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### **New Fire and Mold Prevention Retardants Fill Void in Building Safety**

ROWLAND HEIGHTS - When Bob Heinrich was a teenager, he was severely burned.

Now, as CEO of No Burn® of California he offers products that help keep others safe.

The company's Wood Gard, which is applied to a building's frame, retards fire so safe from devastating blazes – and even from mold so well that if you, for example, spray it on a paper towel and take a torch to the towel, it will not incinerate or grow mold.

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, kitchen appliance 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.

No Burn's products work by stopping access to the fuel in wood, drywall, fabric, carpet and furniture that a fire needs to burn. It can significantly slow flames from

spreading until the local Fire Department reaches the site. And, it lessens toxic smoke production by 80 percent.

Another of the company's products – Wood Gard Mih -- protects not only against fire but also mold. This is important because mold can infect homes and other buildings as they are being built “tighter” and “tighter.” In what has come to be called “sick building syndrome” moisture trapped in the walls before, during or after construction can contribute to the growth of toxic mold, often referred to as “black mold.” This mold, labeled the “next asbestos” by experts, is inhaled by occupants, causing many health problems. Wood Gard Mih is applied directly to the wood during framing.

The company's Plus Mih is a dual action product, protecting painted surfaces by making them fire resistant while inhibiting the growth of toxic black mold. Plus Mih is suitable for application in the interior surfaces of a structure, such as drywall or in various applications where moisture poses a potential mold problem.

For Bob Heinrich, protecting people comes as second nature. He was 15 when he was burned from his head to his mid-chest by a gasoline fire. He knows what fire can do. He also understands it – and the devastating effects of mold – from his work as a former CEO of firms that write the country's model fire, building, residential and mechanical codes: the International Code Council and the International Conference of Building Officials.

At No Burn® of California, Heinrich heads up a company that is the state's exclusive provider of Wood Gard and other products designed to make a home or business highly resistant to fire or 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.

For more information, please contact Heinrich at 888-7NOBURN or e-mail

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