
WHAT IS FREEDOM®?

WHAT IF WE COULD EXTINGUISH FIRES ALMOST AS QUICKLY AS THEY START? WHAT IF OUR HOMES COULD DEFEND THEMSELVES AGAINST THE FLAMES? WHAT IF THERE WAS A WAY FOR FEWER LIVES TO BE LOST IN OUR OWN HOMES? THAT MUCH SAFER WORLD IS CLOSER THAN YOU THINK. COMMUNITIES ACROSS THE COUNTRY ARE DISCOVERING IT, AND YOU CAN, TOO. SOME CALL IT PEACE OF MIND. WE CALL IT FREEDOM. AND WITH VIKING, YOU'LL HAVE IT.



FREEDOM
RESIDENTIAL FIRE
SPRINKLER SYSTEMS:
A BETTER WAY
TO KEEP YOUR
FAMILY SAFE.

Home fires are an all too common tragedy. The frightening possibility that fire might one day break out in one's own home has occurred to every homeowner. What many don't realize is that a proven and affordable solution exists. Home fire sprinkler systems save lives and reduce property loss by controlling fires in the earliest stages. And no one knows fire sprinkler systems better than Viking. Since 1921, Viking has earned its reputation for trust, quality, dependability and innovation. So much so, in fact, that Viking products safeguard the buildings and guests of the White House, the Pentagon, Harvard University, Disney theme parks and other renowned properties worldwide.



HOME FIRE
SPRINKLER
SYSTEMS SAVE
LIVES AND REDUCE
PROPERTY LOSS.

Freedom Residential Fire Sprinkler Systems bring the high-level quality and innovation of Viking's commercial line to your home. If a fire starts, Freedom sprinklers contain it quickly. According to statistics by the National Fire Protection Association and others:

Approximately 3,000 lives are lost each year in house fires.

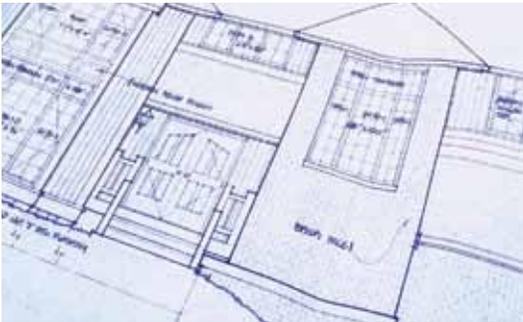
Each year, there are an estimated 400,000 reported structure fires, causing billions of dollars in property loss.

Over 90% of home fires can be controlled with a single sprinkler, before a fire can spread.¹

Installing smoke alarms and a fire sprinkler system reduces the rate of death in a home by 82%.

The average property damage in homes with sprinklers is \$2,166 compared to \$45,019 in homes without sprinklers.²





FREEDOM TO BUILD
A SAFER HOME.
FREEDOM TO BUILD
A STRONGER
BUSINESS.

Freedom sprinklers are economical, designed to blend into the home, and engineered to the highest standard. Designed with the builder in mind, Freedom products are low profile and have minimal impact on the home's aesthetics. They deliver the same high-level quality and innovation of Viking's commercial line, at a remarkably reasonable cost. Research also suggests that consumers are safety conscious and prefer builders who make safety a priority in the homes they construct. Not only can our products meet any house design challenge, but incentives and trade-ups make Freedom the safest and smartest decision a builder can make.

Advantages

Freedom makes financial sense.

Cost incentives, i.e., trade-ups, such as increased hydrant spacing, reduced street widths, and higher densities can significantly reduce building and construction costs.

A 2010 study of 16 communities found that incentives to builders (such as those mentioned above) averaged \$1,949 per lot. Incentives to homeowners may include lower insurance rates, higher resale values, and reduced property taxes.

Customers are drawn to builders with a focus on safety. A national poll conducted by Harris Interactive® found that 69% of home owners believe having a fire sprinkler system increases the home's value; 38% say they would be more likely to purchase a home with sprinklers than one without.

Aesthetics

Safety without sacrifice.

Smallest diameter cover plates.

Only flat-cover-plate sidewall sprinkler in the industry.

With nine standard finishes and an unlimited array of custom colors, Freedom Sprinklers can match any decor.

Concealed sprinklers also available with square cover plates.

Performance

A sprinkler solution for any scenario.

With a variety of sizes, temperatures, and sprinkler types, as well as options for sloped and beamed ceilings, Freedom sprinklers can accommodate virtually any home design challenge.

With lower flow and pressure requirements, Freedom sprinklers can accommodate lower water supplies or be tailored to the available water supply, resulting in a more efficient system.

Because Freedom sprinklers have the largest coverage areas in the industry, fewer sprinklers are often needed.





FREEDOM HAS ALL THE
INNOVATIVE PRODUCTS
AND SUPPORT YOU
NEED, FROM ONE
EASY-TO-ACCESS
SOURCE.

The most complete, highest-performing line of residential fire sprinklers available, Freedom is designed and engineered to the highest quality standards, and supported by a knowledgeable customer service team focused exclusively on fire protection. Freedom offers the full breadth of products necessary for installation of any residential fire sprinkler system—including sprinklers, valves, risers, CPVC piping products, and accessory items—all provided on demand, through Viking SupplyNet®. With a network of 34 service centers in North America and 54 worldwide, Viking SupplyNet integrates the essential elements of residential fire sprinkler systems into what has become contractors' most trusted, single-source solution for smooth, hassle-free installations.



FREEDOM
MEANS SAFETY
FOR HOMEOWNERS
AND SUCCESS FOR
CONTRACTORS.

As your most trusted source for fire sprinkler systems, Viking is your partner throughout the entire process, start to finish. With the most innovative products and comprehensive services, Freedom can help lower contractors' total installed costs, making it the most intelligent, cost effective choice available.

- A global leader in fire protection since 1921.
- 34 locations in North America and 54 worldwide, with all the products you need, on hand, whenever and wherever you need them.
- Comprehensive service and support team specializing in residential fire protection ensures world-class support at every point in the project.
- Innovative, labor saving products enable you to do more with less.
- More efficient products help reduce pipe sizes and protect homes with fewer total sprinklers.
- Ongoing training programs for the latest product innovations, installations, practices, and regulatory requirements.
- Easy to use e-commerce for simplified ordering.
- Unmatched research and testing capabilities.





PUT A FIRE
DEPARTMENT
INSIDE EVERY
HOME IN YOUR
COMMUNITY.

Fire departments around the country are being asked to do more than ever these days. In addition to responding to fires, they're increasingly relied on for homeland security issues, hazmat incidents, first responder situations, public education, etc. Additionally, the public policy shift to do more with less places tremendous pressure on elected officials who are charged with ensuring public safety in an era of limited financial resources. Complicating matters even further is the increasing use of lightweight building materials that are less able to bear loads during fires, thus increasing the risk to occupants and fire fighters. Two recent studies detail the relationship between fire and engineered wood construction—notably, that they burn quicker and fail faster than their dimensional lumber counterparts.³ Fortunately, there's an intelligent, cost effective solution that satisfies every need. That solution is Freedom. In fact, Freedom Fire Sprinkler Systems often suppress the fire even before the fire department is able to respond.



FREEDOM IS BETTER FOR THE ENVIRONMENT.

Sprinkler systems reduce greenhouse gas emissions from a fire by 98%, reduce water pollution, and reduce the quantity of water needed to suppress the fire. Residential fire sprinklers operate independently and, in a fire, only the sprinkler closest to the fire will operate, which significantly reduces the water needed to control a fire. In fact, 90% of fires are contained by a single sprinkler. Typically, sprinklers require 15–20 times less water than the fire department uses to extinguish a house fire, and that water, along with the toxins and debris from the fire, flows directly into groundwater supplies. Residential fire sprinklers often extinguish a fire even before the fire department has time to arrive, which also means far fewer toxic chemicals are released into the air. Rebuilding requires new materials and, after a fire in a 2,000 sq. ft. home, nearly 13 tons of waste is generated. Fire sprinklers eliminate the addition of these materials to landfills by drastically reducing damage to a home. Beyond saving lives, residential fire sprinkler systems can minimize serious environmental concerns caused by a fire.⁴

WHEN RESIDENTIAL FIRE SPRINKLERS ARE REQUIRED, EVERYONE BENEFITS.

A primary concern of policy makers and public safety officials isn't this empty lot, but, rather, the home and family who will one day occupy it. Officials can't accurately predict if or when a fire might eventually occur, but they can take measures to prepare by adopting building codes that will someday save lives.

When sprinklers are required, infrastructure costs can often be dramatically reduced. For example, new developments with sprinkler systems require fewer hydrants, are able to support more houses in the same area, and can have narrower streets—significantly reducing paving and grading costs and enabling more green space.

Having a fire sprinkler system may also increase a home's value, reduce property taxes, lower insurance costs, and reduce property damage. Most importantly, fire sprinklers save lives. This has been clearly demonstrated in Scottsdale, Arizona, where sprinkler systems are required in all new home construction. A study of the first 15 years of this policy revealed the average fire-loss damages in structures with sprinklers was \$2,166 per incident. In those without, they averaged \$45,019.² During that time, no fire deaths occurred in homes with sprinklers, while 13 occurred in homes without them. That's the most compelling case for giving your support to the planning of communities with fire sprinkler systems in every home.

WHY CHOOSE VIKING'S FREEDOM FIRE SPRINKLER SYSTEMS?

- For over 90 years, Viking has been an innovative global leader in fire protection.
- Viking offers the highest performing products with more options.
- Every product is rigorously tested for quality. We do things right the first time, and stand behind our work, so you know that Viking is a name you can trust.
- Freedom is the broadest line of residential fire protection products available.
- With 54 company-owned distribution centers worldwide, Viking SupplyNet provides the finest support network, wherever and whenever needed.

THE FREEDOM ADVANTAGE

Fire Sprinklers

More options means more flexibility to optimize designs for varying water supplies.

Special listings for sloped and beamed ceilings.

Industry's only flat-plate concealed sidewall sprinkler.

Flat, domed, and flush style concealed sprinklers.

Four cover plate options and custom paint finish program.

CPVC and Related Products

Freedom package has the industry's broadest line of system components, including everything necessary for installation. All available through any of Viking SupplyNet's 54 worldwide locations.

□ **BlazeMaster**® CPVC products from Viking Plastics

□ **Tolco**® hangers and fasteners

□ **Legend**® residential tanks and pumps

□ **Potter**® switches and electrical products

Viking SupplyNet

Everything you need in fire protection from a single source.

World-class service dedicated exclusively to fire protection.

On-demand ordering and customized delivery.

54 locations worldwide ensures that products are available quickly when and where they are needed.

¹National Fire Protection Association (nfpa.org)

²Scottsdale Report 15-Year Data. (homefiresprinkler.org/fire-department-15-year-data)

³NFPA Journal, July/August 2009 Cover Story by Alan R. Earls

⁴Home Fire Sprinklers: Good for the Environment, 2/23/2009 (nfpa.org)

