

ASK YOUR HOME BUILDER

ABOUT THE RAPID RESPONSE HOME FIRE SPRINKLER SYSTEM



PROTECT YOUR WORLD

Discover how *easy* and *affordable* it is to protect your world with state-of-the-art fire protection technology.

Enjoy the safety and peace of mind of installing a **Rapid Response Home Fire Sprinkler System** in your home.

To learn more, visit www.tyco-rapidresponse.com



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Products





PROTECT YOUR WORLD

For new home buyers, installing a Rapid Response™ Home Fire Sprinkler System will save lives, prevent injuries and significantly reduce property damage.

A Rapid Response Home Fire Sprinkler System is the smart and simple way to ensure your family and property are protected.



- **Technologically advanced** – designed to quickly control or extinguish a fire.
- **Aesthetically pleasing** – wide range of styles and colors to complement any décor or home design.
- **Affordably priced** – for only about the cost of a flooring upgrade, you can protect your family and home from fire. Save up to 20% on your homeowner's insurance premium.



LOOK AROUND –

Fire sprinkler protection is everywhere – hotels, schools, office buildings, movie theaters – except the place you and your family are most vulnerable to a fire – in your home.

- A home catches fire in the United States every **79 seconds**.
- Tragically, on average, 82% of all fire deaths occur where most people feel the safest – in their home.
- Last year, more than **396,000 home fires** claimed the lives of more than **3,000 men, women and children**, injuring an additional 13,825.
- Property damage totaled more than **\$6,875,000,000**.



SUCCESS IN SCOTTSDALE, ARIZONA

Home Fire Sprinkler Systems have been required in all new homes in Scottsdale, AZ since 1986. Today, more than half of homes there are protected with fire sprinklers. There have been no deaths in sprinklered homes, while 13 people died in homes without sprinklers. Fire damage in homes with sprinklers has been significantly less as well.

	Scottsdale Homes With Fire Sprinklers	Scottsdale Homes Without Fire Sprinklers
Fire Deaths	0	13
Average Fire Loss	\$2,166	\$45,019

Over 200 other communities around the country also require fire sprinklers in all new homes. In fact, national building and safety organizations are also recognizing the benefits of home fire sprinkler systems and are including requirements in their building and safety codes.



HOW RAPID RESPONSE™ HOME FIRE SPRINKLER SYSTEMS WORK

- A single residential sprinkler can protect a room area up to 20' x 20' – with an average house requiring only 20 – 30 sprinklers.
- Each sprinkler protects the area below it. Only a threatening fire can generate enough heat to activate a sprinkler – typically 155°F.
- Only the sprinkler closest to the fire will activate, spraying water directly on the fire and the area that the sprinkler has been designed to protect.
- Sprinklers can control or even extinguish the fire before it can build deadly heat and smoke so you and your family can escape safely, and limit damage to the home.
- Your Rapid Response System can be linked to the local fire company or home alarm system so that they are immediately notified when a sprinkler activates.
- In less time than it would take a fire department to arrive on the scene, a single sprinkler can control or even extinguish the fire.



Each sprinkler protects the area below it. Excessive heat activates the sprinkler over that area.



Only the sprinkler closest to the fire will activate, spraying water directly on the fire and the area that the sprinkler has been designed to protect.

SMOKE ALARMS AREN'T ENOUGH

Smoke alarms are excellent at detecting smoke and alerting homeowners, and they should be installed in every home. However, only a fire sprinkler system can control or extinguish a fire.

A recent study found that only 72–76%¹ of people wake up when a smoke alarm (60dBA) is sounded. The combination of working smoke alarms and home fire sprinklers reduced the likelihood of death from fire by **more than 80%**.

One in four U.S. home fire fatalities occurred in homes with working smoke alarms².

1. U.S. Fire Administration (National Fire Data Center) Topical Fire Research Series, Volume 5 – Issue 1, March 2005
2. NFPA Fire Loss Data 1999-2001

THE FACTS ABOUT HOME FIRE SPRINKLER SYSTEMS

Here is a list of common **MYTHS** about home fire sprinkler systems. The **FACTS** will help provide a more thorough understanding of the features and benefits of home fire sprinkler systems.



MYTH: When a fire occurs, every sprinkler in the house will activate.

FACT: Contrary to movie scenes, all the sprinklers in a sprinkler system do not activate at once. When a fire sprinkler activates, by design, **the sprinkler closest to the fire goes off** – and in 90% of the cases, one sprinkler is enough to suppress the fire.

MYTH: Small things like burning a piece of toast could trigger my sprinkler system.

FACT: Burning toast and smoking cigars will not trigger a fire sprinkler. Fire sprinklers are only activated by extremely high temperatures, not by smoke. **Only a threatening fire can generate enough heat to activate a sprinkler.**

MYTH: A little fire or smoke damage is better than having my whole house ruined by water damage if the sprinklers go off.

FACT: A residential fire sprinkler uses only 10-25 gallons of water per minute and operates early in a fire. A hose used by firefighters flows about ten times that amount or 125-250 gallons per minute.



MYTH: Fire sprinklers could go off accidentally.

FACT: The chances that a sprinkler will accidentally discharge due to a manufacturing defect are extremely rare – **1 in 16 million**. Overall, sprinkler accidents are generally less likely and **less severe than accidents involving home plumbing systems.**

MYTH: Fire sprinklers won't look nice in my beautiful new home.

FACT: Actually, most fire sprinklers are small and unobtrusive so you won't even notice them unless you are looking for them. Tyco's Rapid Response sprinklers come in a **wide range of colors and styles**, ensuring that they will blend aesthetically with any home décor.

MYTH: Home fire sprinklers are very expensive.

FACT: The cost of installing a fire sprinkler is only **about the cost of a flooring upgrade**, and can offer peace-of-mind and protect your family for many years. Plus, you can enjoy **discounts of up to 15% on your homeowner's insurance premium.**

AESTHETICALLY PLEASING TO COMPLEMENT ANY DÉCOR OR DESIGN

Rapid Response™ sprinklers are available in a wide variety of styles, colors and finishes including brass, chrome, white and custom colors to complement any décor or home design.

Even if you're building a custom home with unique layouts, high or sloped ceilings, or other distinctive elements, a wide variety of sprinkler designs makes it possible to easily and aesthetically install a Rapid Response Home Fire Sprinkler System.



Any Sherwin-Williams color can be matched to the Flat Plate and Domed Concealed sprinklers you install.

AVAILABLE STYLE AND COLOR OPTIONS



Flat Plate Concealed



Recessed Pendant



Flush Pendant



Flush Sidewall



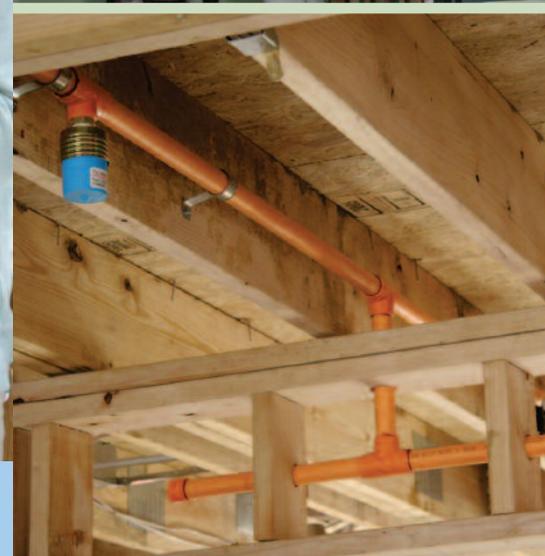
Domed Concealed



Recessed Sidewall



Flat Plate and Domed Concealed sprinkler designs are nearly invisible in the ceilings.



10-YEAR LIMITED WARRANTY*

- Your Rapid Response Home Fire Sprinkler System is designed to provide many years of dependable operation.
- The entire system is backed by an exclusive limited 10-year warranty.



Sprinklers are linked by a network of CPVC piping hidden behind walls and ceilings in finished areas.