

## Wildfire Prevention & Protection - PHOS-CHEK® FORTIFY®

### PREVENTION SAVES MONEY

# \$700 MILLION

2019/2020 Costs For  
California Wildfire Suppression

<https://www.nfpa.org/News-and-Research/Publications-and%20media/NFPA-Journal/2020/November-December-2020/Features/Wildfire>



# \$148.5 BILLION

cost of California 2018 wildfires to U.S. economy  
(0.7% of annual GDP)

<https://www.ucl.ac.uk/news/2020/dec/full-cost-californias-wildfires-us-revealed>

# 84%

OF WILDFIRES ARE  
SPARKED BY HUMANS  
AND PREVENTABLE  
WITH PROPER ACTION

<https://phys.org/news/2017-02-humans-percent-wildfires-season-decades.html>

Comparative  
Costs:

PREVENTION

\$1

SUPPRESSION/  
DAMAGE

\$35



Victoria Christiansen - Chief, U.S. Forest Service

## WHAT IS PHOS-CHEK® FORTIFY®?

Clear, environmentally benign fire retardant compound

Non-persistent, meets all federal environmental requirements

Non-suppressant, pre-treatment: works by 'hardening' vegetation

Once-a-season application, precision applied

Proven technology for the mitigation of ignition and spread of fire

Manufactured in Rancho Cucamonga, CA



# PROTECT

SCHOOLS

HOMES

HOSPITALS

POWER LINES



Through our extensive research conducted at Stanford University and MIT, we were able to create a non-colored, durable, and affordable long-term retardant that can be applied proactively to help prevent ignitions throughout the peak fire season with a single application.

- Dr. Eric Appel, Stanford Department of Materials Science & Engineering and Faculty Fellow, Woods Institute for the Environment



Research shows that every dollar spent on wildfire prevention saves \$35 in suppression costs, and wildfire related losses. So it makes sense. And it makes dollars and cents to invest in wildfire prevention.

- Victoria Christiansen - Chief, U.S. Forest Service



33% 

estimated number of U.S. homes located in wildland/urban interface areas today

18,100 

Structures destroyed in 2020. A constant threat to critical infrastructure.

[https://en.wikipedia.org/wiki/2020\\_Western\\_United\\_States\\_wildfire\\_season](https://en.wikipedia.org/wiki/2020_Western_United_States_wildfire_season)

\$16.5 BILLION 

In USA property damages in 2020

[https://en.wikipedia.org/wiki/2020\\_Western\\_United\\_States\\_wildfire\\_season](https://en.wikipedia.org/wiki/2020_Western_United_States_wildfire_season)

280,000

people displaced by wildfire in 2020

<https://www.climate-refugees.org/spotlight/2020/9/16/wildfires>



One in Seven

Americans exposed to at least one day of "unhealthy to hazardous air quality conditions" during the wildfire season

<https://earthsky.org/earth/us-2020-wildfire-season-record-bad>



PREVENTION PRESERVES LAND

10.5 MILLION

acres of forest, cities, and towns burned in USA due to wildfires in 2020. Greater than the size of the states of MD and NJ, combined.

<https://fas.org/sgp/crs/misc/IFI0244.pdf>



PREVENTION PROTECTS THE PLANET

112 MILLION

metric tons of CO<sub>2</sub> released by wildfires in 2020 in California

<https://news.bloomberglaw.com/environment-and-energy/californias-2020-wildfire-emissions-akin-to-24-million-cars>



24 MILLION

cars required to match 2020 CA wildfire CO<sub>2</sub>

#3 contribution of wildfires to global CO<sub>2</sub> levels

“One promising option that we are currently discussing is the seasonal application of long-lasting fuel retardants in certain high-ignition areas. Field tests so far have been pretty encouraging.”

– Michael O’Connell, President and CEO, Irvine Ranch Conservancy



“Another area in the technology field that I think is going to be emerging and is going to require us to look [at is] a pre-application of, say PHOS-CHEK... It’s effective, it’s safe, it’s not toxic toward humans. And if applied correctly, doesn’t have lasting negative effects at all on the environment.”

– Brian Rice, California Professional Fire Fighters



“We really credit that our house is still standing to the fact that we took a lot of preventative measures in the years that we moved to Malibu, to be ready in case such an event ever occurred. One of those steps was to regularly spray PHOS-CHEK on our property perimeter, so we could come back to a house filled with all of our memories.”

– Sandra Kossacoff – Wildfire Survivor



“[We need to allow] wildfire mitigation to include fire retardant chemicals in their practices ... It’s very simple solutions to a massive problem.”

– Assemblyman Heath Flora, California’s 12th District



[perimeter-solutions.com](http://perimeter-solutions.com)



Solutions that Save.

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