



LIGHTNING PROTECTION

SECURITY FOR TODAY'S RESIDENTIAL PROPERTIES



Get grounded.™

EAST COAST LIGHTNING EQUIPMENT



Direct strikes to buildings will commonly result in a fire that starts on the roof or in the attic. In this photo a brick home received a direct lightning strike to the roof resulting in a fire that caused \$600,000 in damage.

LIGHTNING FACTS

20 Million

The United States receives 20 million lightning strikes annually.

50,000

A lightning strike can generate temperatures in excess of 50,000 degrees Fahrenheit.

15%

Lightning is the cause of 15% of all fires in wood shingle buildings.

28%

The cost of insurance claims for lightning damage increased 28% from 2004-2008.

“AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE”

Ben Franklin, inventor of lightning protection



Why risk?

A LIGHTNING STRIKE TO AN UNPROTECTED HOME CAN BE CATASTROPHIC.

A single bolt of lightning can carry over 30 million volts of electricity. Lightning can rip through roofs, explode brick and concrete and ignite fires. In addition to causing structural damage, a single bolt of lightning can wreak havoc with computers, electronic equipment and appliances.

Every year in the United States the number of homes struck by lightning increases. According to the Insurance Information Institute, residential lightning losses exceed a billion dollars annually and represent close to five percent of all residential insurance claims.



A lightning protection system is intended to last the life of the structure it protects and typically only requires maintenance if a home is changed structurally

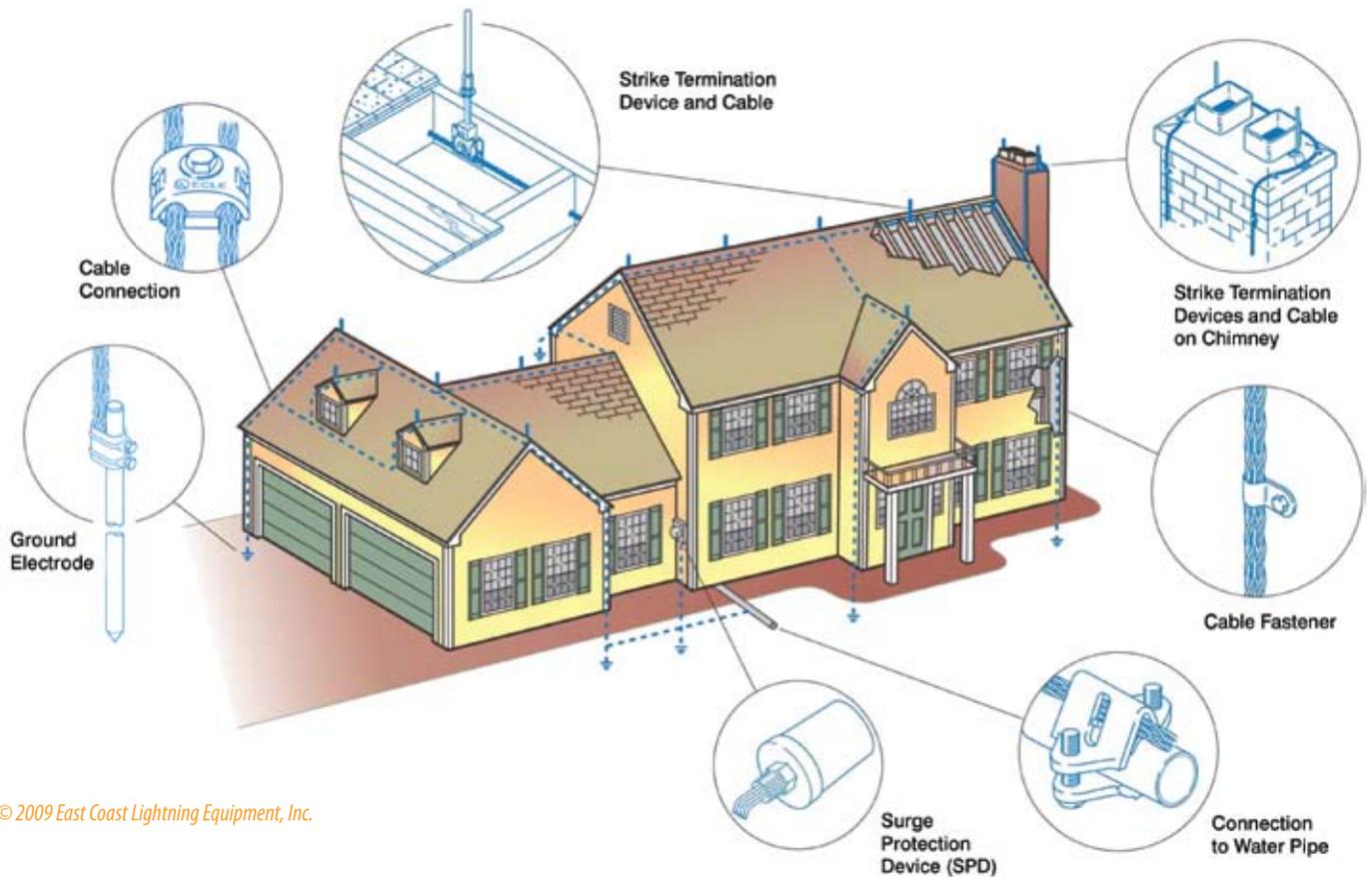
or mechanically. Such changes might include a new roof, an addition, a new electrical service or the installation of a satellite dish.

TODAY'S HOMES ARE ESPECIALLY VULNERABLE TO LIGHTNING.

Metal building components, irrigation and security systems, invisible and electric fences, computers and sensitive electronic appliances are common in homes today. These lightning vulnerable features can increase a homeowner's potential for

serious lightning damage. A properly installed lightning protection system minimizes the threat of lightning related damage. The security and peace of mind that a lightning protection system offers is a big return on a small investment.

TYPICAL RESIDENTIAL LIGHTNING PROTECTION SYSTEM.



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The System

A lightning protection system performs a simple task. It provides a specified path on which lightning can travel. When a home is equipped with a lightning protection system, the destructive power of the lightning strike is directed safely into the ground, leaving the home, family members and personal belongings unharmed.

The Primary Components

A lightning protection system should include all of the following elements, which work together to prevent lightning damage.

- Strike termination devices (rods)
- Conductor (cable)
- Bonds with metallic bodies
- Ground electrodes
- Surge suppression devices (SPD's)

Electronic Protection

Modern homes are especially vulnerable to the havoc that lightning can wreak on sensitive electronic equipment. To assure the highest level of protection, UL-listed lightning surge protection devices are installed on electrical service panels and other incoming lines. Surge protection devices (SPD's) are the first line of defense against harmful electrical surges that can enter a structure through power lines. For additional protection, UL-listed transient voltage surge suppressors can be installed to protect specific electronic components. A qualified lightning protection specialist can make recommendations for surge protection that is tailored to your specific needs.

Quality Counts

It is essential that lightning protection systems are installed by trained, qualified lightning protection specialists. For quality assurance all materials and methods should comply with nationally recognized safety standards as established by Underwriters Laboratories and the National Fire Protection Association.



Lightning Protection Standard UL96A



Lightning Protection Standard NFPA780

EAST COAST LIGHTNING EQUIPMENT

QUALITY MATTERS.

ECLE components are constructed from highly conductive copper and aluminum alloys to ensure the highest level of quality for your lightning protection system. Materials and methods for lightning protection systems must comply with the nationally

recognized safety standards of Underwriters Laboratories (UL) and the National Fire Protection Association (NFPA).

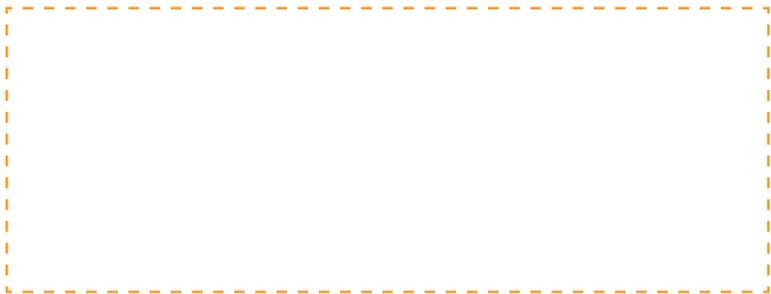


LIGHTNING PROTECTION IS NOT A DO-IT-YOURSELF PROJECT.

Lightning protection installation is a specialty discipline. To ensure that your lightning protection system is installed properly, it is important to hire an experienced lightning protection specialist, who is listed with Underwriters Laboratories for lightning protection installation. A UL-listed installer will make certain that the lightning protection system installed on your home complies with nationally recognized safety standards. For an additional fee, your installer can even arrange for a UL inspection of your system through UL's web-based Lightning Protection Certificate program.



Protect your home and family, contact our representative today!



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24 Lanson Drive | Winsted, CT 06098 T 860.379.9072 F 860.379.2046 EM info@ecle.biz WEB www.ecle.biz