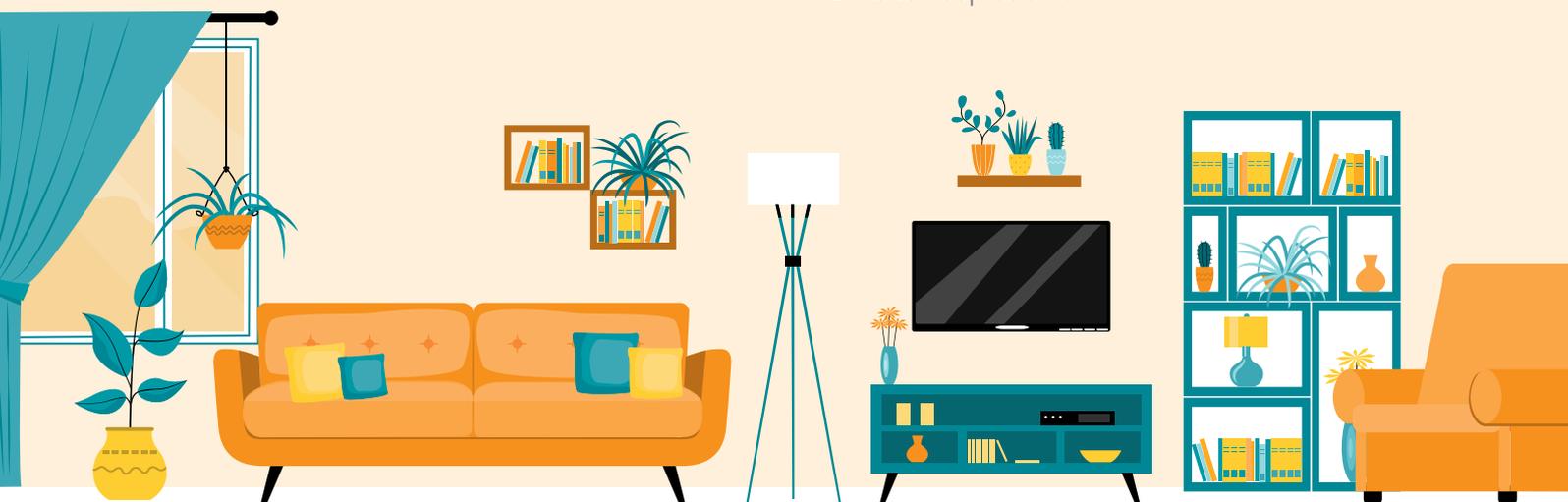


Brominated Flame Retardants protect what is essential

BFRs are an essential part of everyday living

Today, with ever-more technological advancements and highly flammable materials like plastics surrounding us, **Brominated Flame Retardants (BFRs) are needed more than ever to protect us** from the risks of fire.

By inhibiting fire ignition or slowing down the spread of flames, BFRs ensure high levels of fire protection leading to a significant decrease in fatalities across the world¹. Everyday objects such as electronics and insulation materials all contain BFRs to keep us safe.



BFRs in action:



Increase the time for residents to evacuate and firefighters to intervene, preventing injuries, avoiding traumatic experiences and saving lives



Help prevent losses by protecting property and preserving surrounding nature



Support the circular economy by maintaining their efficacy over time, ensuring an extended product lifecycle

Throughout sectors and across the world, BFRs are subject to strict chemical regulation standards. This ensures that all products and appliances containing BFRs are safe for everyone to use, handle and store at home or at work.

We need high levels of fire protection!



The bromine sector works to improve and enable fire safety and availability of flame retardants.

With the help of BFRs, the UK and Ireland are able to achieve higher fire protection standards on furniture set compared to the EU, resulting in some of the lowest fire incidents, fatalities, and property damage.

About BSEF

BSEF, The International Bromine Council, represents the bromine technology industry globally. It provides information on the benefits of bromine and bromine technologies both for society and the economy. BSEF also serves to support its members and market organizations in their engagement with policymakers and regulatory authorities. The members of BSEF are Albemarle Corporation, ICL Industrial Products, LANXESS and Tosoh.



¹ Provided by the **National Safety Injury Facts**, a nonprofit safety advocacy organization based in the US reporting on injury statistics since 1921.