

The Ostrich Approach from Federated Insurance

Sticking your head in the sand won't protect you from getting burnt. Just because you can't see fire hazards, doesn't mean they're not there. Still, many business owners believe a fire will never damage their company—after all, those things always happen to the “other guy.”

More than 480,000 “other guys” had their buildings damaged by fire in 2011.* In fact, Federated Insurance has seen a significant rise in the number of policyholders experiencing fire losses in recent years. If you don't identify and control fire hazards at your business, you run the risk of becoming part of these harrowing statistics.

Physical damage is only one part of a fire's potential impact. Consider the emotional toll the flames can have on displaced workers and confused customers. And, most importantly, the possibility of employees being injured or killed.

“When we built the new facility in 2000, my husband asked, ‘Why do we need so much insurance? It's a steel building, what's going to burn?’ Well, six months later, we found out what could burn.”

*Bonnie Jones
Business Owner
Richland Center, Wisconsin*

After analyzing fire claims data from 2011, Federated identified the four most frequent causes of workplace fires:

- spontaneous combustion
- faulty electrical circuitry and equipment
- careless smoking
- improper handling and storage of flammable liquids

The analysis also revealed that many of the fires were preventable. Do you have a plan to protect your business from going up in smoke? If not, National Fire Prevention Week, running October 7 – 13, is the perfect time to get the ball rolling.

Don't take the ostrich approach in 2012. Contact your local Federated representative for a fire prevention checklist and help developing a fire prevention program at your business. Call 1-800-533-0472 or visit www.federatedinsurance.com to find your nearest representative.

*NFPA “The U.S. Fire Problem.” www.nfpa.org. Accessed 9/11/2012

This article is for general information and recommendations regarding risk prevention only and should not be considered legal advice. The information herein is accurate as of September 2012 and is subject to change. Qualified counsel should be sought regarding questions specific to your circumstances.