



## **Press Release**

# **CRDN UK Wins Insurance Industry's Top Award**

7 July 2005 - A READING-based company with a nationwide network of specialist drycleaners has won one of the insurance industry's biggest awards.

The Certified Restoration Drycleaning Network (CRDN UK) was crowned Service Provider of the Year at the British Insurance Awards at the Royal Albert Hall.

CRDN UK, which employs five people at its headquarters in Richfield Avenue, is a national organisation of independent drycleaners who have a wealth of knowledge and experience in restoring textiles damaged by fires, floods and other contaminants.

As well as helping homeowners through stressful incidents, CRDN's ability to restore items at a fraction of the cost of replacement is helping to save the insurance industry millions of pounds a year.

Judges at the British Insurance Awards praised CRDN for its excellent customer care, as well as the relationships it had developed with other companies working in the insurance industry.

CRDN UK director Paul Cousineau, who accepted the award from sponsors Homeserve, said: "It has been a fantastic effort from everyone concerned. From the head office here in Reading to our partner drycleaners across the UK, everyone has played an important role. This is deserved recognition for a lot of hard work.

“Fire and flood claims can’t be dealt with using a call centre – the work requires customer empathy. Our members already know this and now the insurance industry recognises it also.

“Accepting such a prestigious award at the Royal Albert Hall in front of the great and the good of the insurance industry was a thrill and an honour. I’m delighted for everyone within CRDN.”

Drycleaners who are members of CRDN work closely with insurance adjusters and contractors and operate a 24-hour service seven days a week.

CRDN drycleaners provide a comprehensive inventory of damaged clothing and fabric articles. They then clean and restore the items, store them until the homeowner is ready and then return the items in their pre-disaster condition.

Specialised equipment and cleaning processes enable CRDN members to save more than 95% of the items they clean, including specialty items such as window treatments, shoes, purses, hats, belts, leathers, furs and pillows.

CRDN also provides a unique guarantee – if it cannot be restored it is free.

Founded in the United States in 2001, CRDN aims to bridge the gap between drycleaners and the insurance industry.

The organisation’s website can be found at [www.crdn.co.uk](http://www.crdn.co.uk)

**Ends**