

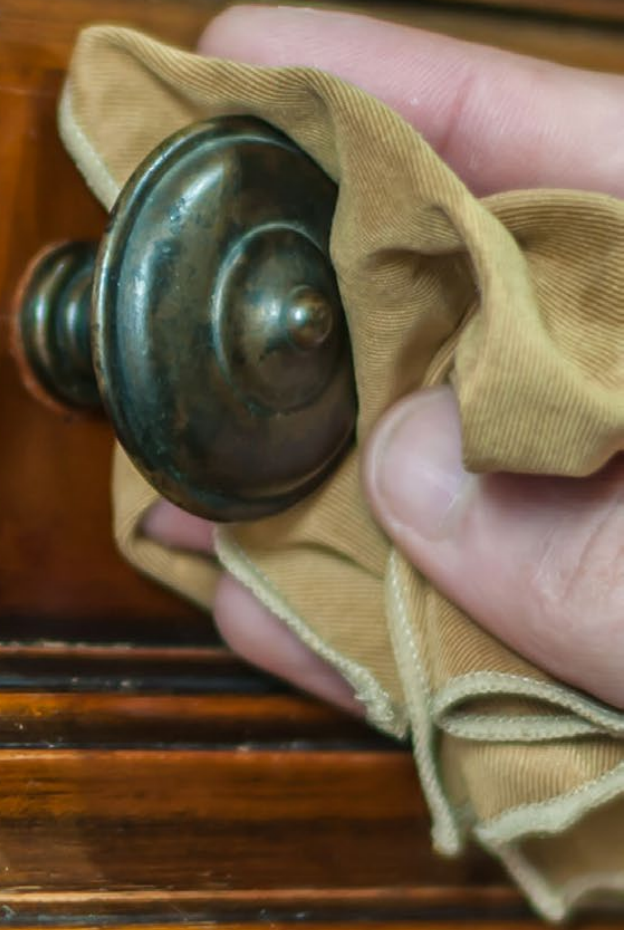
# EXCLUSIVELY CONTENTS

R E S T O R E   W H A T   M A T T E R S

Vol.20, Issue 7

**There is Nothing Quite  
Like the Contents Specialists!**

**Ozone “Deactivates”  
Viruses? Really?**



Provided By Your Contents Restoration Partner



**5640 Knott Ave.**

**Buena Park, CA 90621-1808**

**Phone: 1-800-589-2740**

**Office: 562-735-4966**

**Empowering  
Frontline Workers**  
Saves Time,  
Money & Effort



# YOU'VE NEVER SEEN ANYTHING QUITE LIKE THE CONTENTS PROS



Contents professionals do the extraordinary on virtually every job, and building managers, corporate heads, hospital administrators, county supervisors and others know it.

If a building manager calls a restoration company owner and asks, "How do you remove mold that is growing on a wooden hutch?" and the owner says, "I'm not sure, but I'll bet if we use a weak solution of bleach or maybe put it in an ozone chamber that should do it," the perceptive manager will skip over that company and go to a contents restoration firm like ours for an answer born out of experience.

When an insurance agent calls and asks whether the contents team can restore a pearl necklace that is covered in soot and the contents manager says, "Sure, we just bought a new ultrasonics suite – a few minutes in one of the baths should clean it right up," the savvy agent will call another company (ultrasonics machines have been known to pull the nacre off pearls in just minutes). If he wants a policy renewal, the agent will go hunting for a company that can give him an answer that won't cost him a sale.

If a collection owner calls saying, "I just had a burst pipe that flooded two full stories. There are all kinds of exotic displays, including a mounted tiger and it is saturated. Does your team know anything about restoring wet, stuffed animals?"

We say, "Yes," because we have our unmatched database of expert specialists. We consider them to be associates and

we only choose the very best. We dispatch one of our people, who takes pictures, write descriptions and emails the results to one of the preeminent authorities available.

But it doesn't end there. Contents pros are trained to think through various challenges. Of course they have the formal training from various credentialing agencies, but we add the extra element of "Adapt, Create and Proceed." If a "roadblock" threatens to slow the process down, our contents manager employs "lateral thinking" to get things done. And our frontline workers are trained (largely through experience) to deal with challenges by looking for possible "pitfalls" before they occur.

Our workers are a team and if one of them can't fulfill a project's requirements, it is often common for one of the other team members to step in – seamlessly – to complete the assignment. This process saves time, money and effort.

If one of them sees an incidence of pre-loss damage that was overlooked through the initial walkthrough, he (she) will bring it to the contents manager's attention who will communicate it to all interested parties as soon as they are available to hear it.

Trained contents crews save the owner and insurance companies massive sums on virtually every job by being able to say, "Yes" in even the most challenging situations – and by restoring instead of replacing the owner's valuables.

Give us a call and we'll tell you how we create outstanding results every time.

# HOARDING HOUSES



Have you ever wondered who cleans out a "hoarding house" when a restoration company is called for such an assignment?

Well we have heard of structural workers literally taking snow shovels, wheel barrows and wagons to empty out a house right down to the drywall. But real contents professionals have been sent in to discover what treasures might be hidden under all the detritus.

Consequently, they have found property deeds, precious jewels hidden in rotting shoes, cash in coat pockets, gold coins and rare artifacts in boxes filled with otherwise valueless magazines and matchbooks. And our favorite was significant sums of money rolled up in window shades for "safe keeping."

Contents teams know what to look for – structural teams often just want to get to the walls and floors, so everything is treated as trash. Is that vinyl record a priceless relic or ready for the dumpster? Is that music box a rare antique? Or does it belong in a yard sale?

Contents crews start off thinking that everything is valuable – not just on hoarding assignments, but on every assignment.





After a severe flood, it was all hands on deck for a large, water-logged home. Contents pros and structural workers worked side by side.

The homeowners had moved several items out onto the front lawn, the frontline workers got the rest. All non-salvageable items were logged and shown to the owners.

Artwork was carefully moved out of the home and part of the team used hard rakes to pull dead animals, detritus and debris out of a crawl space.

The structural team removed the hardwood floors which had cupped and were now without value. And their demolition exposed wet insulation. Once everything was exposed, extensive drying was employed and the contents team restored huge amounts of valued items – then antimicrobial disinfectant was applied to both contents and the structure. There was a very real threat of mold growth, but they caught it just in time.

This was one of those incidents

where the contents crew and the structural workers cooperated flawlessly – each supporting the efforts of the other.

Both teams had their own agendas, but in the end, by supporting each other's efforts, they saved enormous amounts of contents (and money) for the owners.

Our contents team is often hired by other restoration companies to assist in their assignments, because we have the reputation for being able to blend in with them and give the appearance of being one unified force – plus, we perform contents cleaning and restoration when often the companies that hire us don't have such a division.

Our frontline workers arrive in generic clothing (no logos or company names anywhere). And if asked, we explain to the homeowner or adjuster in attendance that we are contents specialists that the company in charge brought in as associates for the special needs of the job.

## THE POWER OF EMPOWERING THE CONTENTS PROS

Barb Jackson CR, has trained thousands of contents restoration professionals and she strongly recommends to their employers that the frontline workers be permitted to participate in the hour to hour performance of any job.

The contents pros rely on their supervisors – good, strong communication between them saves time, money and can keep the team from logistical nightmares.

The specialists see everything from pre-existing conditions to potential liabilities. And if they see something that should be addressed at a later time, photographs (of the sort we use in digital photo inventory) can be taken and shown to the contents director or shared with other appropriate team members, homeowners and building managers.

Those who consider themselves “drones” won't think of liabilities or watching for pre-existing damages. Those who are empowered to participate, become part of an interactive team who all have the good of the company, the insured and the insurance carrier in mind.

When a contents pro snaps a picture of a torn couch or a dark stain on a carpet or a scratched piano – before they actually begin their job, they have gone a long way toward mitigating possible false claims against them. And it is decidedly possible for even the most attentive manager to miss something that other sets of eyes see.



For years we have pointed out that ozone can remove odors from homes and offices and it is a cost effective way to do so, but we have also pointed out that it can be hard on oil paintings, plastics, leather and even some metals.

But now it has made a resurgence as a virus “deactivator.” And it isn't just the companies that make ozone machines who say it. When author David Hart wrote for R&R magazine, he explained that he reached out to director for the Center for Disease Control (CDC), Dr. Paul Meehan PhD, MPH, RPB, CBSP, SM(NRCM), to inquire if ozone was a useful virucide, the good doctor replied, “Will ozone work -- you betcha! Ozone is very effective at inactivating viruses, especially enveloped viruses like the SARS-CoV-2. Within seconds, ozone solubilizes the lipid membrane of the virus.”

Ozone has effectively removed smoke odors, mildew and mold odors, and even raw sewage odors for decades. And those who use it, tell us that very low doses can deactivate COVID-19.

It is effective, it is inexpensive and readily available. And perhaps most importantly, restoration companies have been using it for decades. Now that it has proven itself once again, we may be hearing more about it in the very near future.



**5640 Knott Ave.  
Buena Park, CA 90621-1808**

**Phone: 1-800-589-2740**

**Office: 562-735-4966**

**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!**



**5640 Knott Ave.  
Buena Park, CA 90621-1808**

**Phone: 1-800-589-2740**

**Office: 562-735-4966**

**COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS**



**STORM AND WATER DAMAGE  
WE ARE THERE**



**SMOKE AND FIRE DAMAGE  
OUR SPECIALTIES**



**UNEXPECTED ANTIQUE  
WE GUESSED RIGHT**