

### There's logic, and there's Uponor Logic

Uponor Logic is a unique approach to fire safety systems that focuses on providing peace of mind, saving lives and protecting property. But what it really means is a better way of doing business:

- Intuitive, intelligent products designed to be clean, quiet and healthy
- Confidence and peace of mind for you and comfort, safety and convenience for homeowners
- Proven performance and reliability
- Innovation that never, ever stops

Simply put, Uponor Logic assures you that you're installing the best fire safety solutions the industry has to offer.

### Sustainable resources, environmental responsibility

Our commitment to sustainable building includes the ongoing development of new materials and methods that reduce negative environmental impact. We sell systems that conserve water and use less energy. We're creating technologies that use cleaner installation methods. Look to Uponor for greater efficiencies and smaller demands on the earth's resources.

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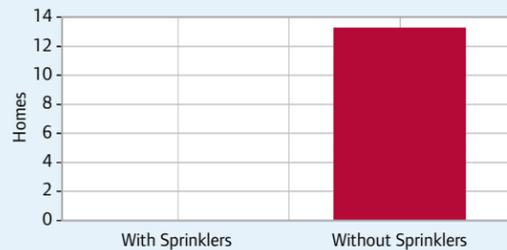
RESIDENTIAL FIRE  
SAFETY SYSTEMS

COMMUNITY SAFETY

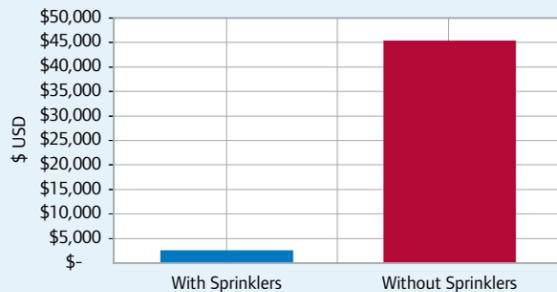
Residential fire safety systems  
and building codes:  
A change for the better.

**True-life fire sprinkler study from a community like yours: 15-year Fire Sprinkler Study in Scottsdale, Arizona.**

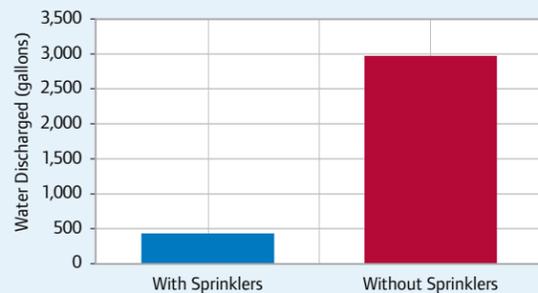
**Residential Fire Deaths**



**Average Loss Per House Fire**



**Fire Sprinkler Water Discharge versus Fire Hose Discharge**



**As a result of fire sprinkler installations, Scottsdale reported a savings of \$7.5 million in future infrastructure costs.**

Ford, Jim. "15 Years of Built-in Automatic Fire Sprinklers: The Scottsdale Experience." Scottsdale — Rural/Metro Fire Department, Scottsdale, AZ. 2001.

## The new standard in residential fire protection — simple, reliable, affordable:

A growing number of progressive communities across the country are rapidly changing their building codes to mandate the use of residential fire sprinklers. In fact, more than 370 jurisdictions across the country have already implemented fire sprinkler ordinances.<sup>1</sup>

Why are these communities changing their codes? Because residential fire sprinkler systems:

- protect the lives of homeowners and firefighters
- prevent property damage
- reduce the cost of providing community services
- make it possible to use land more effectively and efficiently
- offer a solution for remote, difficult-to-access developments

Such measures enjoy widespread support among public safety officials and groups such as:

- International Association of Fire Chiefs (IAFC)
- National Fire Protection Association (NFPA)
- Residential Fire Safety Institute (RFSI)

### Aren't smoke alarms enough?

According to 2004 U.S. Fire Administration data, smoke alarms sound in only half of reported fires. Tragically, 65% of all reported fire deaths occurred in a home with no functioning smoke alarm. When functional, smoke alarms can only warn of a fire. Fire sprinkler systems, on the other hand, can control a fire.<sup>2</sup>

<sup>1</sup>Residential Fire Safety Institute. 2007. "Jurisdictions With Sprinkler Ordinances: Ordinances That Cover 1&2-Family Homes." Maple Grove, MN; 2007.

<sup>2</sup>Ahrens, Marty. "U.S. Experience with Smoke Alarms and Other Fire Detection Equipment." In NFPA Journal Buyer's Guide 2008. (2007); 22.

## The life-saving solution homeowners and fire safety professionals are looking for:

Whether or not your community currently mandates their use, interest in residential fire sprinklers is already running high: In a Harris Interactive national poll, 45% of homeowners said that a home with fire sprinklers was more desirable than one without, and 38% said that they would be more likely to purchase a home with fire sprinklers.<sup>3</sup>

An Uponor Residential Fire Safety System isn't just the most effective form of fire protection available — it's also the simplest, most reliable and cost-effective system on the market.

- **Simple:** An Uponor Residential Fire Safety System is an extension of a home's plumbing system, so it can be installed quickly and affordably by a single licensed contractor — in most cases, a plumber. This benefits both the builder and the homeowner.
- **Reliable:** Uponor systems use PEX-a tubing and ProPEX® fittings, which require fewer connections, resist corrosion and have no soldered joints — reducing leaks and liability.
- **Affordable:** Installing an Uponor Fire Safety System costs less than 2% of the total price of the home — roughly the same as an upgrade like stainless steel appliances or granite countertops. And a sprinkler system is the only upgrade that's designed to save lives and property.
- **The industry's best training and support:** More than 100,000 professionals have been certified through our highly regarded factory training courses and on-the-job instruction. Uponor also staffs an in-house design team to create customized sprinkler installation plans that ensure proper sprinkler placement.

### Find out more about fire sprinkler systems online:

To learn more about residential fire sprinklers and other fire safety measures, visit the Residential Fire Safety Institute (RFSI) website at [www.firesafehome.org](http://www.firesafehome.org)

To learn more about Uponor's Residential Fire Safety Systems, visit us online or call us toll-free. In the U.S., visit [www.uponor-usa.com](http://www.uponor-usa.com) or call 1-800-321-4739. In Canada, visit [www.uponor.ca](http://www.uponor.ca) or call 1-888-994-7726.

<sup>3</sup>Shapiro, Jeffrey M. "One Sentence to Change the Course of Fire Safety in America." PM Engineer. March 2007.



### Why fire marshals support residential fire sprinklers:

Here are a few facts about home fires that demonstrate the need for and value of a fire safety system. Collectively, they provide a compelling argument to mandate such systems in residential building codes.

- Home fires are reported every 90 seconds in the United States. According to the National Fire Protection Association (NFPA), eight out of 10 fire fatalities occur in homes.
- Industry research indicates that installing smoke alarms alone improves survival rates for residential fires by 50%, but installing smoke alarms and a residential fire safety system improves survival rates by 97%.
- It takes only five minutes for a fire to engulf a typical home. Without sprinklers, a fire can burn up to an additional 15 minutes before firefighters arrive. A single sprinkler can control, and in many cases, extinguish a fire in just seconds.
- According to the Residential Fire Safety Institute (RFSI), hoses used by firefighters discharge up to 200 gallons (946 liters) of water a minute into a home. A fire sprinkler sprays just 10-15 gallons (38-57 liters) a minute.