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### **New Technology Can Save Your Family's Life During the Holidays**

***In a matter of seconds, all you love and own can go up in flames. Don't let a Christmas tree fire destroy all that's important to you.***

A dry Christmas tree is much like having an explosive in your living room. Given the right circumstances, it takes only seconds to ignite and turn into a burst of flames. Once the fire is started, it can easily cast its deadly burning limbs onto nearby furniture, decorations, carpet and walls.

If you are concerned with your family's safety, No Burn of California has a Christmas tree fire retardant that can be at your doorstep in about a week to help prevent this from happening to you.

"I know how devastating a fire can be," says No Burn of California CEO, Bob Heinrich. "When I was 15, I nearly died in a fire. That's why I've spent my life working to protect people from ever having to experience this. Using our fire retardants are a proactive way to keep families safe during the holidays."

Christmas trees were ignited in an estimated average of 310 reported U.S home fires per year in 1999-2002, according to the National Fire Protection Association (NFPA). These fires caused an average of 14 deaths, 40 injuries, and \$16.2 million in property damage per year. These statistics include both real and artificial trees.

The problem is this: Christmas trees are a large, open source of fuel for a fire to use and to spread, said Bob Heinrich, CEO of No Burn of California. Artificial trees can also ignite given the right circumstances, he said.

While watering a live tree is an excellent step in helping to reduce the chance of a fire, it cannot, on its own, prevent a blaze, he said. Simple things, like a taped together string of lights, an overloaded outlet, or an electrical short can lead to a blaze, said

Heinrich.

No-Burn Christmas Tree Fire Gard can help prevent this by making trees, garlands, wreaths and other decorations highly fire resistant.

"What's amazing is that for about a \$20 investment in our products these tragedies could be prevented," said Heinrich. "We wish more people would take this extra step to protect their families during the holiday season."

Using the product is essential given that the NFPA reports that four of every ten home Christmas tree fires are caused by an electrical problem or malfunction. One in four of those blazes resulted from a heat source placed too close to the tree. Seven percent were started by children playing with fire.

Additionally, the NFPA said that that when equipment was involved in the ignition of the fire, lamps, bulbs or lighting (18 percent), and cords or plugs (13 percent) were cited most often.

Another No Burn of California product, No-Burn Hot Spot, can be sprayed around areas with a large electrical load -- where, for instance, numerous tree light strings have been plugged in. It can also be used in front of the fireplace to stop wayward embers from starting, for instance, a rug or holiday wrapping outside the fireplace, Heinrich said.

No-Burn Fabric Fire Gard can be used on wreaths, the carpet around Christmas trees -- or any fabric that could catch fire, he said.

With a special non-toxic formula, No-Burn Christmas Tree Fire Gard won't discolor or brown the needles in a live tree, nor will it affect needle retention. It is easily applied.

Fabric Fire Gard and Hot Spot are also non-toxic and will not cause discoloration.

So remember to put that extra protection in your home this holiday season with No Burn of California products, said Heinrich.

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*Bob Heinrich is the CEO/president of No Burn of California, a fire retardant and reactant, and mold inhibitor company. Previously he was the CEO of the International Code Council and the International Conference of Building Officials. These companies write model building, fire, plumbing and mechanical codes to which all U.S. construction must adhere. He can be reached at 888- 7NO-BURN or [info@noburnca.com](mailto:info@noburnca.com).*