

Even when you can't be there to protect them...

concrete masonry walls will.



For **fire** protection:

Detection systems (fire alarms) are important.

Suppression systems (sprinklers) are important.

But **ONLY** concrete masonry will **RELIABLY*** contain fires, protecting loved ones from tragedy!



*In a laboratory test, gypsum wall disintegrated under a hose stream of water after two hours of fire exposure leaving it in no condition to provide protection from debris, explosions, or other events common in fires. Another test wall, made of concrete masonry easily withstood the blast of the hose stream of water and remained in service as an effective impact barrier even after 2 hours of fire exposure. Concrete masonry walls prevent fires from spreading from one room to another providing better protection for evacuating occupants and increasing their chance of survival.

It's your choice,
choose safety,



choose concrete masonry.