



# PROTECT WHAT YOU VALUE MOST



**Home Fire Sprinkler<sup>®</sup>**

**COALITION CANADA**  
Protect What You Value Most<sup>™</sup>

[HomeFireSprinklerCanada.ca](http://HomeFireSprinklerCanada.ca)



## HOME FIRE SPRINKLERS SAVE LIVES

Fire continues to negatively impact Canadians each and every day. In fact, more than 200 people perish in fires each year, and ironically, more than 80% of those fire deaths occur in the very place where we feel safest — our own homes. Home fires often happen at night when people are sleeping. In only three minutes, a room can become engulfed in flames before anyone awakens. Those at highest risk are young children and older adults, who may have difficulty making a quick escape.

Smoke alarms are essential in every household, however, they're designed to detect, not control a fire. Home fire sprinklers complement the alarm's work, providing a way to fight flames immediately. In less time than it would take most fire departments to arrive on the scene, home fire sprinklers can contain and even extinguish a fire. There's less damage, and less chance of deadly smoke and gases reaching your family.

## HOME FIRE FACTS\*

- NINE OUT OF TEN FIRE DEATHS IN CANADA OCCUR IN THE HOME.
- SIX IN TEN STRUCTURE FIRES IN CANADA WERE RESIDENTIAL IN NATURE
- SENIOR CITIZENS HAVE AMONG THE HIGHEST RATES OF FIRE-RELATED DEATHS
- FIRE SPRINKLERS AND SMOKE ALARMS TOGETHER CUT YOUR RISK OF DYING IN A HOME FIRE BY MORE THAN 80% RELATIVE TO HAVING NEITHER – A SAVING OF HUNDREDS OF LIVES A YEAR AND THOUSANDS OF INJURIES.

\*2017, Fire Statistics in Canada, National Fire Information Database



## FIRE SPRINKLER MYTHS

Some homeowners are reluctant to install fire sprinklers because they don't know the facts about their operation.

**Myth: The water damage from fire sprinklers is worse than a fire.**

**FACT:** A FIRE SPRINKLER ACTIVATES DURING THE EARLY STAGES OF A FIRE BEFORE IT GROWS AND SPREADS. A SPRINKLER WILL CONTROL OR EXTINGUISH A FIRE WITH A TINY FRACTION OF THE WATER THAT WOULD BE USED BY FIRE DEPARTMENT HOSES. TYPICALLY, ONLY THE SPRINKLER CLOSEST TO THE FIRE WILL ACTIVATE, SPRAYING WATER DIRECTLY ON THE FIRE, NOT THE REST OF THE HOUSE.

**Myth: Fire sprinklers go off accidentally, causing unnecessary water damage.**

**FACT:** ACCIDENTAL FIRE SPRINKLER DISCHARGE IS EXTREMELY RARE. ONE STUDY CONCLUDED THAT HOME FIRE SPRINKLER ACCIDENTS ARE NO MORE LIKELY OR SEVERE THAN STANDARD HOME PLUMBING MISHAPS. AND, DESPITE THE HOLLYWOOD MOVIE "SIGHT GAGS," BURNED TOAST AND CIGARETTE SMOKE WILL NOT TRIGGER SPRINKLER OPERATION. EACH SPRINKLER WORKS INDEPENDENTLY AND ONLY IN RESPONSE TO FIRE.

**Myth: Fire sprinklers are ugly.**

**FACT:** MODERN HOME FIRE SPRINKLERS ARE INCONSPICUOUS AND CAN BE MOUNTED FLUSH WITH WALLS OR CEILINGS. MANY SPRINKLERS CAN EVEN BE CONCEALED. AND, JUST LIKE REGULAR PLUMBING, PIPES ARE HIDDEN BEHIND CEILINGS OR WALLS.



## FIRE SPRINKLERS: A SAFE, SMART CHOICE

Fire sprinklers are mandatory in many public buildings, and people are now demanding the same level of protection for their homes. Home fire sprinklers save lives, reduce property loss and can even help cut homeowners' insurance premiums.

Not only do home fire sprinklers dramatically reduce the risk of home fire deaths and injuries, but they also decrease fire damage by over two-thirds when compared to homes without sprinklers.



In a study of residential structure fires that occurred in British Columbia between October 2006 and October 2011\*, there were:

**no deaths** in single-family homes **with fire sprinklers.**

**78 deaths** in single-family homes **without fire sprinklers.**

\*Reported to the Office of the Fire Commissioner



“In the last 15 years Vancouver has not recorded a single fire related death where a sprinkler has been activated.”

DARRELL REID, FIRE CHIEF, VANCOUVER, BRITISH COLUMBIA

## PROTECTION YOU CAN LIVE WITH

When building a home, you choose from many options – carpeting, a fireplace or an extra bathroom, for instance. For about the same cost, you can choose home fire sprinklers to safeguard your family. No other option provides you with the peace of mind that fire sprinklers can. It’s like having your own firefighter standing by.



Breakthroughs in technology have allowed fire sprinklers to be more affordable and easier to install in homes than ever before. With a variety of designs available, sprinklers blend into the interior decor with ease. And, fire sprinklers usually operate off the domestic water supply.

FIRE SPRINKLERS KEEP FIRES SMALL. BECAUSE A FIRE SPRINKLER REACTS SO QUICKLY, IT CAN DRAMATICALLY REDUCE THE HEAT, FLAMES AND SMOKE PRODUCED IN A FIRE. HOME FIRE SPRINKLERS CONTROL THE FIRE WITH ONLY 38L TO 98L (10 TO 26 GALLONS) OF WATER PER MINUTE. IN A HOME WITHOUT SPRINKLERS, A FIRE DEPARTMENT OFTEN ARRIVES AFTER THE FIRE HAS GROWN TO DANGEROUS LEVELS. AT THAT POINT, FIREFIGHTERS WILL HAVE TO USE HIGH-PRESSURE HOSES, APPLYING WATER AT 946L (250 GALLONS) PER MINUTE. IN SPRINKLERED RESIDENCES, ROUGHLY 85% OF FIRES ARE CONTAINED BY THE OPERATION OF JUST ONE SPRINKLER.

Home fire sprinklers often cost less than cabinet upgrades, new carpeting and many other options in new home construction. The cost to install home fire sprinklers varies by region. Nationally on average, the cost is 1% to 2% of the total value of the home. They can also be installed in existing homes. When you consider the degree of reliability and responsiveness that home fire sprinklers offer, the investment is a wise one.

TO ENSURE FIRE SPRINKLER RELIABILITY, BE SURE TO USE A QUALIFIED FIRE SPRINKLER CONTRACTOR WHO ADHERES TO NFPA CODES AND STANDARDS AND LOCAL FIRE SAFETY REGULATIONS.





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