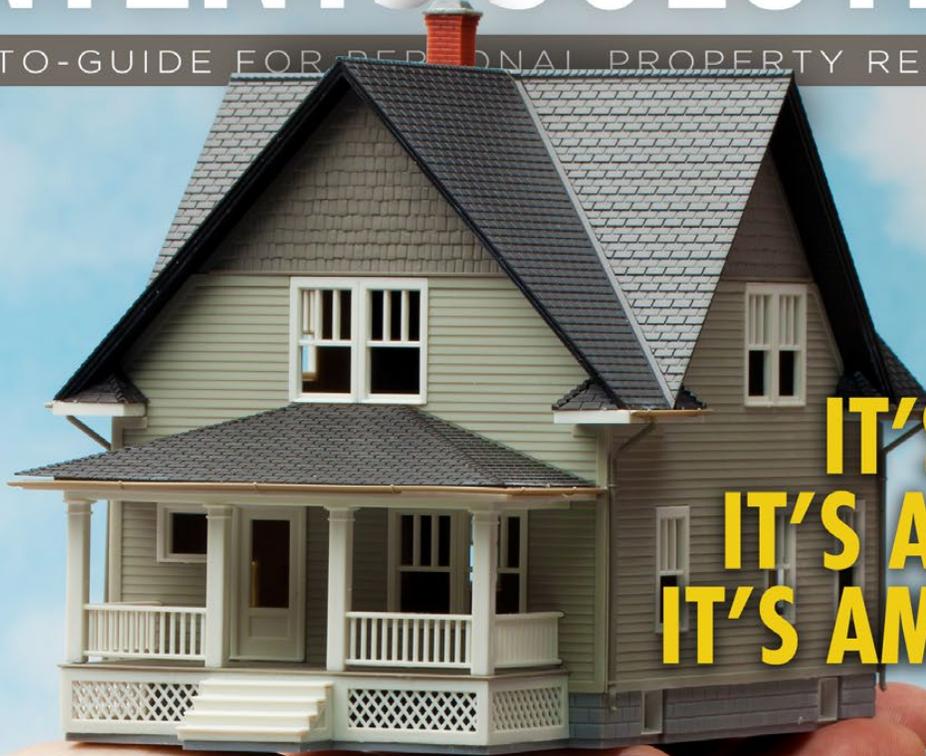


# CONTENTS SOLUTIONS

THE GO-TO-GUIDE FOR PERSONAL PROPERTY RESTORATION

Vol. 16, Issue 3



**IT'S A GAS  
IT'S A LIQUID  
IT'S AMAZING!**

**HOW CONTENTS PROS HELP  
AGENTS GET RENEWALS**

**DALWORTH**

**RESTORATION**

**214.499.9376**

24 HOUR EMERGENCY RESPONSE  
RESIDENTIAL & COMMERCIAL

**PROTEIN FIRE = GHOST SMOKE**

**YOU CAN'T SEE IT**

**BUT ITS EFFECTS CAN BE DEVASTATING**



# HOW CONTENTS PROS HELP AGENTS GET RENEWALS

You may have already read one of our articles about how contents professionals can help an insurance agent maintain good relationships with the insured. You may recall how we explained that one of the best ways contents managers do it is to include the agent's business card along with a small gift to the insured at the beginning of a job. On the back of the card it would say something like, "Because I care," or "I'm here and I'm just a phone call away."

Along with a small basket of comfort foods, (fruits, nuts, popcorn etc.) or a bouquet of flowers, your card reminded them that you are standing by for them.

And at the end, another flower arrangement or some other small but significant gift has your card tucked in and on the back it says something like, "Welcome home. Looking forward to serving you for years to come." It creates a strong indication that you were there throughout their ordeal and are still "standing guard," for all their future insurance needs.

Some agents find that to be a powerful

technique for creating and maintaining loyal purchasers for their recommended policies.

But there is another way they can help as well. Many agents and adjusters don't realize that contents professionals are actually specialists in the restoration community. And they can help to impress your customer when he (she) has a special contents expectation.

For example, let us imagine that you have a client who has a valued wine collection, and when you visit the house you overhear the contents project manager speaking with the homeowner saying, "Yes, we are very aware of how a fine wine collection should be treated. Of course, we will transport your collection to a secure facility to remove the smoke odors. And we will cushion the bottles so the labels don't receive even a scuff mark.

"We'll have a temperature-controlled room set up and properly chilled before the bottles arrive and ..."

Or you may have a customer with a valued coin collection and you hear the contents project manager say, "Yes Mr.

Trump, we will wear nitrile gloves when handling your collection. Cotton, as you know, sometimes leaves micro-scratches that can't be seen by the naked eye, but which collectors notice and often use to devalue a collection..."

This is the sort of talk a collector wants to hear and it reflects very well on the insurance company that sent the contents restoration team. Contents pros don't know everything – but if the specialty is known prior to meeting the owner, he (she) can usually make a cogent presentation.

In fact, Contents Solutions magazine has had articles about restoring everything from submarine parts, to fine art; from teddy bears, to Coco Chanel hand bags; and from moose heads to fine china and crystal.

Every job you send to the contents pros brings you that much closer to a stellar year for policy renewals. Plus, passionate collectors speak to others in the niche that intrigues them. When they find a professional who can protect them in times of disaster, they don't forget and they don't keep it a secret.

## KEEPING SOOT & ASH CONTAINED

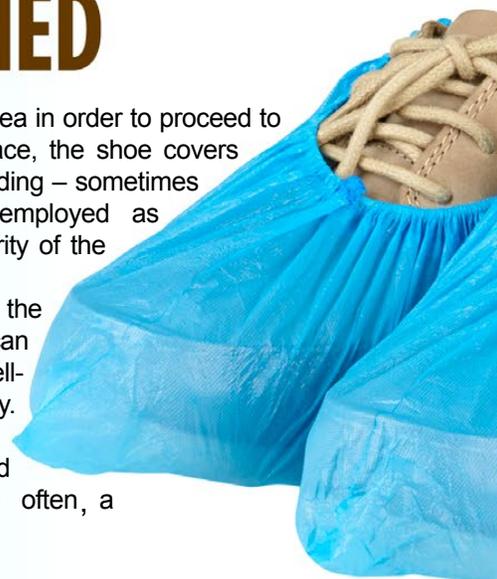
Most adjusters and agents have seen "zipper doors" that separate the noise and dust from one part of a project from another. And of course, most restoration companies put down a mat for their personnel to use before they enter the home.

Contents pros are intensely aware of cross contamination, so it is common for them to add another layer of protection – "sticky mats" or "walk-off" mats. These are like small bath mats, but with a sticky layer so that when walked upon, soot, ash and other particulates are pulled from the shoes of the workers and remain on the mat.

Of course shoe covers are another short term "fix" for cross contamination. When a frontline technician

leaves a smoke-damaged area in order to proceed to the packout or cleaning space, the shoe covers are discarded before proceeding – sometimes disposable coveralls are employed as well depending on the severity of the contamination.

All this is just part of the exemplary service you can expect from a well-trained, well-equipped contents company. Not doing it would mean lost time (cleaning up a second time), more expense and often, a disappointed homeowner.





## IT'S A GAS, IT'S A LIQUID, IT'S AMAZING!

The contents teams are taking a very long, hard look at something new that has just arrived on the market. Its generic name is "Chlorine Dioxide" and it really caught our attention.

When industry spokesperson Ken Bezar, demonstrated the new disinfectant/deodorizer, he asked contents instructor Barb Jackson CR to place a pile of smoke damaged clothes in a closet. Ken then put a small, plastic packet in a cup of water and put them both in the closet as well.

6 hours later, they opened the closet door and were greeted with... nothing. All the smoke odors had vanished!

But Ken was just warming up. He explained that his proprietary delivery system of Chlorine Dioxide didn't just remove odors (by destroying what was causing them) but it killed bacteria as well. In order to be called a "disinfectant," a compound must kill 99.999% of the virus within 10 minutes: Ken's system did it ten times over!

A company brochure explains that it, "...physically changes the chemical make-up of pathogens & odor causing compounds, obliterating them."

And, "...Odor control jobs that used to require a big & expensive hydroxyl or ozone generator can now be completed with just three small packets...no equipment costs."

When Ken was challenged with a facility that was over a million square feet, some people might have expected the job to take a few days – Ken was finished in just 8 hours!

And a YMCA facility in Florida had 600,000 cubic feet of smoke odors – it took just 6 hours to completely eradicate the odors there as well.

But the Chlorine Dioxide isn't done yet. Put a special plastic packet in a large spray container and you have a mold remover for hard surfaces – which doesn't harm colorfast clothing or other soft contents.

And here is where it gets downright strange! Ken dilutes it down to a point at which it can be used to kill bacteria and mold on food crops (tomatoes, medical marijuana, etc.).

He even prepared a special solution that is so safe, his kids take it to school to spray on water fountains before taking a drink!

In the very near future, we'll tell you more about this remarkable formula – it has our attention!

## FIRST DO NO HARM

We've seen it (and we'll bet you have too). A mover has a heavy chair or an ungainly table and is waddling it out to an awaiting truck. He bumps it against a doorjamb leaving a small but unsightly (and probably discolored) dent. He sees the homeowner watching and with an apologetic shrug, he moves on.

Or maybe carpet cleaning or water extraction hoses are snaked from a truckmount into the house, winding their way to the target location and rubbing against unprotected walls and baseboards, subtly scraping away paint and plaster. Sure, the abrasions are minor in comparison to all the other work going on, and are quickly overlooked or forgotten by the worker – but not by the owner.

Normally contents pros wrap all hard edges on tables, chairs, even bed mattresses – to protect not only the item itself, but the walls, doorways and other solid objects normally encountered on the way to the truck.

And there are also "corner guards" that are meant to protect the wall rather than the item being moved. Corner guards are often made of plastic or rubber and can be clear or found in a variety of colors. Some are adjustable so the guard can be positioned up or down depending on need.

We have even seen contents pros adapt a piece of foam rubber as a temporary protector as well – they just bend the foam around the corner, then affix it in place with either painter's tape or masking tape. It won't last long and the tape will eventually work its way free, but when you are moving a grand piano or an antique credenza, there are few precautions that aren't worth the effort!



## PROTEIN FIRE = GHOST SMOKE



The big problem with a protein fire (from burned meats, eggs, fish etc.) is that unlike most smoke damage, it becomes invisible (very little visible soot and ash). But it leaves a greasy coating on everything the soot touches. And it has an odor that a blindfolded adjuster could recognize before he (she) even entered the house.

If not properly cleaned and deodorized, the odors can last months, even years after the fire. It finds its way into books, behind shelves, under beds and even in the insulation of the attic. Some adjusters reluctantly look for things to cash out, but the contents pros have an arsenal of cleaning "weapons" at their disposal that were created to deal with such slippery smoke damage.

Just ask, we think you will be amazed at the arsenal they can bring to bear!

# DALWORTH

## RESTORATION

214.499.9376

24 HOUR EMERGENCY RESPONSE  
RESIDENTIAL & COMMERCIAL

Specializing in  
Contents Restoration!  
Professional pack out  
and inventory service.  
With restorative cleaning  
for all types of contents:  
Antiques, Electronics,  
Art work, Fine Fabrics,  
Rugs, Wood Furniture,  
Documents, Books, Photos  
and more!

**DALWORTH**  
**RESTORATION**

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### Coming Up In the Next Issues of Contents Solutions



**CLEARING THE ADJUSTER'S DESK**  
*Contents Pros Pitch In!*



**STORM DAMAGE?**  
*Contents Pros Are On the Job!*



**FRAGILE PACK OUT**  
*Contents Pros Know How*