



# CONTENTS SOLUTIONS

STEAMATIC AUSTRALIA – LEADING RESTORATION SINCE 1986

**When Disaster Strikes**  
*Communication*  
*Creates Success*



**Contents Managers**  
*Are an Adjuster's Valued Ally*



# COMMUNICATION IS OUR KEY TO SUCCESS

After a disaster strikes, communication is key in order to resolve a claim quickly and efficiently. All stakeholders need to be aware of the process and scope of work that will be undertaken to bring a property and contents back to a pre-loss condition. Since 1986, Steamatic has been resolving property claims on behalf of every major insurance company and has faithfully served Australian policy holders in their time of need. Our outstanding communication assists Steamatic in servicing over 20,000 claims per year. And now we would like to improve our communication with you.

Each month we would like to share great news about the industry both you and we serve and how we can help get the claims off your desk.

For example, when Townsville was badly flooded, the local restoration industry was overwhelmed, and things were looking grim. But with Steamatic's vast network of locations both in metro and regional Australia, we were able to quickly mobilise our resources and had 30 trucks, filled with trained restoration professionals and equipment on their way.

With 40 locations throughout Australia, when you call us, you have the combined power of hundreds of IICRC trained contents professionals and the latest technologies. Every day, we save insurers thousands of dollars by restoring at a fraction of the cost of replacing.

The innovative technologies we utilize are game changers in the world of contents restoration. Like our laser system that is delicate enough to restore ecclesiastical relics like the Stations of the Cross

in a church that suffered a major fire. All the soot and smoke damage were removed, and the chapel was fully restored to its pre-loss condition.

Our Esporta is a laundry system that cleans contents affected by mould, fire/smoke/soot damage and even sewerage affected items. From handbags to stuffed animals and clothing to soft goods, we can clean and restore nearly anything.

Our massive vacuum freeze dryer extracts water from books and legal documents, restoring them to a pre-loss condition. Museum curators were overcome with emotion as we showed them the results of a pro bono case whereby, we treated their historical books. The chamber is the largest of her type in the Southern Hemisphere and is in operation nearly every single day restoring books, documents, albums and more!

Our BioSweep system is an innovative decontamination technology using an advanced form of Photocatalytic Oxidation that destroys viruses, bacteria and fungi. It penetrates the entire space of an infected area, so there's nowhere for pathogens to hide!

And there is so much more! When a major department store's customer was coming in the front door, we were remediating thousands of litres of raw sewage in the dispatch area – the store remained open and the customers didn't even know we were there!

In future, if you like the idea, we'll tell you dozens of ways we can help you save money on virtually every job, get policy renewals, and even impress your bosses – and why not? That's what friends are for.

## CONTENTS MANAGERS *Adjusters' Valued*



Sometimes an owner will make it plain that they want everything cleaned on site for various reasons, often personal. Other times the homeowner or business owner will insist that as many contents as possible should be taken to the restorer's professional cleaning facility so the latest technology can be utilized on their valuable items.

And sometimes, there is no choice. Even the contents specialists can't restore a flat screen TV onsite that has been contaminated by soot/smoke and drenched by the Fire Brigade. Restorers need special deionized water and special spray devices to clean out all the contaminants.

The assessment manager has different ways of dealing with the customer in each circumstance and more than one adjuster has been glad to have Steamatic handling that part of the job. Part of every assignment is helping the insureds get through the difficulties that come with each and every catastrophe. The assessment managers are often found to be the adjuster's most valued asset because they not only save money, but they reduce stressful moments.

AND, we are not contributing to more landfill!



## Helping the Insured Navigate Their Claims Experience

Quite a number of adjusters have started to notice that there are less angry or disappointed policy holders when the contents professionals are on the job. Assessment managers know why, but adjusters have been asking, “What is the difference that creates such results?”

Assessment managers know that emotions are running high on any disaster restoration project. Insureds get angry or deeply disturbed for many reasons, so we take extra time training our frontline workers to anticipate such responses. And even showing them how to build a relationship with the client in order to instill trust and keep communication open.

From the first moment our team arrives, we start by asking permission, “Is it okay to park there?” Or, “We would like to begin by getting everything off the wet carpet if that works for you.”

And we keep on asking permission all throughout the job, “We would like to work on restoring your master bedroom today. Is that all right?” This gives the insured a chance to feel in charge of things.

We have heard some teams say, in an authoritative tone, “Step back please,” (when moving a heavy piece of furniture across a living room floor).

Doesn't sound all that terrible does it? But to a distressed insured, it might sound as if he/she has done something wrong and his behaviour is being corrected – in his own home!

A contents professional would say something like, “Mr. Johnson, we would like to move your antique chest of drawers down the hall. Is this an appropriate time?” If the owner is standing in that very hall, it alerts him to the fact that he is in the way, without actually stating it.

In the final analysis, it all comes down to being courteous, supportive, respectful and understanding. The insured may still get angry that some things are not covered under their policy. They may insist that there are scratches on the hardwood floor that weren't there before, but we have found that when a tone of reasonableness has already been established, the odds are increased that the owner will tend to reflect that attitude.

## TOP TO BOTTOM CLEANING SAVES TIME AND MONEY

You may have noticed that when the contents specialists are cleaning the soot off ceilings and walls, they start at the top and work their way down (no sense in cleaning the same area twice by working their way from the bottom up – only to find that various particulates have trickled down over an area they thought they had finished).

Actually, that same strategy is used for virtually all the surfaces in the home. And it is often performed in a “circular” pattern – from top to bottom and around the room. Ceilings, walls, doors and door frames, light switches, windows, etc.

Of course, that pattern is interrupted when there are items that need to be packed out. In fact, with a typical case, the packout will take place before the cleaning protocol is engaged. Occasionally, furniture will be moved to the centre of a room and covered with thick plastic sheeting or tarps (when a packout is not required, but a thorough soot removal is, the same applies).

Sometimes the furniture and other valuables will be left in place in order for the deodorizing procedures to neutralize odours in them as well. The whole intent is to create an assembly line of restoring, so that no one activity stops the team from continuing – forcing them to wait for one phase of the job to be completed.



## WASTING MONEY AND TIME

So, the fire is out, but the soot, VOCs and other noxious compounds are swirling around like something out of a Harry Potter movie. The contents professionals know that if they clean anything (lounge, bedding, kitchen benchtops) it will be coated again in minutes and permeated with odours that cannot be removed in that environment.

Other teams insist that the furniture should be removed from the home because they can't complete the job with all those valued items in the way.

The contents professionals have techniques for cleaning items in place and air scrubbers that can assist with clearing the air, but we are honour bound to restore items and keep the project within budget. Under these circumstances, we will move many items out of the house and will use widely varying methods to reduce the malodours inside. Then we will decide which things need to be taken to our restoration warehouse for proper cleaning and deodorizing. A full “packout” is not necessarily our first choice, but when it is called for, we have the trained staff, the cleaning solutions and the technology to restore not replace.





**40 Locations**  
**Available 24/7 for Emergency Services**

**1 300 783 262**  
**steamatic.com.au**

**Specializing in  
Contents Restoration!**  
Professional pack out  
and inventory service.  
With restorative cleaning  
for all types of contents:  
Restoration Services  
Water Damage  
Fire Damage  
Odour Control  
Mould Remediation  
Document Recovery  
Contents Restoration  
Electronics Restoration  
Clandestine Drug Lab Recovery  
Crime/Trauma Restoration  
Kitchen Exhaust Cleaning  
HVAC Cleaning and more!

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



**CHOOSING THE RIGHT  
TOOL FOR THE JOB**



**FORGING STRONG LINKS WITH  
BROKERS AND ADJUSTERS**



**WHEN MAKING EVERYTHING  
FIT IS IMPERATIVE!**