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TEAMWORK PLAYS VITAL ROLE IN WILDFIRE RESPONSE

While the wildfires that devastated Southern California have long since been extinguished, the restoration process continues as families try to recover and put their lives back together. From the onset, the Certified Restoration Drycleaning Network (CRDN) has played an instrumental role for those dealing with fire and smoke damage. CRDN's seven full-service textile restoration businesses in the affected area conducted a coordinated effort to respond to hundreds of loss sites within the first weeks. With the support of CRDN facilities across northern California and surrounding states, CRDN was able to offer unlimited capacity and uninterrupted service, completing rush orders within 48-72 hours and completing all orders within three weeks. CRDN's centralized call center provided an efficient channel for assigning losses and ensuring that all jobs were scheduled in a timely manner.

"The value of the CRDN Network was a key to our ability to meet the needs of our clients," said Bob Sommers of CRDN of San Diego County who coordinated CRDN's restoration efforts in Southern California. "With so many CRDN businesses in the vicinity, we were able to provide the staffing and logistical support required for a catastrophe of this nature. This was truly a team effort, and one that demonstrated the ability of CRDN to pull together and to tap the resources our clients needed in this challenging time," Sommers added. "Our objective was to help our clients help their homeowners, and we are truly proud of our team's accomplishments."



CRDN PROMOTES TWO TO NATIONAL ACCOUNTS MANAGER

The Certified Restoration Drycleaning Network (CRDN) has promoted two key individuals to facilitate the organization's growth. "We are pleased to announce the promotions of Darwin Acord and Ken Campbell from regional manager to National Accounts Manager," said Chip Bifano, CRDN's President. "As we continue to expand coverage and our textile restoration across the U.S., we also are focused on providing enhanced performance monitoring and service to our clients. Darwin and Ken each will have primary responsibility for designated account relationships and organized programs, drawing on their extensive insurance industry expertise that includes years of experience working directly for large carriers," Bifano said. In their new role, the National Accounts Managers also will serve as a liaison between insurance carriers on a national and regional level and the local CRDN businesses to ensure that each relationship fulfills client expectations, including specific guidelines for response and service, and regularly scheduled performance reports.



Darwin Acord



Ken Campbell

EXPERTISE ENABLES SUCCESSFUL RESTORATION

In addition to restoring garments and all types of fabric items, CRDN also is well-equipped to handle specialty items that have significant value to insureds. In New Mexico, a house fire damaged more than 30 Barbie dolls belonging to a little girl. The dolls, with many hair ribbons and bands, were cherished by the girl who was very upset that her dolls were covered in soot. When CRDN of Central and Northern New Mexico in Santa Fe was called in to handle the textiles, the dolls were taken to Monica Soveranez, the company's textile specialist for evaluation. After an initial ozone treatment to remove smoke odor, Soveranez carefully laundered the dolls. Every one came out clean as new, complete with Barbie's trademark bright and shiny hair. CRDN's restoration of the dolls saved the insurance company nearly \$500 compared to replacement, but the value to the little girl was immeasurable.



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

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