

Burn Ban Brand Narrative

At Burn Ban, we know you need to be well-armed in the fight against wildfires. To do that, you need a way to build longer-lasting firebreaks.

The problem is, there's never enough water to fight a wildfire, and the water you do have never lasts long enough, which leaves you feeling defeated as you race to re-establish the firebreaks you've already built. We believe there ought to be a way to give firefighters the resources they need to do their job.

We know how it feels to run out of resources in the middle of a fight. Burn Ban's founder CD [Last Name] served as the Fire Chief of a volunteer department. During that time, he found his team under-equipped to face a wildfire outbreak and felt the pain of not being able to do more to protect his community. Our team brought professional firefighting experience and more than 20 years of expertise in environmentally safe water treatment to the development of this solution.

Burn Ban is a new product delivered to you as granules about the size of a grain of salt. It's USDA Green Certified and can be safely applied anywhere to **hold water in place** in a gel form for long periods of time.

Here's how it works.

- 1. Spread the Granules** in the area you want to protect.
- 2. Apply Water**, and the granules will absorb up to 400x their weight, creating a gel barrier that holds moisture in place.
- 3. Keep Pushing Forward** in your fight knowing that you've established a long-lasting firebreak that won't require constant re-application.

Burn Ban Firebreak also has a sister product, **Burn Ban Vertical**, which uses inductors to pre-mix a tacky form of Burn Ban and apply a temporary moisture barrier on treetops and property exteriors.

Together, Burn Ban Firebreak and Burn Ban Vertical form a literal wall of water in the protection of property and lives. Meanwhile, our team does whatever it takes to help you plan and train for success in deploying Burn Ban as part of your firefighting arsenal.

So, **Schedule a Call** today. We'll help you understand how it works and then come on-site to perform a live demo where you can test it for yourself.

You can do more with less when fighting wildfires. You can avoid exhausting people and resources prematurely and instead multiply your force by training community volunteers to deploy Burn Ban and build safe, longer-lasting firebreaks that offer greater protection for property and lives.

One-Liner

There's never enough water to fight a wildfire, so we created a way to make water work harder by trapping it in a gel form that builds longer-lasting firebreaks. Your firefighters can extend the resources they have and keep pushing forward in the fight to protect property and lives.