



COMPANY NAME	SUN FireDefense a dba of SunSeeker Enterprises, Inc
LEADERSHIP	<p>Founder and CEO - James Moseley</p> <p>President - Mike Yakovich</p> <p>Head of Product - Craig Weeks (RET. Los Angeles County Fire Department Fleet Services Chief)</p> <p>CFO - Eddie Tantoco</p>
DATE FOUNDED	June 2014
HEADQUARTERS	<p>Los Angeles, CA</p> <p>4300 Promenade Way #116</p> <p>Marina del Rey, CA 90292</p>
COMPANY DESCRIPTION	<p>Sun FireDefense is one of the only companies to provide products and services that saved structures in California’s deadly Skirball and Woolsey fires. A revolutionary provider of advanced fire-retardant products, the line was inspired by and engineered in partnership with some of the most influential experts and institutions in aerospace, fire prevention and electric power generation. Sun FireDefense delivers long-lasting, high-temperature fire protection that inhibits the ignition and spread of fire for years (versus minutes or hours), with one application. Tested by California Department of Forestry and Fire Protection (CalFire)-approved facilities, Sun FireDefense coatings are a game-changer for wildfire protection.</p>
MISSION	Defending life and property from wildfire.
PATENTS	#11441076 awarded September 13, 2022 for Sun FireDefense’s SPF 3000 fire retardant used on homes during two of California’s most devastating fires recognized for formula and method of Use
FAQs	Link to FAQs
<u>PRODUCTS</u>	<p>SPF 3000 - Developed with the most extreme situations in mind and backed by some of the most influential experts and institutions in aerospace, fire prevention, and electric power generation, this groundbreaking clear fire retardant spray prevents the ignition and spread of fire on treated surfaces and lasts for years. With a Class A Flame Spread Rating, the solution was inspired by technology used at the leading company in commercial space flight as part of a vision to defend life and property from wildfire.</p>

	<p>Why does it work? SPF 3000's self-extinguishing mixture includes a combination of resins along with a super alloy that expands and contracts when reacting to different levels of heat. When heat is applied, on a molecular level, the solution expands, absorbing the heat, protecting the surface it is covering, and cutting off oxygen to the fire, making it self-extinguishing. Unlike intumescent paint, once the heat is removed, it doesn't harden or create an arduous barrier difficult and costly to remove. Instead, it contracts to its original state, allowing wood and other materials to breathe, essential for preservation. The solution dries clear and is also infused with termite, mildew, mold, and rot repellent, making it an excellent sealant for both wood and stucco.</p> <p>Sun FireDefense's Home Protection System - Sun FireDefense's Home Protection System combines fire prevention best practices and technology with innovative chemistry. How does it work? First, your water source is mixed with an environmentally safe, SUN FireDefense developed fire retardant product called Cold Fire. When a fire approaches, the fire sprinkler system is triggered automatically by perimeter heat sensors, coating your home in the hybrid liquid solution adding an additional layer of safety to your home (this process can also be triggered remotely).</p> <p>How does it compare to other fire defense systems? Sun FireDefense's Home Protection System is somewhat autonomous in that it douses structures with water stored on the property and does not rely on wifi. If a utility grid goes down due to fire damage or overuse, systems are prepared and ready for action either through tanks and pumps installed on the property or existing water features such as pools and ponds. Sprinkler systems can be permanent or portable. Sun FireDefense staff will assist with the configuration and training to set up portable systems as needed.</p> <p>Sun FireDefense Fire Shield Fabric- SunFire Defense's Fire Shield Fabric acts as a flexible flame retardant, originally developed for firefighters to withstand extreme heat, and later used to protect launch pads for Virgin Galactic shuttle launch tests. The fabric, coated with SPF 3000, will not burn and provides long-lasting insulation for heat up to 2300 degrees. The fabric produces no smoke or fumes when hit by flames and can be used to secure vents, structural openings, and manufactured into covers and frames for windows.</p>
<p>COMPETITORS</p>	<p>SunFD has no direct competitors. They work to protect homes before <i>and</i> during wildfires with their suite of products. The companies listed below provide intumescent coatings which are only meant to withstand one wildfire event, and may cause damage to whatever surface it's applied to once activated and removed. SunFD uses a solution that needs to be dried and cured, lasts up to 5 years, and does not damage the surface it's applied to even after fires. SunFD Home Protection System also works to protect homes during a fire, mixing in</p>

	<p>with the sprinkler system’s water supply.</p> <p><u>No-Burn</u> - Fire protection company offering intumescent and fire retardant for buildings</p> <p><u>Flame Control</u>- Offer heat resistant and fire retardant coatings for buildings.</p> <p><u>InProCoat</u>- Offers fire protection for steel.</p> <p><u>Teknos</u>- Global paint and coating supplier for home and industry. They offer heat/fire protection for metal and wood.</p> <p><u>Flame OFF</u>- Fire barrier paint and flame retardant spray provider.</p> <p><u>Fire Free Coatings</u>- Flame retardant and fire resisting coatings.</p>
INDUSTRY DIFFERENTIATION	<p>Sun FireDefense makes 3 different products. SPF3000 (sprayed and dried prior to fire), Sun FireDefense Home Protection System (heat sensor-triggered when fire is close) and Sun FireDefense Fire Shield Fabric (which use elements of space shuttle materials to cover windows and vents just prior to a fire).</p> <p>The biggest differentiation is the SPF3000 spray that is patented and once sprayed and dried onto a structure has been formulated with a technology that smothers oxygen that would otherwise feed a fire and therefore self extinguishes. Also, SPF3000 stands apart from competing fire retardants on the market, as it lasts for multiple years, as opposed to other products on the market that are used as fire approaches and lasts for hours or minutes. Lastly, once triggered, SPF 3000 does not expand and envelop the surface it’s sprayed on, forming a hard and arduous barrier that is costly to remove, and damaging to the surface. SPF 3000 expands into the surface it’s sprayed on, and contracts once heat is removed.</p>
Comparison Technology	<p>SPF3000 has been compared to intumescent fire retardants that behave in the following manner: Once in contact with flames or radiant heat, SPF3000 does not expand to protect substrates in the way intumescent paints do. Intumescent paints expand up to 100-200 times, don't absorb into the surface and create a very hard, protective barrier that creates a very arduous and costly effort in the removal of intumescent coating. Intumescent paint merely insulates the surface, creating a barrier, but they don't contract once the heat dissipates to allow oxygen back into the surface like the instant formulation does. Intumescent paints can also be triggered at temperatures around 120 Celsius, far below what most surfaces would take to combust. It can be less costly to replace the beam or area treated with intumescent after flame or radiant heat has caused the expansion to take place.</p>
TESTS AND CERTIFICATION	

	<p>Department of Energy, Bonneville Power Administration - Lightning Strike Test 2017- The Bonneville Power Administration, one of 32 utility companies in the U.S., that services the Pacific Northwest, ran a 30 minute lightning strike simulation test on two utility poles, one with Sun FireDefense’s coating, and one without. Both poles burned while the voltage was applied. The pole treated with SPF 3000 burned less vigorously and extinguished itself more quickly than the untreated pole. The conclusion- the treatment will not prevent electrically caused pole fires, but it may limit the damage done to the structure in some cases.</p> <p>Note: A lightning strike can heat the air it passes through up to 50,000 degrees F. The surface of the sun is roughly 10,000 degrees F and wildfire burns at roughly 1,400 degrees F. (Test results here)</p> <p>Turner Maclane (environmental consulting agency) 2018 - conducted an evaluation of wood treated with the patented formula (SPF 3000) to determine if it would pose an environmental or health threat. Additionally, it was tested to define if a normal treatment process would render the treated material to be classified as ‘hazardous waste’ by State or Federal regulatory standards. All results were “non-detect” for Volatile Organic Chemicals (VOCs), indicating that there are no VOCs present at concentrations above the laboratory reporting limits. The results also showed that the wood products treated with the solution did not exhibit properties of hazardous waste and do not show any evidence of posing an environmental threat to the structure to which they are applied. (Test results here)</p> <p>American Society for Testing and Materials 2016/2018 - The purpose of this test method was to evaluate the ability of a product to limit the surface spread of flame when evaluated for 30 minutes. The formula met the conditions of classification as outlined in ASTM E-2768-11. For the initial 10-minute test period, the test specimen had a flame spread index less than or equal to 25 and the flame front did not progress more than 10.5 feet beyond the centerline of the burners at any time during the thirty-minute test period.</p> <p>Virgin Orbit 2018- Virgin Orbit completes their first fuel thrust test on a rocket stand outfitted with FireShield Fabric as insulating wraps on the steel support beams. Combustion temps are just under 6000°F (wildfire burns at up to 1,472° F). (video here)</p> <p>National Technical Systems (NTS) 2019- SUN FireDefense passes a 15-minute ignition and flame spread test at 2100 degrees (wildfire burns at up to 1,472° F).</p>
<p>How is Sun FireDefense applied?</p>	<p>SPF 3000 can be sprayed or painted onto wood, polymers, metals, fabrics, fiberglass, and plastics. An airless sprayer is used to apply the solution to the surfaces of buildings, telephone poles, electricity poles,</p>

	<p>and other objects. It can also be painted on a building’s trim. The solution performs best when at least two coats are applied to the surface. For SPF 3000, to coat a 5000 square foot home, the application process takes 5 days</p> <p>Sun FireDefense’s Home Protection System More setup is more complicated as each system is tailored for the structure. SunFD must account for home location, surroundings, water source, whether the customer wants sensors and/or sprinklers around the perimeter.</p>
<p>KEYWORDS (Should be using these terms to rank for SEO on web pages, blogs, and press releases)</p>	<p>Sun FireDefense Sun FireDefense spray Sun FireDefense material Sun FireDefense fabric Sun FireDefense System FireShield Fabric Cold Fire Flame retardant Flame retardant spray Flame retardant fabric Flame retardant material Fire shield Home fire protection Home fire protection systems Home fire protection system Home fire protection services Home fire protection kit Wildfire protection Home wildfire protection House wildfire protection House wildfire protection system Wildfire protection service Wildfire protection kit Wildfire home protection Wildfire home retardant spray Residential wildfire protection system</p>
<p>HASHTAGS</p>	<p>#SPF3000 #SunFireDefense #ColdFire #WildFirePrevention #WildFireProtection #HomeWildFireProtection #WildFireProtectionSystem #FireShieldBlanket</p>
<p>HISTORICAL MOMENTS</p>	<p>2014 - Sun FireDefense is established</p> <p>2022 - Patent on SPF3000 granted</p>

	<p>2018 - Tests fire blankets with Virgin Orbit</p> <p>December, 2017- Skirball fire tears through the BelAir neighborhood in Los Angeles. A 6.5 million-dollar BelAir home remained virtually untouched after being treated with Sun FireDefense the year before. (Video testimonial available here)</p> <p>November, 2018 - Wooseley fire burns over 96,000 acres of land, destroying over 1,600 hundred structures in California. Sun FireDefense treated a Corral Canyon, Malibu home with SPF 3000, covered their windows, and filled their vents with fire blankets in a last-minute effort to protect the home before the evacuation began. The home was saved, while all neighboring homes perished. (Video testimonial available here)</p>
<p>FACTOIDS</p>	<p>Sun FireDefense tech has been used to produce window covers, utility pole fire wraps, and rocket stand protection for the leading company in commercial space flight. (link to video)</p>
<p>TESTIMONIALS</p>	<p>“I have lived here in Topanga for 11 years. Sun FireDefense’s coatings are a game changer in fire protection. I wish their products existed back when I was an active firefighter. This is helping save lives and property.</p> <p>-Will Spyrison. 36-year Division Chief Angeles National Forest (Retired)</p> <p>During that time, we lived through 2 wildfires, one of which got to within a quarter mile of the house. I have always felt like we were on borrowed time. But now, having gotten the house treated by Sun FireDefense, I feel much greater peace of mind. I still plan to evacuate if a fire comes close, but I am now confident that the house will still be here when I get back. That is far greater assurance than any amount of insurance can give me.”</p> <p>– Brad G. Homeowner in Topanga, CA</p> <p>“Twice over the past decade, my wife and I have seen the flames of wildfires approach the beautiful home we built. Sun Fire Defense was the only company we’ve come across that offered a fire retardant solution that wasn’t last-minute. The process of treating our house was straightforward and took less than a week. Knowing our home and treasured family heirlooms are better protected from fire has given us much greater peace of mind. Thank you!”</p> <p>-Claude C. Homeowner in Rancho Santa Fe, California</p> <p>“We learned about Sun Fire Defense online after being referred by our local Fire Captain, Kevin Buckley. We decided to treat our house based on testimonials from other customers. Insurance had also requested</p>

that we put a fire-resistant coating on the house. The crew was fast and courteous and we now feel safer knowing the property is better protected.”

-Terri & Dennis C., Homeowners in Painted Cave, CA

“I live in a high-fire zone and have an all wood shingle house and I worry a lot about fire. I had a similar treatment done many years ago and was long overdue to have it done again. I was glad to come across Sun Fire Defense.”

- Marilyn F., Homeowner in Santa Barbara, California

“Fires are a constant threat in the area of my residence as there is a large number of Eucalyptus trees to the east and north east of us. This is the direction Santa Ana Winds would bring a threat to our neighborhood. I found out about Sun FireDefense through a mailer that was sent out. Prior to this, I had in mind that a fire retardant application would be wise in light of the threat we face. From the mailer and contact I learned more about intumescent coatings and how it would be applied by a painting contractor to our building. The crew that came out to do the work was knowledgeable and efficient in conducting the work. Now that the work is completed I feel a sense of relief that we have some protection from wildfires.”

– Henry G. in San Diego, CA

Dear Jim,

In a most timely manner, your company has completed the painting of our new house and simultaneously the treating of all stucco and wood with your amazing fire retardant. The finished work is not only beautiful but also provides us with a sense of comfort in a time when the news is filled with stories of raging wild-fires. I would highly recommend your product and services to anyone.

With all best wishes,

Dean Koontz