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## **Fire Prevention Products Expected to Spread Swiftly**

ROWLAND HEIGHTS – Bob Heinrich was 15 when he poured gasoline from a can on burning trash in a 55-gallon drum.

When he did, the flames went up into the can and it exploded, igniting Heinrich's clothes and severely burning him. He suffered burns from his head to mid-chest and was hospitalized for more than a month.

Given that, you'd think Heinrich would stay away from fire.

But, no, he is the CEO of a company that helps keep others safe from devastating blazes. No Burn of California sells products that make homes and other buildings highly resistant to burning. Heinrich, formerly CEO of firms that write the country's model building, fire plumbing and mechanical codes, is almost evangelical in promoting those products.

No wonder, given his history and their effectiveness. In fact No Burn Wood Gard, which is applied to the framing of a building, retards fire so well that if you, for example, spray No Burn of California products on a paper towel and take a torch to the towel, it will not incinerate or combust.

Using Wood Gard is especially important given the lightweight building materials in use today and the fact that wood dries out over time, making it more susceptible to catching on fire, given an ignition source. In homes those sources abound, from an electrical malfunction or short to a chimney fire, lightning strike or human error. Businesses are no less susceptible.

Even if a structure's framing is not protected by Wood Gard, another No Burn product, Hot Spot Fire Gard, offers protection in areas that are high-risk for fire, such as around dryer vents, electrical panels and outlets, garage interiors, attics and chimney flues, plumbing pipes and solar panels for the pool.

No Burn's products work by creating a barrier between the fire and the fuel in wood, drywall, fabric, carpet and furniture that a fire needs to burn.

"These types of products are new on the market and we expect it won't be long before they become standard in new construction, renovation and every homeowner's home safety maintenance program," said Heinrich.

No Burn of California is the exclusive provider in the state of Wood Gard, Fire Hot Spot Gard and other products designed to make a home or business highly resistant to fire and mold. As an added benefit, all of the company's line is non-toxic, non-carcinogenic and easy to use. In fact, the original No Burn product was developed by a chemist looking to create a new food additive with all ingredients being U.S. Food and Drug Administration approved.

In light of Heinrich's long history of protecting public safety, he knows good products when he sees them. Heinrich was previously CEO of the International Code Council and the International Conference of Building Officials. These companies write model building, fire, plumbing and mechanical that all U.S. construction must adhere to.

Heinrich's partners also have extensive background in building standards regulation and enforcement.

Jon Traw was the longtime CEO of the International Conference of Building Officials and Ray Schuller was the building director for the City of Newport Beach.

For more information, please call (800) 7NOBURN or e-mail [info@noburnca.com](mailto:info@noburnca.com). No Burn of California's Web site is [www.noburnca.com](http://www.noburnca.com).