



PuroClean[™]
The Paramedics of Property Damage®



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411

“Helping insurance professionals improve customer retention and reduce loss ratio.”

VOL. 9 NO. 12

Help Prevent Christmas Tree Fires

The Holiday Season is traditionally associated with lots of beautiful decorations, including lights, candles, wreaths, and Christmas trees to decorate homes. According to the National Fire Protection Association, Christmas trees, both real and artificial, were the first items ignited in an estimated 300 reported home structure fires per year since 2000. The U.S. Fire Administration offers the following fire safety tips for homeowners:

- When decorating, be sure to check and only use lights that are rated for “indoor” use.
- Do not use any string of lights with worn, frayed, or broken cords.
- Always unplug Christmas tree lights before leaving or going to bed.
- Never use lit candles to decorate a tree, and make sure all lit candles are placed well away from tree branches.
- Keep live trees as moist as possible by giving them plenty of water daily. Do not purchase a tree that is dry or dropping needles. If purchasing an artificial tree, be sure it is labeled flame retardant.
- Make sure the tree is at least three feet away from any heat source, such as fireplaces or radiators. Try to place the tree near an outlet to avoid running long cords, and do not place it where it may block exits.
- Safely dispose of the tree when it begins dropping needles, as dried out trees are highly flammable. Do NOT burn used Christmas trees in a fireplace. (They burn so rapidly it resembles an explosion and can shower sparks and burning embers for a wide area around the fireplace.)

In the event a fire should occur, it is important for property owners to know what to do (and what NOT to do), and who to contact once it has been extinguished. PuroClean, known as “The Paramedics of Property Damage[™],” is a professional mitigation company specializing in property remediation after a home or commercial structure has been damaged by fire and smoke. We experience an increased number of fire mitigation calls around this time of year. The source of many of these fires is commonly attributed to holiday decorations such as Christmas trees. Fire, and the resulting smoke and soot, can very rapidly harm household items, even after it has been extinguished. It is imperative to seek help immediately from a professional restoration company, such as PuroClean, to prevent further damage.

Examples of how quickly fire and smoke can harm property:

- Within minutes, plastic and marble surfaces begin to permanently stain.
- Within hours, metals tarnish, grout stains, fiberglass yellows, and furniture begins to yellow.
- Within days, flooring stains, fabrics are irreversibly damaged, and wood furniture finish is compromised.

About PuroClean:

PuroClean is a leader in property damage restoration and has earned the trust of property owners, insurance professionals, and home service providers throughout the United States and Canada since 1991. Backed by a comprehensive network of over 240 franchise offices and a national training and franchise support center, each PuroClean office responds immediately to property emergencies demonstrating a high degree of professionalism, expertise, and compassion. PuroClean technicians are thoroughly screened, insured, and trained in utilizing the latest in mitigation technology and procedures throughout the remediation process, while operating under a strict code of ethics. In addition to serving the needs of property owners, PuroClean offers hundreds of Continuing Education classes each year to insurance professionals and property service providers nationwide. In 2008, PuroClean trained over 7,000 insurance professionals nationwide, helping them earn their Continuing Education credits. For more information on PuroClean, including a business locator, visit our website at www.PuroClean.com.

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