

Facts for Retailers

- Texas' Cigarette Fire Safety Standard Law goes into effect on **January 1, 2009**.
- Beginning January 1, 2009, manufacturers may only sell cigarettes to distributors that have been certified in writing to the SFMO as having been tested in accordance with the accepted test standards.
- Retailers and distributors are permitted to sell their existing inventory of non-fire standard compliant cigarettes until January 1, 2010.
- After **January 1, 2010**, no cigarette may be sold in Texas unless it is certified as being fire standard compliant with the State Fire Marshal's Office.
- Retailers must allow representatives of the State Fire Marshal's Office and Comptroller's Office to inspect the records and stocks of cigarettes sold in their establishment.
- FSCCs will have a special marking on the package to indicate compliance with the cigarette fire safety standards.
- Retailers will receive illustrations of approved fire standard compliant cigarette package markings from the wholesale dealer.

According to the Harvard School of Public Health Report, cigarette sales have not shown a decline after the implementation of the fire-standard compliant cigarette.



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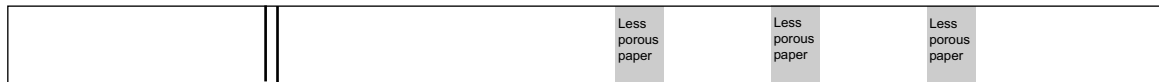
Fire Standard Compliant Cigarettes:

How they may save your life!

How they may affect your business.



How the Fire Standard Compliant Cigarette (FSCC) Works



Two or three bands of less porous paper slows down the burning, causing the cigarette to self-extinguish, when not actively being smoked.



House fire caused by a cigarette near the University of Texas Campus. Damages estimated at \$750,000. No lives were lost.

Why FSCC?

Nationally, cigarette-ignited fires cause between 700 and 900 home fire fatalities each year. In Texas in 2006, cigarettes ignited 1,880 fires and caused more than \$14 million in property losses. In 2006, 10 civilians lost their lives, 35 civilians were injured and 10 firefighters were injured due to cigarette fires.

A Fire Standard Compliant Cigarette (FSCC) is designed to self-extinguish if it is left unattended or is not actively being smoked. Cigarette companies produce fire standard compliant cigarettes by wrapping the cigarettes with two or three thin bands of less porous paper. These bands act as “speed bumps” slowing down the burning of a cigarette, causing it to self-extinguish. Even though FSCC will decrease the number of fires caused by cigarettes, they are not foolproof. With your help, many fires caused by cigarettes may be prevented.

Myths vs Facts*

Myth: There is no such thing as a cigarette that reduces the risk of fire.

Fact: FSCCs only exhibit full-length burns 10% of the time, compared with non-FSCCs, which exhibit full-length burns 99.8% of the time.

Myth: Fire Standard Compliant Cigarettes are more toxic.

Fact: A Harvard School of Public Health study found that fire standard compliant cigarettes are no more harmful than regular cigarettes.

Myth: The push for fire standard compliant cigarettes is just an anti-smoking campaign.

Fact: The State Fire Marshal’s Office is working to prevent loss of life, lessen the number of burn injuries, and reduce property loss due to cigarette related fires. The FSCC campaign is about making sure the cigarettes that are smoked are less likely to cause a fire.

* Information provided by the Coalition for Fire-Safe Cigarettes and a study conducted by The Harvard School of Public Health.

Did You Know?

- The cost of cigarettes is not anticipated to increase due to fire standard compliant technology.
- The taste of cigarettes should remain unaltered with the implementation of FSCC technology.
- One in four victims who die in smoking-material fires is not the smoker whose cigarette ignited the fatal fire.
- 47% of smokers who died in smoking-material fires were under the influence of drugs and/or alcohol.
- Mattresses, upholstered furniture and trash are the most commonly ignited materials in a cigarette-caused home fire.
- Nationally, between 2002 and 2005, 47% of home smoking-material fire victims were sleeping when they were injured.