

FOR IMMEDIATE RELEASE**November 2004****Contact:**

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**BLAZEMASTER® FIRE SPRINKLER SYSTEMS AND FLEXHEAD® INDUSTRIES ENTER
INTO STRATEGIC MARKETING ALLIANCE
Product Compatibility Increases Installer Confidence and Labor**

CLEVELAND, OH – A good idea just got better. Never has this phrase been more true in the fire sprinkler industry than now. That’s because Noveon, Inc., the producer of BlazeMaster® CPVC, and FlexHead® Industries, the producer of flexible sprinkler connection products, two recognized leaders in the field of fire protection, have announced that they have entered into an exclusive co-marketing agreement. Under this new agreement, Noveon and FlexHead® will be promoting the use of an innovative fire sprinkler system using BlazeMaster® pipe and fittings in combination with FlexHead® flexible sprinkler connection products that have been determined to be chemically compatible with BlazeMaster® CPVC.

Until now, chemical compatibility issues have presented challenges for contractors looking to take advantage of the tremendous labor savings and other installation benefits of using BlazeMaster® CPVC pipe and a flexible sprinkler connection using a stainless steel hose assembly. This combined system simplifies installation, saves labor, inspection, maintenance, and future relocation of automatic sprinklers.

“It’s important for installers to recognize that there are chemically incompatible products on the jobsite,” said Matthew Kuwatch, global marketing manager for BlazeMaster® fire sprinkler systems. “With steel prices increasing substantially, the benefits of combining a BlazeMaster® CPVC piping system with FlexHead® flexible sprinkler connections are significant. The combined system allows sprinkler designers and contractors to have increased flexibility in design and installation. This leads to a quicker and more cost effective installation solution. And only through an agreement such as this one with FlexHead®, can designers and installers have total confidence in the performance and reliability of the combined fire protection system. This combined system is ideal for building applications such as office buildings, hospitals, and schools.”

As part of the new agreement, FlexHead® flexible sprinkler connections were tested for chemical compatibility under the FGG/BM® System Compatible Program created by Noveon, Inc. The FGG/BM® System Compatible Program is designed to test and monitor construction products on an ongoing basis to ensure chemical compatibility with FlowGuard Gold® and Corzan® water distribution systems and BlazeMaster® fire sprinkler systems. Occasionally there have been instances where BlazeMaster® CPVC piping systems were damaged after coming in contact with incompatible ancillary products such as thread sealants, leak detectors, firestops, packing oils, etc. Thanks to this Noveon

exclusive program, installers can simply check the label for the new FGG/BM® System Compatible mark and be assured that the BlazeMaster® pipe will not be chemically damaged by the ancillary product.

CPVC products are made with base resins having different molecular weights and varying chlorine content, as well as different compound additives. Therefore, the FGG/BM® System Compatible Program can only verify the chemical compatibility for the products with which they have been tested (i.e., BlazeMaster®, FlowGuard Gold®, and Corzan® CPVC products).

“We consider this to be a strategic alliance in which we will only promote the use of our product with BlazeMaster® CPVC pipe,” said Norman MacDonald III, CEO and founder of FlexHead® Industries. “The timing for such an alliance is in tune with current market conditions that have seen a dramatic increase in the price of steel products. With these higher pricing pressures, we believe more contractors than ever before will be investigating the cost-effective alternative afforded by CPVC pipe and flexible sprinkler connections.”

Continuing a Tradition of Leadership in CPVC Technology

BlazeMaster® CPVC fire sprinkler pipe was introduced to the industry 20 years ago as the first Listed non-metallic pipe approved for Light Hazard commercial and residential applications. Key to the product’s ongoing success is its tremendous labor savings compared to metallic pipe. Since the product is installed using a solvent cement bonding system, installations are faster, easier, safer and cleaner than metallic installations. The pipe is lightweight in comparison to metal pipe, which increases maneuverability on job sites. And it allows for quick, on-site modifications. BlazeMaster® CPVC pipe is designed for a 50-year life expectancy with a Safety Factor of 2 and, from a safety standpoint, exhibits low flame and smoke characteristics. BlazeMaster® fire sprinkler systems are backed by extensive research and testing, along with a Quality Assurance Program that ensures consistent, reliable, long-term performance. No other non-metallic pipe has undergone as many industry tests. As a result, BlazeMaster® fire sprinkler systems are Listed and approved for more applications than any other non-metallic pipe.

Benefits of a More Flexible Installation

FlexHead® Industries invented the concept of flexible fire protection more than twenty years ago for semiconductor facility applications. Today FlexHead® is a leader in the flexible sprinkler connection industry and has successfully differentiated itself through the development of a patented flexible sprinkler connection for use with commercial ceilings, rather than traditional hard-pipe armovers, to connect sprinkler heads to the branch line. The innovation quickly became popular with contractors in both new construction and retrofits because the heads are easier to install and maintain. With fewer joints between the branch line and the sprinkler head, a FlexHead® installation reduces work and minimizes the number of potential sources of leaks. In addition, the FlexHead® mounting brackets are specially designed so the sprinkler head accurately hits center-of-tile with no adjustments or calculations required of the installer.

By using a FlexHead® flexible sprinkler connection, routine installation time on installing armovers to center of ceiling of tile can be cut by more than 80 percent in straightforward circumstances, and by even more in difficult situations where intervening ductwork or other obstructions exist between the branch line and the sprinkler head. When installing FlexHead® connections, a minimum of four flexible connections can be installed in the same time it takes to do one hard-pipe armover. The end result is a substantial reduction in cost and time required for installation over hard pipe armovers, whether

measured by per-head or by hourly productivity criteria. Over the life of the property, FlexHead® flexible fire sprinkler connections will also make space reconfigurations or code updates easier and faster. The combination of installing a FlexHead® flexible sprinkler connection with a BlazeMaster® fire sprinkler system has been proven to be the best choice when schedule time is critical.

“As numerous as the potential benefits of flexible systems are, they can only be realized if you start with quality materials and use them in combination with products that have been proven to be compatible,” noted MacDonald. “Our agreement with Noveon regarding BlazeMaster® fire sprinkler systems is our attempt at a joint solution that helps eliminate the guesswork and maximize the advantages for the contractor.

To learn more about flexible sprinkler connections from FlexHead, visit www.flexhead.com or www.blazemaster.com, or call 888/234-2436, X7393.

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BlazeMaster® is a registered trademark of Noveon IP Holdings Corp. Noveon is a leading global producer and marketer of technologically advanced specialty chemicals for a broad range of consumer and industrial applications with revenues in 2003 of \$1.1 billion. Noveon is headquartered in Cleveland, Ohio, with regional centers in Brussels, Belgium, and Hong Kong. In June 2004 The Lubrizol Corporation acquired Noveon International, Inc. With Noveon, Lubrizol generated pro forma revenues of \$3.2 billion in 2003. For more information, visit www.corporate.lubrizol.com or www.noveon.com.