

# TYCO IS HERE TO HELP



Tyco Fire & Building Products will work closely with you to make the installation of Rapid Response Home Fire Sprinkler Systems a quick and easy addition to your new home construction. We can develop a customized builder program, including model home support, technical training and support, home buyer marketing materials, and cooperative marketing allowances to help you promote and profit from the installation of Rapid Response Home Fire Sprinkler Systems in every home you build.

We look forward to working with you.



HELP THEM PROTECT THEIR WORLD.



## CONTACT US

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SAVE LIVES

PROTECT PROPERTY

REDUCE DEVELOPMENT COSTS

INCREASE PROFIT OPPORTUNITY

CREATE A COMPETITIVE ADVANTAGE



## HOME BUYERS ARE LOOKING UP TO TYCO FOR STATE-OF-THE-ART FIRE PROTECTION



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Last year, over 300,000 fires in the home took the lives of over 3,000 men, women and children while injuring more than 14,000. These home fires caused property damage totaling more than 5 billion dollars.

### It happens...

You build their dream home. Then in an instant, their home, their possessions, and tragically, the lives of those they love are lost when fire strikes.

Tyco Fire & Building Products wants to help you protect their world.

Introducing the **Rapid Response Home Fire Sprinkler System** – state-of-the-art fire protection technology designed specifically for the home.



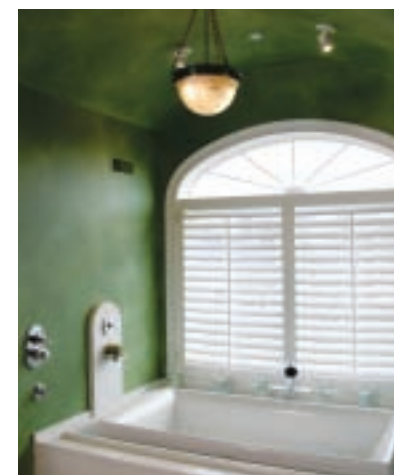
## AESTHETICALLY PLEASING. AFFORDABLY PRICED.

Rapid Response Home Fire Sprinklers come in a wide range of styles and colors that will complement any décor or home design. And, as technology has improved, the costs of installation have significantly decreased – in most cases less than \$2.00 per square foot in new home construction.

To help offset the cost for home buyers, many insurance companies now offer discounts of up to 20 percent on homeowners' insurance premiums.



We can match any Sherwin-Williams color for Flat Plate and Domed Concealed Sprinklers you install.



## SMART BUSINESS

Beyond saving lives and protecting property, installing a home fire sprinkler system is a smart business decision. Your commitment to building the highest quality, safest home possible, distinguishes you as a trusted industry leader. In addition, significant business-building benefits can result from site development incentives, called "trade ups" that can increase land use and decrease development costs. Lower development costs in combination with this easy safety up-sell opportunity will help to

increase the profitability of every home you build.

There's never been a better time than now to begin making state-of-the-art fire protection technology an integral part of every home you build.

## SPRINKLER SUCCESS IN SCOTTSDALE

Fire Deaths and Average Dollar Damage in 15 years since passing ordinance requiring a home fire sprinkler in every new home built in Scottsdale, Arizona.

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

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Today more than 50 percent of the homes in Scottsdale, Arizona, are protected with fire sprinkler systems.

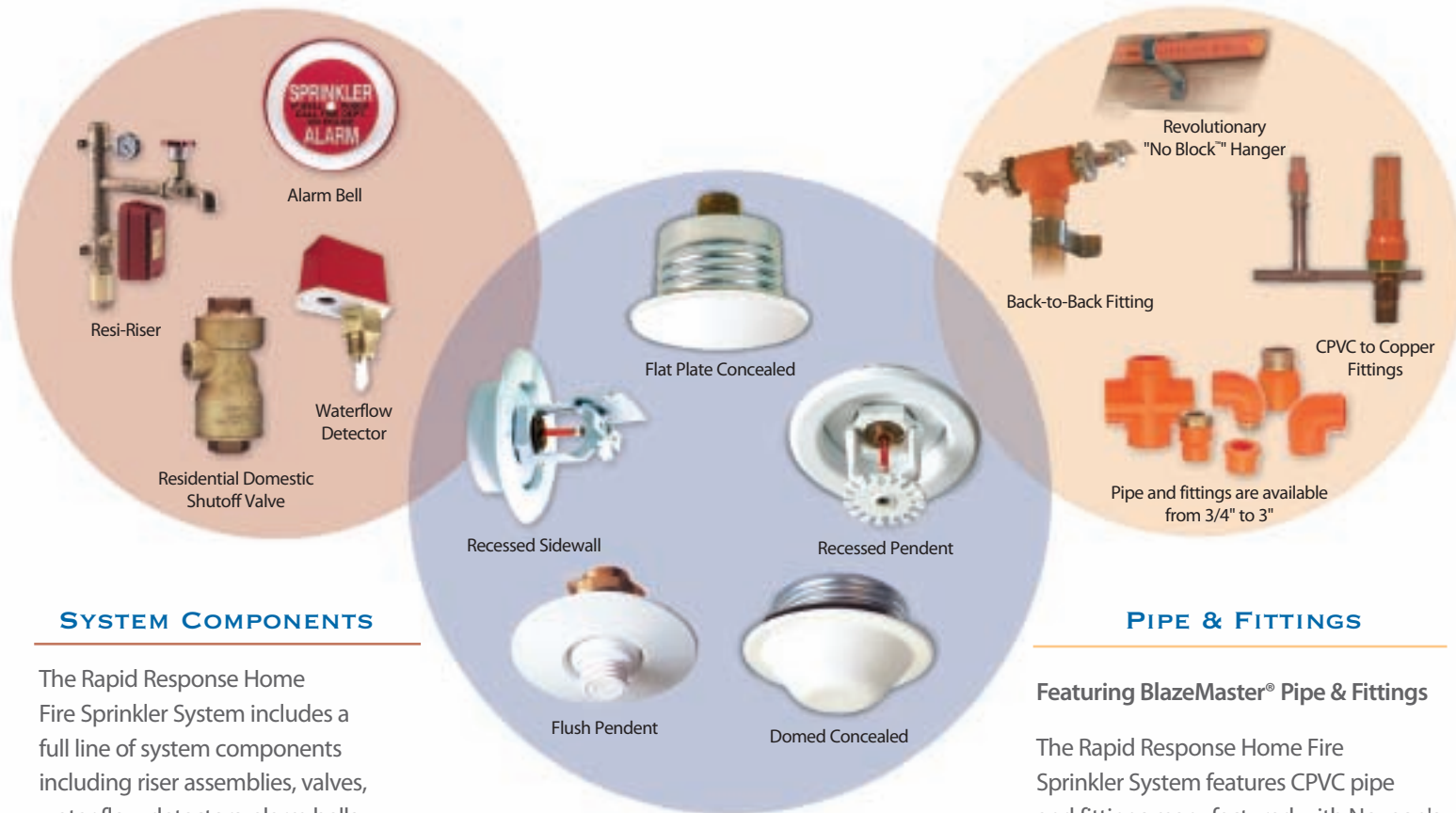
Success stories like Scottsdale, Arizona, have prompted the increase of home fire sprinkler installations in new home construction across the country.

# RAPID RESPONSE HOME FIRE SPRINKLER SYSTEM

The Rapid Response Home Fire Sprinkler System, designed specifically for the home, is the most complete system on the market today, meeting all the requirements specified by the National Fire Protection Association (NFPA) for residential use.

Beyond a diverse selection of sprinkler designs and finishes, the system features BlazeMaster® CPVC pipe and fittings, and a full line of system components.

## MOST COMPLETE SYSTEM IN THE MARKET TODAY



### SYSTEM COMPONENTS

The Rapid Response Home Fire Sprinkler System includes a full line of system components including riser assemblies, valves, water flow detectors, alarm bells and hangers.

### SPRINKLER HEADS

#### Designed To Blend With Any Décor

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

### PIPE & FITTINGS

#### Featuring BlazeMaster® Pipe & Fittings

The Rapid Response Home Fire Sprinkler System features CPVC pipe and fittings manufactured with Noveon's BlazeMaster® compound.

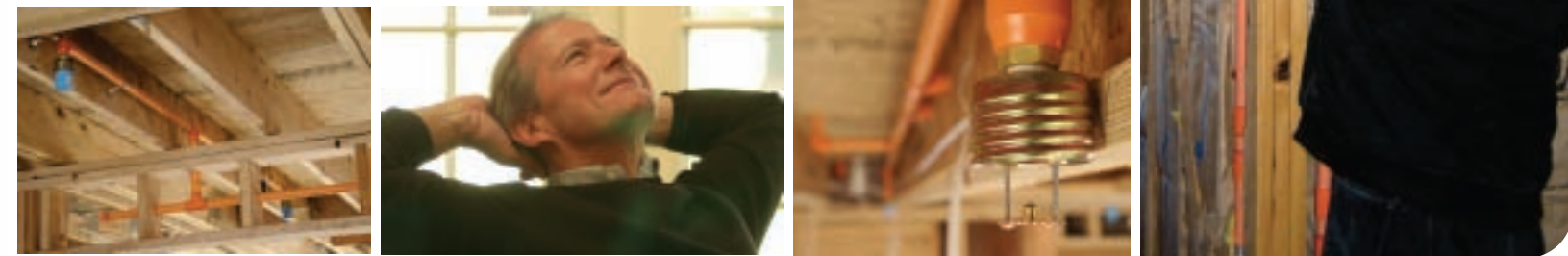
BlazeMaster® CPVC offers outstanding fire performance and can be used across the entire Rapid Response Home Fire Sprinkler System product portfolio.

## HOW TYCO RAPID RESPONSE HOME FIRE SPRINKLERS WORK

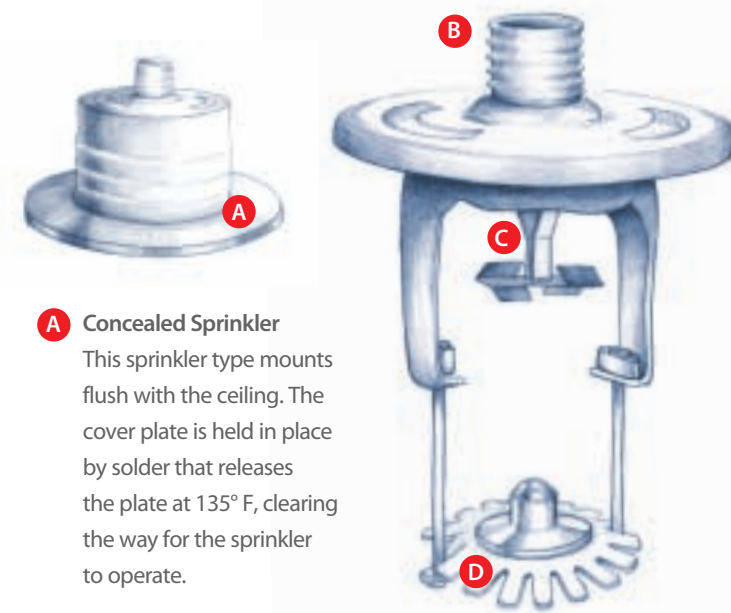
A plan drawing for the system is prepared, taking into consideration room sizes, sprinkler coverage, pipe locations and water supply.

Individual sprinklers are located according to the system design. Sprinklers are linked by a network of CPVC piping hidden behind walls and ceilings in finished areas and are usually supplied by the household water source.

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



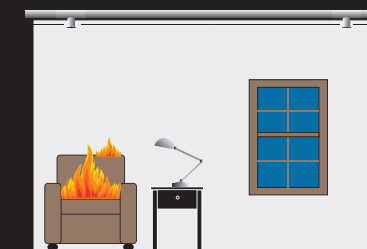
A single residential pendent sprinkler can protect a room area up to 20' x 20'.



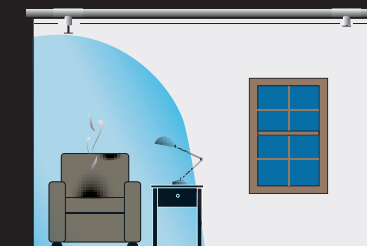
- A Concealed Sprinkler**  
This sprinkler type mounts flush with the ceiling. The cover plate is held in place by solder that releases the plate at 135° F, clearing the way for the sprinkler to operate.
- B Threaded Inlet**  
Connected to CPVC pipe through sprinkler head adapter.
- C Thermally Sensitive Element**  
Most residential sprinklers operate at 155°F. Only when the element reaches its operating temperature, the bulb bursts or the link assembly separates and allows water to flow.
- D Deflector**  
The water stream hits the specially designed deflector and distributes the water in a unique pattern to control or suppress the fire.

In the unfortunate event that a home fire starts, the Rapid Response sprinkler closest to the flame activates to control or extinguish the fire before it can build deadly heat and smoke. This gives the family added time to escape safely, and helps limit damage to the home.

In less time that it takes the fire department to arrive on the scene, Rapid Response Home Fire Sprinklers will contain or even extinguish a home fire – 90 percent of the time with only a single sprinkler activating.



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.



The entire Rapid Response Home Fire Sprinkler System carries Tyco's exclusive limited **ten-year warranty** – so you can install with confidence.

Please refer to [www.tyco-rapidresponse.com](http://www.tyco-rapidresponse.com) for full limited warranty information.



# HOME FIRE SPRINKLERS ARE SMART BUSINESS

Over and above the life- and property-saving benefits of home fire sprinkler systems, your business may be able to benefit from cost-saving incentives offered by many municipalities – called “trade ups” – for committing to fire sprinkler installations in the new homes you build.

**Trade ups in the form of zoning and site development incentives can increase land use, decrease development costs, and improve the overall profitability of every home you build.**

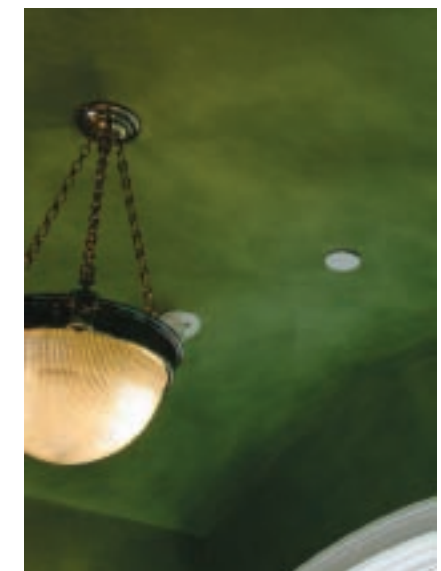


A Reese-Carr Report of Scottsdale, Arizona, concluded that after considering municipal trade ups, the overall cost of installing residential fire sprinkler systems could be less than \$200 per unit.

**Even without these significant incentives, sprinklers can be installed in the average new home for less than \$2.00 per square foot.**

Finally, installing home fire sprinklers in every home you build provides you with a competitive advantage and positions you as a market leader. Prospective home buyers will trust that you will be building them a state-of-the-art home with advanced safety and fire protection technology.

A Home Fire Sprinkler Coalition survey showed that builders who offer fire sprinklers as a standard feature of new homes are viewed as being “safety concerned” (70%), “innovative” (52%), and “caring” (51%). Thirty nine percent of homeowners said they would be more likely to hire such a builder to build their house over a builder that does not offer fire sprinklers as a standard feature.



## TYPICAL TRADE UPS INCLUDE:

- **Street width reduction** – substantially reducing the amount of pavement in every linear foot of street in the development
- **Additional units permitted** – increases of up to 20 percent are not uncommon
- **Longer dead-end streets** – allows for additional building lots to be accessed
- **Increased hydrant spacing** – fewer fire hydrants equate to lower development costs
- **Increased street grades and building setbacks** – steeper street grades and building locations further from paved fire vehicle access may be permitted
- **“T” turnarounds permitted** – could create at least one additional lot per cul-de-sac
- **Required fire hydrant flow can be greatly reduced** – Fire flow is the major factor in water main size – lower fire flows nearly always mean smaller mains



In most communities, home fire sprinklers are a recognized public safety improvement. You are encouraged to meet with local fire service, building code and town officials about your intentions to install Rapid Response Home Fire Sprinkler Systems in every new home you build.

# RECOMMENDING RAPID RESPONSE HOME FIRE SPRINKLER SYSTEMS TO YOUR HOME BUYERS

Tyco is taking a leadership role with homebuilders and home buyers to encourage the inclusion of state-of-the-art fire protection technology in every new home built.

A recent national poll commissioned by the Home Fire Sprinkler Coalition found that **45%** of US homeowners said a sprinklered home was more desirable than an unsprinklered home. **69%** of homeowners believe having a fire sprinkler system increases the value of their home, and **38%** said they would be more likely to purchase a new home with sprinklers than without.

We're pleased to offer you point-of-purchase marketing materials to help you recommend the installation of a Rapid Response Home Fire Sprinkler System to prospective home buyers.



## AVAILABLE MATERIALS INCLUDE:

**Counter Display** – overviews the benefits of installing a Rapid Response Home Fire Sprinkler System. Includes pocket to hold educational brochures.

**Educational Brochure** – discusses features and benefits of the Rapid Response Home Fire Sprinkler System and illustrates how home fire sprinklers work to contain or even extinguish a fire.

**Educational DVD** – 3-minute video presentation overviews the features and benefits of the Tyco Rapid Response Home Fire Sprinkler System.



To order your marketing materials, please visit our Web site at [www.tyco-rapidresponse.com](http://www.tyco-rapidresponse.com)



## SYSTEM GUIDE AND INSTALLATION SUPPORT

Recognizing that residential sprinklers are being installed in many areas where conditions are not described specifically in the code standards, Tyco has developed the *Rapid Response Home Fire Sprinkler System Design Guide*.

The Design Guide covers many topics including sloped ceiling conditions, obstructions to the sprinkler pattern, location of sprinklers in odd shaped rooms or near heat sources, and much, much more.

