

SPACE HEATER FIRE CASE?

Refer it. We try them.

Sunbeam, Holmes, Patton, Bionaire, Mr. Coffee, Rival, Oster — and other radiant quartz tower heaters that ignited bedding, drapery, or clothing.

\$58.65M verdict in Shinedling v. Sunbeam Products (\$46.92M net after apportionment). Same demonstratives. Same experts. Same playbook. Ready to deploy in your case.

SUNBEAM BRAND FAMILY

Holmes • Sunbeam
Patton • Bionaire
Mr. Coffee • Rival
Oster • Crock-Pot
Coleman • FoodSaver

(Newell Brands subsidiaries)

We have already tried it, won it, and held the verdict on appeal.

01

TRIED. WON. AFFIRMED.

Shinedling v. Sunbeam Products — \$58.65M jury verdict (\$46.92M net) against the manufacturer of a Holmes radiant quartz heater that ignited a bed and killed a sleeping mother of three. The roadmap exists.

02

**EXPERTS AND DEMONSTRATIVES
READY**

Origin/cause, heat-transfer, human factors, economist, and life-care experts already engaged on this exact product family. The 3D heater renderings, temperature exhibits, and manual blow-ups in this deck are court-tested.

03

FAIR REFERRAL FEES

CRPC Rule 1.5.1-compliant written referral agreements. Co-counsel arrangements available where you want to stay involved. We carry the costs.

How demonstrative graphics win product-defect cases.



An empty jury box. Twelve people who do not yet know what a radiant heater is. Your job is to make them see it.

01 SHOW, DO NOT TELL

A jury cannot picture 1,200° F. They can see a glowing red bar igniting fabric. The 3D renderings on the next slides did the work expert testimony alone could not.

02 LET THE DEFENDANT TESTIFY

The most damaging exhibit is the manufacturer's own manual highlighted on the screen. "AUTO SAFETY SHUT-OFF" in their words, then the fire-scene photo next to it.

03 ANCHOR WITH ONE NUMBER

The 124° vs 1,200° bar chart is the case. One picture, one comparison, one autoignition line at 450° — and the defect is undeniable.

04 REPEAT THE FRAME

The same color, the same heater silhouette, the same red glow across opening, science, manuals, and closing. The jury learns the visual language.

THE RESULT

Shinedling v. Sunbeam Products

\$58.65M

Plaintiffs' jury verdict against Sunbeam Products for a radiant quartz tower heater that ignited a bed and killed a sleeping mother of three.

\$46.92M

Net recovery after 20% comparative-fault apportionment. Tried in the U.S. District Court, Central District of California.

Same heater family. Same defect theory. Same demonstrative kit. Ready to deploy in your case.

You probably have one of these cases. Here is how to spot it.

THE FACT PATTERN

The product

Tall, narrow tower heater with a glowing red vertical bar visible through a metal grille. Marketed as "radiant," "quartz," or "infrared."

The brand

Holmes, Sunbeam, Patton, Bonaire, Rival, Oster, or Mr. Coffee. Big-box retail. Often a holiday-season purchase.

The ignition

A blanket, clothing, drapery, pet bed, or paper falls onto or against the front grille. Within minutes the fabric ignites.

The damage

Bedroom or apartment fire, often overnight. Severe burns, smoke inhalation, wrongful death — frequently children or elderly.

The defense

"User error." "The heater had tip-over and overheat protection." All of which we have already beaten.

CALL US BEFORE YOU PASS

Pre-suit preservation matters more here than almost any case.

- Locate and preserve the heater — even if heat-damaged.
- Photograph the scene before any cleanup; document the fabric.
- Get the model number from the unit, box, or receipt.
- Hold the fire department report and any insurer photos.
- Do not let the insurer subrogate without our involvement.

Arash Homampour

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PART ONE

THE SCIENCE

Two heaters. Two physics. One of them sets fabric on fire.

HOW A FORCED-AIR HEATER WORKS

It blows warm air. Touch the fabric and it gets warm, not hot.

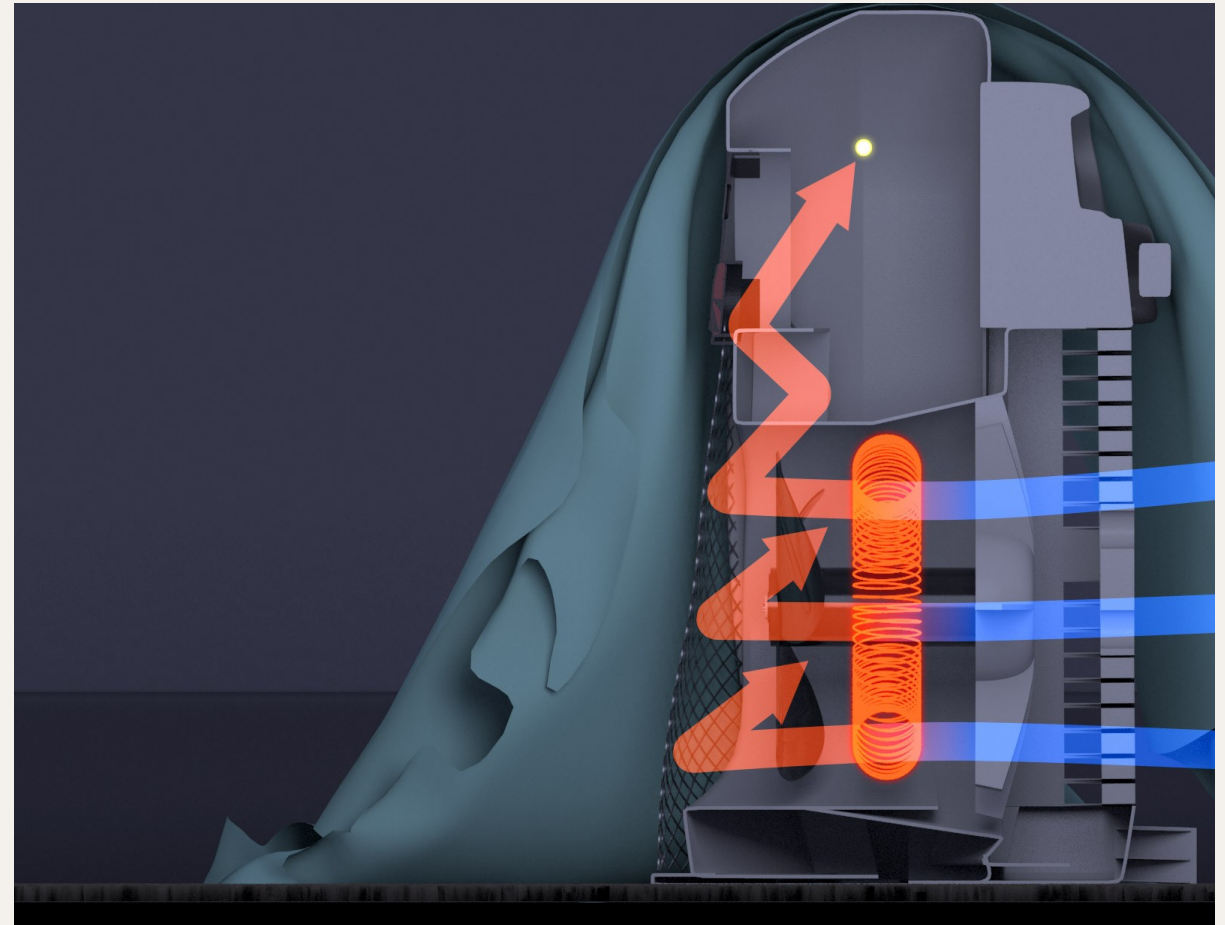
FORCED AIR – convection

Heat moves via moving air.

A fan pulls cool room air in, pushes it across a low-temperature heating element, and blows the warmed air out the top. When fabric drapes across the unit, the airflow is blocked — the fabric stays well below ignition temperature.

124° F

Maximum surface temperature of a forced-air heater under load



3D cutaway demonstrative from Shinedling closing argument.

HOW A RADIANT QUARTZ HEATER WORKS

It glows. Anything that touches the glow ignites.

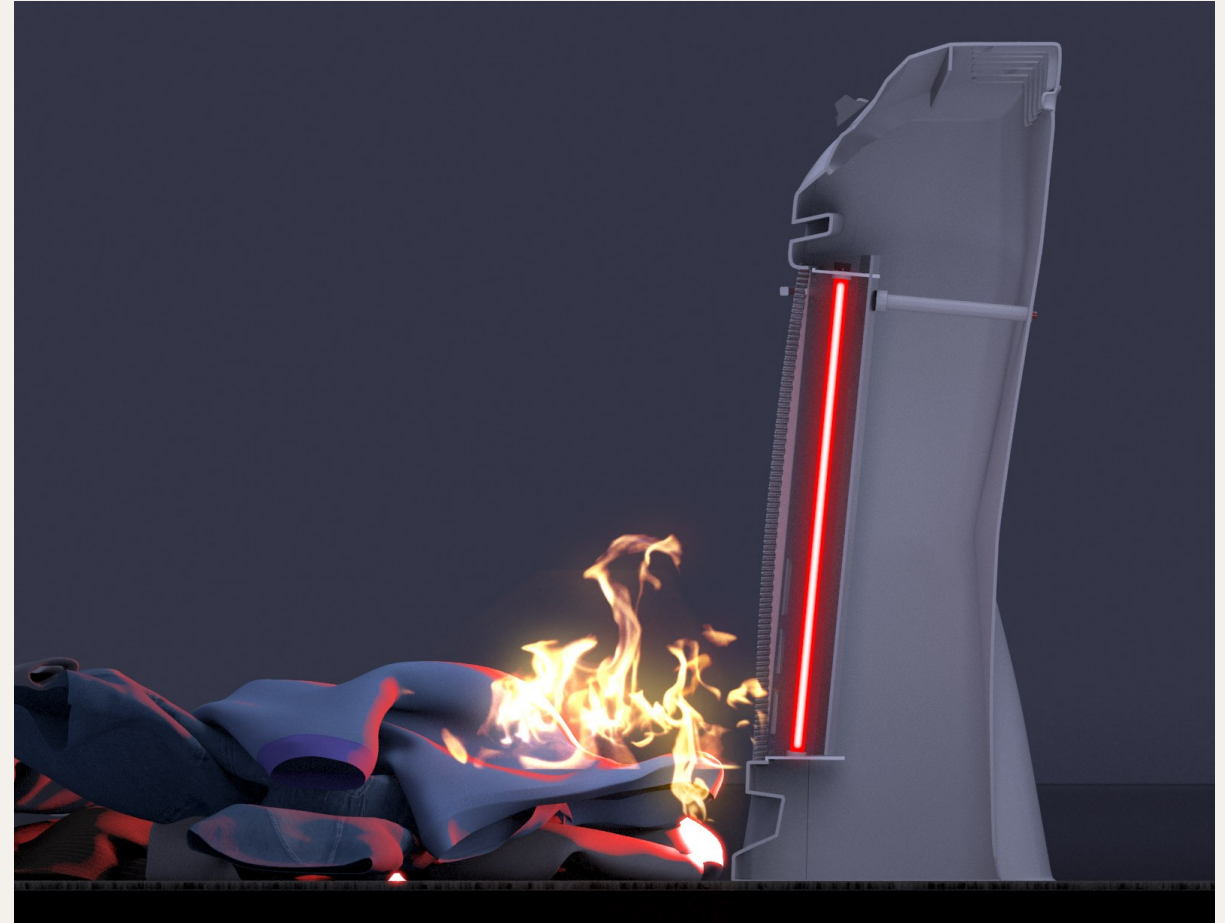
RADIANT QUARTZ – infrared

Heat radiates through space.

A glowing quartz tube emits infrared radiation. There is no airflow protecting the element. Anything in front of the grille — a sleeve, a comforter, a curtain — absorbs the radiant energy directly and heats up until it ignites.

1,200° F

Surface temperature of the quartz element in a Holmes radiant tower heater.



Radiant heater 3D demonstrative — Shinedling closing argument.

One picture, one comparison, one autoignition line.

1,200° F

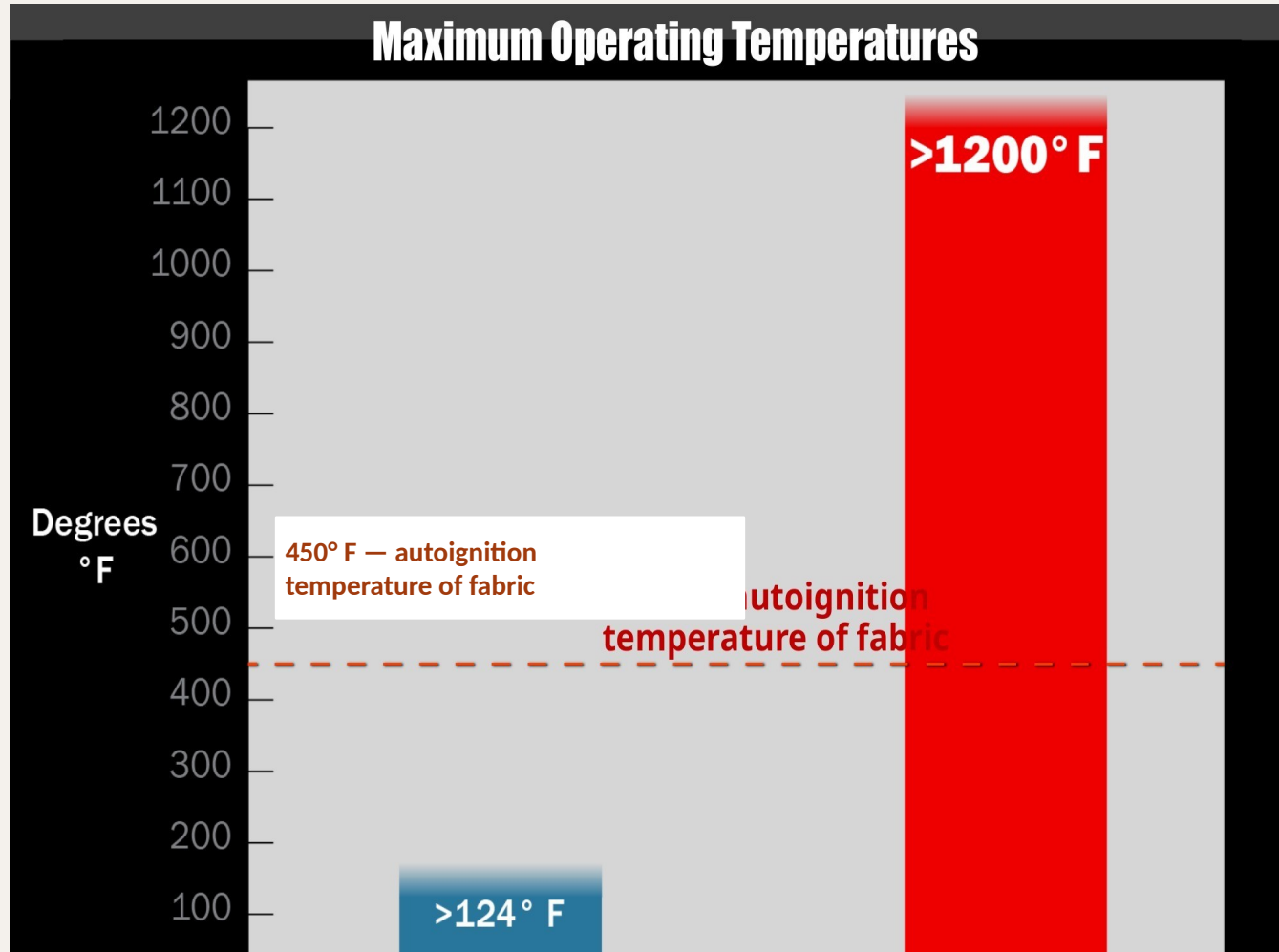
Radiant element
temperature

450° F

Autoignition
temperature of fabric

124° F

Forced-air
maximum surface



THE TAKEAWAY

Almost 10×
the forced-air
maximum.

Nearly 3× the
autoignition line
of household fabric.

PART TWO

IN THEIR OWN WORDS

The defense will tell the jury the heater was safe. The manufacturer already told you it wasn't.

"AUTO SAFETY SHUT-OFF WITH INSTANT TIP-OVER PROTECTION."

Holmes Owner's Guide HQT307

HEAT SAFE PROTECTION
Tested Beyond UL Standards

Tower Quartz Heater

PLEASE READ AND SAVE THESE IMPORTANT INSTRUCTIONS

FEATURES - OPERATIONS

PLEASE READ AND SAVE THESE IMPORTANT SAFETY INSTRUCTIONS

AUTO SAFETY SHUT-OFF WITH INSTANT TIP-OVER PROTECTION

This heater is equipped with a patented, technologically-advanced safety system that requires the user to reset the heater if there is a potential overheat situation. When a potential overheat temperature is reached, the system will automatically shut the heater off. It can only resume operation when the user resets the unit.

To Reset the Heater:

1. Turn the Heat Control to the OFF position.
2. Wait 15 minutes for the unit to cool down.
3. Push the reset button on the backside of the unit and operate normally.

Tip-Over Shut Off:

When the unit is accidentally knocked over, it will instantly shut off. To reset, simply place the heater in an upright position.

MAXFLOW™ FAN SYSTEM

The patented MaxFlow™ Fan system incorporates a top mounted fan and internal shroud to provide maximum heat dispersion. The MaxFlow™ Fan system is activated by using the Mode Control Knob. It delivers a combination of instant, penetrating warmth in the immediate area, as well as forcing the heat out for entire room coverage.

PRE-OPERATING INSTRUCTIONS

1. Carefully remove your heater from the box. (Please save the carton for off-season storage.)
2. Make sure the unit is in the OFF position before plugging the heater into the outlet.
3. Avoid overloading your circuit by not using other high wattage appliances in the same outlet. At 1500 watts, this unit draws 12.5 amps.
NOTE: This unit is for FLOOR USE ONLY.

OPERATING INSTRUCTIONS

1. For heater operation, please set the Thermostat all the way to HI. (See Figure, 1 and 2)
2. Turn the Mode Control to desired heat setting (LO for 750W or HI for 1500W).
3. The Power Light will remain lit during operation.

SETTING THE THERMOSTAT

1. You need to set thermostat on HI to start heater (See Figure, 1 and 2). Allow heater to operate and warm up the room.
2. When the desired temperature/comfort level is reached, lower the thermostat setting until the fan/heater stops operating.
3. The control will now automatically maintain the preset temperature level by turning the heater ON and OFF.

NOTE: It is normal for the heater to cycle ON and OFF as it maintains the preset temperature. To prevent the unit from cycling, you need to raise the thermostat setting.

Figure 1

A. Thermostat
B. Caution Light
C. Mode Control
D. Power Light
E. Reset Button (not visible)

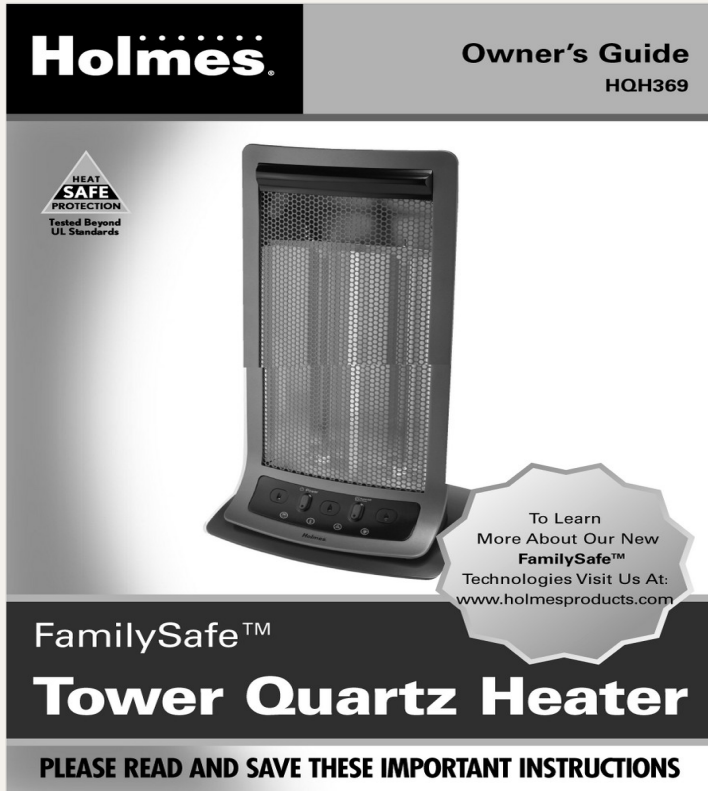
THE DEFENSE WILL ARGUE

"The user should have known not to put bedding near the heater."

THE EXHIBIT REPLIES

Holmes told the consumer the heater would shut itself off in a "potential overheat situation." This unit didn't. That is a manufacturer's broken promise — not user error.

"SafetyMax™ Invisible Contact Sensor." Marketed as family-safe.



Holmes Owner's Guide HQH369

HEAT SAFE PROTECTION
Tested Beyond UL Standards

To Learn More About Our New FamilySafe™ Technologies Visit Us At: www.holmesproducts.com

FamilySafe™
Tower Quartz Heater

PLEASE READ AND SAVE THESE IMPORTANT INSTRUCTIONS

FEATURES - OPERATIONS CLEANING / MAINTENANCE

SafetyMax™ Invisible Contact Sensor
The SafetyMax™ Invisible Contact Sensor is an invisible infrared beam that protects the front grill from potential hazards. If an object interrupts the beam the heater will automatically shut down. Once the obstruction is removed and the beam reconnects, the heater restarts.

NOTE: Certain lightweight materials may not break the invisible beam and shut off the heater.

3 Beam Sensor Specs:

1. Parameter of Detection Zone – 21.81 inches (554mm).
2. Detection Capability – 0.59 inches (15mm) diameter test piece.
3. Response Time – 3 seconds.
4. Type 2 ESPE.
5. Operating Distance – 21.81 inches (554mm).
6. Limits of Detection Zone – Operating distances that vary from 21.81 inches (554mm) have not been evaluated.
7. Sensors are factory installed and beam orientation is not to be adjusted by user.

ADDITIONAL SAFETY TECHNOLOGIES

Auto Safety Shut-Off
This heater is equipped with a patented, technologically advanced safety system that requires the user to reset the heater if there is a potential overheating situation. When a potential overheating temperature is reached, the system will automatically shut the heater off. It can only resume operation when the user resets the unit. For specific reset instructions please refer to the unit.

To Reset the Heater
If the unit shuts down:

1. Unplug the unit.
2. Wait 30 minutes for the unit to cool down; press the RESET button (⏏).
3. Plug the unit in again and operate normally.

Back-Up Safety Fuse
This heater is equipped with a back-up safety fuse. In the unlikely event that the heater does not respond to an overheating situation, the back-up fuse engages, the heater

turns off. If this occurs, the heater will not reset or operate. Refer to the Warranty for additional information.

Tip Over Shut Off
When the unit is accidentally knocked over, it will instantly shut off. Press the MODE button and operate normally. To reset, simply place the heater in an upright position on a level surface.

4-Hour Safety Timer
This unit is equipped with a 4-hour safety timer which is activated when you turn on the heater. The built-in LED light (Ⓜ) will illuminate letting you know the 4-Hour timing period has begun. After four hours have expired, the heater automatically shuts off. To turn the heater back on, follow normal operating instructions.

NOTE: To deactivate the timer press the button so the LED light (Ⓜ) turns off, the heater will now run continuously at full power.

CLEANING / MAINTENANCE

- Always unplug the heater before cleaning.
- Lightly run a vacuum cleaner nozzle over the heater grill to remove any dust or dirt that may have accumulated.
- Carefully wipe the heater with a soft, damp cloth. Please be very cautious near the motor and heating elements.
- The accumulation of dust or other substances on the contact sensor may cause the heater to function improperly. Keep the sensors clean by gently wiping them with a soft damp cloth.
- NEVER use abrasive or flammable solvents to clean the heater.
- After cleaning, be sure to completely dry the heater with a cloth or towel.
- Store your heater in its original carton in a cool, dry location.

TROUBLESHOOTING
If your heater fails to operate, unplug the heater and:

- Make sure the electrical outlet and circuit breaker are working.
- Check for obstructions. If you find an obstruction, turn OFF and UNPLUG the heater. Carefully remove the obstruction and follow the reset instructions.

THE MARKETING

"FamilySafe™" — a brand name chosen to make a parent believe the heater is safe to use in a child's bedroom.

THE REALITY

"Certain lightweight materials may not break the invisible beam and shut off the heater." Buried on page two. The branding promised safety the sensor cannot deliver.

PART THREE

THE ARGUMENT

The frame that won Shinedling. The frame that wins your case.

Strict products liability – California consumer expectations test.

01

DESIGN DEFECT

A radiant quartz heater that reaches 1,200° F at the grille fails the consumer expectations test as a matter of common sense. A reasonable buyer does not expect a household appliance sold for bedroom use to ignite a blanket.

02

FAILURE TO WARN

Warnings buried on page two of an owner's guide cannot overcome a "FamilySafe" brand on the box. Risk-utility weighs against any warning that contradicts the marketing.

03

MANUFACTURING / TESTING

Where the unit's own tip-over or overheat sensor failed, plaintiff prevails on a malfunction theory without needing to identify the specific component defect.

CACI 1203 – Consumer Expectation Test. Read it. Then show the chart.

CACI No. 1203 – Strict Liability – Design Defect – Consumer Expectation Test

"A product is defective in design if it failed to perform as safely as an ordinary consumer would have expected it to perform when used in an intended or reasonably foreseeable manner."

THE "REASONABLY FORESEEABLE" USES THE JURY WILL HEAR ABOUT

- Heater placed in a bedroom — exactly as marketed.
- Bedding draped near or against the unit — common in cold-weather use.
- Used overnight while occupants sleep — the marketed scenario.
- Used by elderly or families with children — the named target market.

DECEPTION – the template that drove the Shinedling verdict.

D	Design defect	A 1,200° glowing element open to fabric is not a design — it is a fire starter with a fan.
E	Expected to be safe	"FamilySafe." "Auto Safety Shut-Off." The buyer relied on every one of those words.
C	Concealed risk	The qualifying language was buried where no parent would find it.
E	Element failure	Tip-over sensor, overheat sensor, contact beam — each failed in this fire.
P	Profit over safety	A working contact sensor that fires on a cotton sheet costs pennies.
T	Tragedy was foreseen	The consequence is named for the jury. Your case has a name, too. Use it.
I	Industry standard	Forced-air heaters do the same job at 124°. The safer design existed the entire time.
O	Own words convict	The exhibit binder closes with the manufacturer's manual highlighted in yellow.
N	Now — your verdict	Damages are not a windfall. They are the only language a manufacturer hears.

PART FOUR

THE NUMBER

Building a per-diem economic damages model the jury can verify on a calculator.

Illustrative damages model for a catastrophic burn case – adjust to the facts.

CATEGORY	COMPONENT	BASIS	AMOUNT
ECONOMIC	Past medical (burn unit, surgeries)	18 months @ documented bills	\$1.85M
ECONOMIC	Future medical (life-care plan)	50 yrs × \$185,000/yr (PV)	\$6.20M
ECONOMIC	Lost earning capacity	Economist — pre-injury trajectory	\$3.40M
NONECONOMIC	Past pain and suffering	3 yrs @ \$1,370/day × 1,095 days	\$1.50M
NONECONOMIC	Future pain and suffering	47 yrs @ \$875/day (life expectancy)	\$15.00M
NONECONOMIC	Past + future disfigurement	Permanent — separate category	\$5.00M
PUNITIVE	Punitive damages	CC §3294 — ratio to compensatory	Jury
COMPENSATORY TOTAL (PRE-PUNITIVES)			\$32.95M

Illustrative model only — adjust to your facts. Catastrophic burn cases regularly support 9-figure totals; non-economic damages are not capped in product-liability actions.

Shinedling per-plaintiff damages – wrongful death of a sleeping mother of three.

PLAINTIFF	DIRECT-INJURY ED	BYSTANDER ED	WRONGFUL DEATH	TOTAL
Husband	\$820K	\$6.10M	\$3.08M	\$9.995M
Daughter (age 12 at trial)	\$1.42M	\$10.65M	\$3.53M	\$15.595M
Daughter (age 9 at trial)	\$1.48M	\$11.10M	\$3.53M	\$16.105M
Daughter (age 3 at trial)	\$1.58M	\$11.85M	\$3.53M	\$16.955M
JURY VERDICT				\$58.65M

Net recovery \$46.92M after 20% comparative-fault apportionment. ED = emotional distress (past + future combined). Wrongful-death column also combines past + future.

PART FIVE

USING THE KIT

Where each demonstrative belongs in the trial chronology.

Where each demonstrative goes – and why.

PHASE	GRAPHIC	WHY
OPENING	Forced-air vs radiant 3D side-by-side	Plant the visual language before any expert testifies. The jury starts thinking in your frame.
EXPERT – HEAT TRANSFER	124° / 450° / 1,200° bar chart	Anchor the only three numbers the jury needs to remember. The autoignition line does the work.
CROSS – DEFENDANT WITNESS	Holmes HQH307 + HQH369 manuals (highlighted)	Read the safety language back to the manufacturer. The exhibit testifies for itself.
CLOSING – LIABILITY	Radiant heater + ignited fabric render	The image is the verdict. No words, no expert – the jury already knows.
CLOSING – DAMAGES	Per-diem damages build (slide 18 frame)	Show the calculator math so the jury can verify the number, not invent it.

Do this in the first 30 days – before evidence walks.

THE PRODUCT

- Locate and seize the heater (even if heat-damaged).
- Record model number, serial number, and any UL/ETL marks.
- Chain-of-custody: bag, photograph, log.
- Send formal preservation letter to manufacturer and retailer.

THE SCENE

- Order the fire department investigation report.
- Obtain insurer photos and any subrogation file before settlement.
- Locate the bedding / fabric that ignited.
- Preserve the outlet, cord, and any plug-in timer.

THE PAPER

- Original packaging, owner's manual, point-of-sale receipt.
- CPSC database search — prior incidents, recalls.
- NEISS injury data for the model line.
- Manufacturer's testing reports via early discovery.

Arash Homampour — Top 10 Super Lawyer (Southern California), five consecutive years.



ARASH HOMAMPOUR

Founding Partner • Trial Lawyer • Sherman Oaks, CA

Ranked among the Top 10 attorneys in Southern California on the Super Lawyers list — across all practice areas — for five consecutive years. Founder of a twelve-lawyer firm that tries catastrophic injury and wrongful death cases throughout California.

RECORD RESULTS \$104M traumatic brain injury • \$65.75M trucking • \$58.65M Shinedling v. Sunbeam (\$46.92M net)
• \$38M wrongful death — plus numerous outlier settlements.

NATIONAL HONORS Law360 Titan of the Plaintiffs Bar (one of 10 nationwide). CAALA Ted Horn Memorial Award (2018).
Trial Attorney of the Year — CAALA, OC TLA, Ventura County TLA.

APPELLATE Successfully briefed and argued before the California Supreme Court.

TEACHING & WRITING Monthly columnist — LA Daily Journal, Law360, Forbes, Entrepreneur. Mentors trial lawyers. Founded the There Is a Light Foundation (public-service scholarships at Southwestern Law School).

How a referral or co-counsel arrangement works.

01

CALL OR EMAIL

A 15-minute call is enough to determine fit. Arash personally takes the call. We sign a confidentiality agreement before facts are shared if you prefer.

02

WRITTEN AGREEMENT – CRPC 1.5.1

A short written referral or co-counsel agreement signed by all attorneys and the client. We do not begin work until the paper is right.

03

WE CARRY THE COSTS

Experts, demonstratives, deposition transcripts, trial tech — all advanced by the firm. The client owes nothing out of pocket.

04

YOUR ROLE – YOUR CHOICE

Pure referral with a fee at resolution, or active co-counsel through trial. We honor whichever arrangement works for your practice and your client.

IF YOUR CLIENT WAS BURNED BY A RADIANT HEATER —

Call us first.

Holmes • Sunbeam • Patton • Bionaire • Mr. Coffee • Rival • Oster

— and any other quartz tower heater in the Newell / Sunbeam Products portfolio.

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