

Restoration

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

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



Because Response Matters and Caring Counts SM

**For 24 hr. claims assignment,
call 1-800-963-CRDN
or visit www.CRDN.com**

What they're saying about CRDN...

Following is a letter received by Mark Ansara at CRDN of Southwestern Ontario: Mark Ansara and his staff have done a fantastic job in restoring and cleaning our clothing, linen, drapes, stuffed animals, etc. In fact we figure more than 90% of the items in the bedroom where the fire occurred were restored, even the bed spread that everyone had written off.

In addition, CRDN was very personable and accommodated us in every way possible to deliver emergency clothing and other items.

Mr. Ansara has gone out of his way to make sure the job was done right the first time. His deliveries were scheduled to accommodate the client even on Saturday and after hours up to 9 p.m. and remarkably with a smile. ♦

Window Treatments: Common Pitfalls Cause Problems

With the wide variety of window treatments in homes today – cornice boards, valances, sheers, custom designs and specialty fabrics – it's easy to see why their cost can add dramatically to an insurance claim. In many cases, window treatments affected by smoke or water can be restored, but it is imperative that an experienced professional evaluate the fabric before removing them.

Quite often, drapes that appear to be in restorable condition to the untrained eye are in fact damaged beyond repair, thanks to common elements such as sunlight, oxidation and plain old age.

Prolonged exposure to the sun's rays will damage most fibers, even after only a few months. Unlined drapes are particularly susceptible to sun damage. Certain dyes also are more prone to being adversely affected by sunlight due to the chemical action between sun and dyes, with yellow, red and chartreuse the most vulnerable. Sun fading, perhaps the most common

- reaction from sunlight, results in lightened streaks that become more pronounced with cleaning. Even "sunfast" fabrics are not completely immune to fading. A less familiar problem occurs when chemicals from fumes from everyday sources such as cooking, furnaces and automobile exhausts become attached to draperies. These chemicals, when combined with humidity and oxygen in the air, form a mild acid that contributes to discoloration and fabric deterioration. Even simple condensation on windows can cause water marks that are imperceptible until the drapes are cleaned.

- On a loss site, pre-existing damage to window treatments can be especially difficult to detect, which is why it is essential that a textile restoration specialist conduct a thorough examination. With proper knowledge and evaluation, a trained professional can help avoid the pitfalls that all too often plague an unsuspecting homeowner and adjuster.



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.

CRDN Goes Prime Time to Help Families in Need

CRDN's vast geographic coverage and extensive experience helping tens of thousands of homeowners recover from fires and floods has made CRDN the perfect partner for ABC-TV's hit show, "Extreme Makeover: Home Edition."

Earlier this summer, CRDN of Michigan was tapped to restore more than 800 textile items that were removed from a mold infested house before it was torn down and replaced by a brand new home for a family in Armada Twp., Mich. CRDN then was called upon to restore garments from a family in Toronto, South Dakota, as

- part of the show's third episode.
- Within a matter of days, CRDN
- returned 950 lbs. of bulk laundry as
- well as 165 pieces of drycleaned
- textiles. At press time, CRDN was
- assisting the show with a family in southern Indiana.



- Just as *Extreme Makeover* is committed to making a dramatic
- difference in the lives of well-deserving families, CRDN is dedicated
- to playing a valuable role when called upon to serve those in need.

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