

# *Deep Pocket Blues*

*Are you tired of being the company put on notice of “every fire” west of the Atlantic? Are you tired of having to pay “defense costs” to end frivolous product litigation? Is your product’s label the only one that is legible after the fire? If so, then you’ve got the “deep pocket blues.”*

Fire litigation is not product liability in a different wrapper. Fire litigation is product litigation with more issues, more hurdles, and more available defenses. To take advantage of the additional defenses, you and your attorney must understand fire science. You must understand the culture of the fire investigators who are identifying the area of origin to include your company’s product at the fire scene, as well as the mindset of the attorneys who are promoting the litigation.

In what other product liability action does the area of origin become relevant? In what other product liability action do the concepts of competent ignition source, first fuel, or arc mapping provide a defense?

If your company is tired of suffering from the deep pocket blues, then stop treating your fire litigation like just another products case. You have to empower yourself and effectively fight back. To do that you must become educated in the field of fire science and insist that your investigators and attorneys be experts in that science as well.

Only then will you be able to cure the deep pocket blues by exculpating your product at the fire scene and dissuade opposing fire investigators and attorneys from associating your company’s product with being a potential deep pocket for recovery. Fire science training is available through the National Association of Fire Investigators, The International Association of Arson Investigators, The University of Wisconsin Engineering Department (Professor Richard Moll), the U.S. Department of Alcohol, Tobacco, and Firearms, the free website [www.cfitrainer.net](http://www.cfitrainer.net), and Fire Findings ([www.firefindings.com](http://www.firefindings.com)). Our firm provides training to companies at no charge and at your facility. Cure those blues!