

EXCLUSIVELY CONTENTS

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

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Cleaning Water Damage With... Water!

Super Heroes *Don't Always Wear Capes*

Provided By Your Contents Restoration Partner




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Miracle Clean Up
— In Aisle 3 —



CLEANING WATER DAMAGE WITH... WATER!

You may recall the article in an earlier issue of Contents Solutions, in which a contents specialist was faced with nearly 30 computers that had been saturated with water from fire hoses. When water and soot mix together they form an acid that can actually disintegrate fragile components inside a computer. The adjuster had already decided that they should be “total loss” but the contents pro suggested, “Give me just 3 of them and I’ll restore them to pre-loss condition. If I succeed, you let me restore the rest. If I can’t get them up and running again, I’ll pay for the attempt with the original 3.”

Both the owner and the adjuster agreed that it was a gamble well worth taking.

The contents manager returned the initial 3 computers 48 hours later and they functioned as well as if they had never been flooded in the first place!

The contents manager had used deionized water to flush out minerals and other contaminants that would have otherwise ruined the wet computers. Regular tap water contains impurities that are actually very good conductors of electricity (that’s why water and electricity don’t mix). The electricity in the computer can actually arc across the minerals and “fry” the computer. But deionized water can pull the errant minerals out of the circuitry.

Deionized water can be an excellent cleaning product for

many surfaces besides electronics as well. For example, you may have seen signs at your local car wash that advertise their use of deionized water (often referred to as “spotless” cleaning or “spot free rinse”). The minerals in the water leave residual spots behind. Deionized water has almost no detectable impurities.

When water is “deionized,” minerals, metals and salts are removed, turning it into a contaminant magnet.

Having lost its own ions, it reaches out to grab ions from other surfaces around it. This makes it an extraordinarily powerful cleaning substance. The contents pros use it on windows, counter tops wood furniture, crystal wine glasses and even carpeting. And since there are no minerals in it, there is no residue, spots or other contaminants left behind. It can be a superb primary cleanser or a follow up for removal of other cleaning products.

Like the “spot free” rinse in a car wash, it pulls impurities, soaps and other pollutants from most non-porous surfaces, leaving no traces of the cleaning solutions.

Deionized water can even be used to clean inexpensive and heavily contaminated electronics that might once have been “cashed out” because it would have cost more to restore them than the replacement cost. The process now costs so little that it is more economical to restore instead of replace.



SUPER HEROES DON'T ALWAYS WEAR CAPES

So there was a contents company that was performing a “Deep Cleaning” for a suburban home in which a grandpa had contracted the COVID-19 virus and had gone to the hospital. But when the Contents Manager arrived, dressed in full hazmat PPE (including mask), the two little kids in the house took one look at her, shrieked and ran down a hallway.

As we understand it, the manager went back out into the front yard, called the mom on her cell and arranged for an internet “meeting” where they could all talk. She took off her mask and while the children watched on a computer screen, she gave a friendly wave and explained, “Hi, I am... um... Fog Woman, and your mom asked me to come and put some magic fog everywhere in your house. It makes things clean – it is a good fog.

“I have to put on my... uh... special mask so nobody knows who I am -- like Batman, or Robin, or Spider Man. Would it be okay if I came in and sprayed my cleaning fog while you kids went out back and played with your mom? I’ll order pizza, so you can have a picnic.”

The kids thought it over, but we hear she had them at “pizza.”



ADJUSTERS, OWNERS AND CONTENTS PROS USE NEW TECH

In 2015 a major insurance company found itself on the cover of Fortune Magazine for being one of the first such companies to employ a new technology that enabled a homeowner to communicate directly with adjusters and agents when they had a claim.

It is all done by cell phone and while the homeowner walks through the home pointing a camera at the damages, the adjuster makes notes, zooms in, takes snapshots, etc.

Originally, it was thought that this new tech would allow the adjuster to make an estimate and pay the customer on the spot. But since then they have been examining the possibility of interacting with contractors and to allow the contractors to interact with homeowners or adjusters as well.

One remarkable feature is that the operator can actually draw on the live image (put in circles, arrows, etc. to draw attention to a specific item or damage).

And lately it has become a powerful tool for onsite agents or adjusters to communicate very quickly with their supervisors when a specific challenge arises.

Contents pros are already well trained in taking pictures during a walkthrough, so they are naturals for providing excellent points-of-view to the insurance professionals through the new interface (especially when the owner wants restoration of their contents to take place instead of just replacement).

The apparatus was simplified so that a homeowner could learn how to use it in minutes, and with a contents manager's input, it has found many uses far beyond simple point and click.

When insurance representatives work with the contents pros using this new system, assignments are resolved much more quickly than with standard forms, photos and morning meetings.

OLD TECH THAT WAS BUILT TO LAST

There are startling new inventory methods available in modern contents restoration companies. And most of them have a foundation that is over a decade old. Because it was so good, most companies use it as a foundation for their new technologies.

It is as simple as taking a picture. Digital Photo Inventory has been around for some time and it is still a favorite among restoration pros. Some use it as a base for everything from bar code scans to advanced computer programs.

As an example, if a client were to call and ask where her vintage snow globe was, it would be silly to ask her, "What is the bar code number on the box?"

How should she know? But if she said, "It was on the bedroom dresser," the contents manager could say, "Have a look at the photos marked 'Bedroom Dresser.' I see a snow globe on image 4. Is that it?"

If he gets a "yes," he goes on. "Okay, I see that it is in box 117, I can have it at your home within the hour."

The owner can see the photos, the adjuster and agent can access them anytime, and the contents manager remains confident in the process. We like tech that saves everyone time and money. And we like the simple basics that work every time as well.



MIRACLE CLEAN UP IN AISLE 3

Okay, picture this – there was a "Big Box" department store that had a small fire in the men's department. Strong smoke odors were contained to that one part of the store, but the general manager did not want to close the store (it normally stayed open 24 hours) and he didn't want to give up any of the smoky men's wear. So, while all other departments stayed open, the contents pros built a 30,000 cubic foot plastic tent around the entire men's dept., put all the suits inside and activated a powerful deodorizing compound in the form of a gas inside the tent – while customers kept on shopping all around it!

The contents specialists also used the same compound in liquid form to clean and deodorize the floor, shelving, and other hard, non-porous surfaces to clean, disinfect and deodorize. This tent was sealed at about 1 in the morning, but just six hours later, the tent was removed, the place was aired out and the department opened for business! No kidding!

The General Manager went around sniffing various items and could find no smoke odors at all. The pros did not use ozone (they would have had to clear the store). They didn't take days to get the items to a dry cleaner. The entire job was completed in 7 hours.

Call us and we will tell you more about our new miracle cleaner-disinfectant-deodorizer.



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**Specializing in
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With restorative cleaning for
all types of contents:
Antiques, Electronics,
Art work, Fine Fabrics, Rugs,
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