses and couches.

Additionally, No Burn's line is so environmentally-friendly that its original product was developed by a chemist looking to create a new food additive, with all ingredients being U.S. Food and Drug Administration approved.

"No Burn products combine the best of both worlds: environmentalism and fire safety," said Jesse Boomer. "We are proud to open a company that will provide Sonoma and Humboldt county consumers, builders and developers with advanced fire and mold protection that is environmentally friendly."

*No Burn of California is a leading fire retardant and mold inhibitor company with an extensive product line designed to protect wood framing, interior wall surfaces and home contents. It is owned and operated by three top-ranking building code and safety industry executives: Bob Heinrich, CEO, No Burn of California and former CEO, International Code Council and the International Conference of Building Officials; Jon Traw, PE and registered civil and fire protection engineer, former CEO, International Conference of Building Officials and worldwide lecturer on construction quality/performance based design; and Ray Schuller, veteran building regulator and former building director for the City of Newport Beach, Calif. The company is headquartered in Rowland Heights, Calif.*

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