

# Hope on the Horizon

**Building expert Steve Conboy is on a mission to shut down fires faster and also reverse global warming.**

**BY KAMALA KIRK**

“

*We don't want to define insanity and show the world how we continually rebuild Malibu without thinking about new technologies to defend it from the next fire. Malibu could be a model city for the rest of the world.*

—Steve Conboy

”

**W**hile working as a technical engineering rep for engineered wood products, Steve Conboy discovered there was a need to make wood buildings safer from fires.

Today, as president of M-Fire Holdings LLC., a fire technology company, Conboy develops products and programs using clean, safe model and fire-defensive chemical treatments for lumber.

“Right now we’re in the middle of the mass timber movement, where people are building high-rises with wood,” Conboy said.

It was 12 years ago when Conboy teamed up with an award-winning scientist and inventor to create a fire protection program for high-density housing. It works by treating the wood with a special combination of non-toxic chemicals during the framing stage to break down a free radical chain in fires so they can’t exist.

“When you start to treat this product on lumber, the fire can’t even ignite or advance,” Conboy explained. “It [has] been through a lot of laboratory and safety testing before we took it to market, where it just went off the hook.”

Conboy’s Proactive Wildfire Defense System helps property owners defend their homes from wildfires. It’s a sprinkler system installed on the roof as well as nearby slopes, and it sprays a special chemical combination from a tank over the house, landscaping and nearby vegetation to prevent fire from advancing. When it’s time to evacuate, all the homeowner has to do is turn the system on and everything around the house will get saturated with the