

Restoration

D R Y C L E A N I N G N E W S

A quarterly publication containing important insights and useful information for insurance adjusters and contractors



For claims assignment,
call 1-888-DryClean
or visit www.CRDN.com

A CLOSER LOOK:

WINDOW TREATMENTS

Did you know that window coverings are often one of the most expensive items purchased for the home?

What started out as simple drapes to provide privacy has evolved into today's custom window treatments, including French pleated drapes, sheers, tab drapes, swags with cascades, cornice boards, mini blinds, wooden mini blinds. And then there are shades (cellular, duette, silhouette, verosols, and honeycomb to name a few).

When such accessories have been affected by smoke or water, using a trained specialist in the window coverings restoration process is essential. CRDN's specialists, for example, will evaluate the window coverings for pre-existing damage

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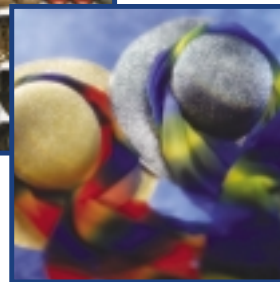
Restoration Drycleaning – It saves a lot more than clothing

Of all the categories of household goods listed on insurance claims, clothing and textiles comprise the largest and fastest growing segment.

Restoration drycleaning, which has the potential to dramatically reduce claim costs on contents, also encompasses a wide range of specialty items, and members of the Certified Restoration Drycleaning Network are specialists at restoring window treatments, shoes, purses, hats, belts, leathers, furs, pillows, stuffed animals and more.

Our success with specialty items is a result of more than comprehensive training on the most current methods and processes. Because of our commitment to saving you money and satisfying your homeowners, CRDN members are willing to attempt to restore many items that other drycleaners wouldn't even consider. As a result, we clean more items than any other restoration drycleaner and have the highest restoration rate in the industry. While this takes more

effort on our part—to conduct a thorough inventory and to utilize an array of restoration techniques—the ultimate benefit to our customers and yours makes it all worthwhile.



In our experience, homeowners are especially appreciative of our efforts to save sentimental items ranging from wedding dresses to stuffed animals to heirloom items (antique quilts, tapestries and wall hangings). Taking great care with delicate or fragile items, CRDN's professionals will conduct repeated cleaning processes and multiple treatments with ozone to

ensure complete restoration. Yet we don't charge extra for additional or repeated services, and our guarantee provides even further assurance, as we will not charge for items that cannot be restored.

As a CRDN member, we are always exploring new technologies to keep us on the cutting edge of restoration, which will lead to even greater savings for our customers and satisfaction for homeowners.

MISSION STATEMENT

Through a shared vision, CRDN is committed to respect and serve the needs of our team members, customers and community with the highest degree of quality, empathy and integrity in all aspects of our business.

(Continued from page 1.)

such as sun deterioration, shrinkage, snags and water stains. A detailed condition report, reviewed and signed by the homeowner, ensures that restoration efforts are directed at the damage from a covered loss.

Our trained specialists also will take pictures of the window treatments while still on the windows to create a reference for re-installing them and to document signs of pre-existing damage. Additionally, we have

- vehicles equipped with special tools for taking down and re-hanging the window treatments properly.

- Once the window treatments are in the drycleaning plant for processing, our professional staff will clean, disassemble, reassemble, press and pleat as necessary. All blinds and shades handled by CRDN members are cleaned with specially developed processes such

- as ultrasonic cleaning which is especially useful on cords and mechanisms. Then the window coverings are properly stored until the homeowner is ready for them.

- Upon being returned, the window coverings are re-installed to pre-disaster condition, if not better. Ultimately, the CRDN specialist will not be satisfied with the final product until the homeowner is also.



A national leader in insurance restoration drycleaning services



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