

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

## concrete masonry walls will.



**For FIRE protection:**

**Detection and suppression systems (fire alarms and 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.

Because concrete masonry walls are passive rather than active systems, they are far more reliable. Active systems like alarms and sprinklers require electricity, water, regular maintenance, and are prone to being disabled. Concrete masonry walls provide continuous and reliable protection.

Brought to you by partners in the masonry industry concerned about public safety. Paid for by the National Concrete Masonry Association

**It's your choice,  
choose safety,  
choose concrete masonry.**

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