

# TEXTILE Restoration NEWS

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



Because Response Matters and Caring Counts<sup>SM</sup>

**For 24 hr. claims assignment,  
call 1-800-963-CRDN  
or visit [www.CRDN.com](http://www.CRDN.com)**

## CRDN Launches New Web Site

Continually striving to better serve our clients, CRDN has launched a redesigned Web site at [www.CRDN.com](http://www.CRDN.com), featuring an in-depth scope of services, an overview of the textile items we can restore and an interactive map showing CRDN's locations across the U.S. and Canada, as well as local contact information.

The site also provides a convenient online claim submission form to access CRDN's textile restoration services 24/7.

## A New Look for the New Year

Welcome to Textile Restoration News, the new name for CRDN's quarterly newsletter originally known as Restoration Drycleaning News. What might seem a simple change in semantics actually reflects a very important distinction in the insurance restoration niche that deals with garments and other fabric items.

Over time, there has been a noticeable evolution of the required and approved set of standardized, accepted practices for handling all phases of the content/mitigation process on a loss. As a result, specialists serving the insurance industry have implemented enhanced services through training, education and testing, which in turn created more sophisticated protocols to better meet the distinct needs within this changing environment.

The segment historically known as "drycleaning" has changed dramatically in just a few short years. Today, a textile restoration company's standards should be identical to those of contents companies when it comes to services, as is the case at CRDN. Our standards mirror those of many content/mitigation companies including:

- ◆ 24/7 service
- ◆ On-site room-by-room inventories
- ◆ Non-salvageable lists pre- and post-cleaning
- ◆ Control sheets for all valuables
- ◆ Protecting textiles for transportation when appropriate
- ◆ Pack-out materials and labor



- ◆ Industry trained personnel
- ◆ Temporary storage of contaminated textiles
- ◆ Photographs
- ◆ Rush orders
- ◆ Cleaning equipment
- ◆ Ozone rooms
- ◆ Secure storage

These CRDN standards result in better auditable inventory control, accountability in removed textiles, in-home delivery efficiencies and homeowner satisfaction, and decreased ALE costs for needed textiles (Rush orders)—all resulting in overall excellent customer service. A textile restoration service provider is in fact a specialty content company. These service providers are part of an industry that has established and approved standards for content removal, cleaning and storage. CRDN applies these standards consistently in order to raise the overall textile restoration industry's standards far beyond what can be accomplished by a regular retail drycleaner. As a result, there is a distinct difference between a drycleaner who attempts restoration work and full-fledged textile restoration specialist.

## 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 Saves Insurance Carriers \$410 Million

In 2006, CRDN provided textile restoration services on more than 19,000 claims. Considering that, on average, textile restoration costs only 16% compared to replacement, CRDN's services saved insurance carriers more than \$410 million over the past 12 months. Beyond this tremendous

savings, CRDN provides a range of additional benefits, from increased policyholder satisfaction to an ability to close files faster through expeditious response and service, thorough documentation and enhanced overall professionalism to meet the needs of the clients of the clients we serve.

2060 Coolidge Hwy.  
Berkeley, MI 48072



**Certified Restoration Drycleaning Network**  
2060 Coolidge Highway  
Berkeley, MI 48072  
Corporate Office: 1-800-520-CRDN  
Claims Assignment: 1-800-963-CRDN  
www.CRDN.com

Because Response Matters and Caring Counts<sup>SM</sup>

