FIRE™ PRO SHOP

BUILD • DEFEND • PROTECT

STRONGER BUILDINGS. HEALTHIER HOMES.

ATTENTION INSURANCE UNDERWRITERS



Recognizing Fire + Mold Risk Reduction in Wood Structures

Fire Pro Shop™ is finally seeing recognition for risk reduction with wildfire defense systems in WUI regions and related premium reductions.

Now it is time for the insurance industry to recognize what proactive fire and mold defense can do to reduce the risk of every wood structure.

If national builders market that they went "Above The Code" to defend interior wood from fire and wall bottom plates from mold, that can help improve safetty, reduce claims exposure, and support stronger insurability.

If insurance underwriters support this type of proactive risk reduction, builders will be more likely to adopt it and help make American wood structures better defended from fire and mold.

WHY UNDERWRITERS SHOULD CARE

FIRE RISK REDUCTION
Proactive interior wood fire defense supports safer wood structures.

MOLD RISK REDUCTION
Defending wall bottom plates helps address trapped moisture and long-term mold exposure.

ABOVE THE CODE VALUE
Premium incentives can encourage builders to adopt proactive job-site risk reduction.

The average production home can add both fire and mold defenders for less than $2,000.

Fire Pro Shop™ will supply and teach your framer how to spray both the Fire and Mold Defenders.

»» Support proactive fire and mold defense for stronger, more insurable wood structures.

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AMERICAN LUMBER DEFENDER™ CAMPAIGN