

December 2007

BEWARE OF DESIGNER LABELS

CRDN is committed to protecting the interests of insurance companies while balancing the need to serve insureds in a highly professional manner. After a claim in Massachusetts, a homeowner accused CRDN of Western Mass of ruining three designer handbags, claiming that after restoration, they just didn't "swing right" on her arm. CRDN met with the homeowner to review the bags and agreed to have them further evaluated. The bags were determined to be replicas and not authentic designer pieces, which was the cause of the homeowner's consternation, which quickly turned to embarrassment.

As a general rule, just because an item has a designer label doesn't mean it's high quality. Counterfeit items in particular are inferior in construction. Even genuine designer garments can be substandard if the designer's name is licensed, as the designer may have little control over the quality of the production. With high end garments, whether real or perceived, the involvement of a textile restoration specialist can provide value for those handling the loss.



CRDN NAMED TO FASTEST GROWING LIST

For the second year in a row, CRDN has been recognized by Franchise Market Magazine as one of the top 100 franchises for 2007. CRDN placed 28th on the list. With 126 franchises, CRDN covers 94% of ZIP Codes in the contiguous U.S.

Franchise
MARKET MAGAZINE

TIS THE SEASON

When it comes to restoring garments with smoke and soot damage, CRDN is the nation's leading textile restoration specialist. We'll go to the "ends of the earth" to ensure that insureds are serviced properly and satisfied with CRDN's restoration. Whether restoring a favorite pair of pants, a treasured wedding dress, a cherished stuffed animal or a special red velvet suit, CRDN understands the importance of delivering cheer throughout the year.

As we approach the end of 2007, we would like to thank you for the opportunity to work with you throughout the past year. On behalf of everyone at CRDN across the U.S., may you have a very happy holiday season and a successful New Year.



For claims assignment, call 1-800-963-CRDN or 1-800-963-2736.

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