FIRE PRO SHOP

AMERICAN LUMBER DEFENDER™ CAMPAIGN
BUILD · DEFEND · PROTECT

TO: BUILDERS, FRAMERS AND LUMBER YARDS

NOV. 23, 2026

We are asking underwriters to recognize builders who go above the code.

To our builders, framers and lumber yards:

Enclosed is the flyer we are putting in front of insurance underwriters. I want you to see it too, because the ask we are making of them depends on you.

Our message to underwriters is simple: recognize the builders who go above the code to defend interior wood from fire and wall bottom plates from mold. Builders adopt what the market rewards, and underwriters are a big part of that market.

Here is where you come in.

BUILDERS	Add fire and mold defense to your framing and market that you went "Above the Code." On an average production home, both defenders add **less than $2,000**.
FRAMERS	Your crew does the application. We supply the product and teach your crew how to spray both the fire and mold defenders.
LUMBER YARDS	You are the closest link to the builders and framers we need to reach. Let's talk about putting fire and mold defense in front of the customers you supply.

The more of us who build this way, the stronger the case we can make to underwriters, and the better defended American wood structures will be.

Call me directly at 909-519-5470 or visit fireproshop.com to get started.

Steve Conboy

PRESIDENT AND FOUNDER · FIRE PRO SHOP