



CONTENTS SOLUTIONS

STEAMATIC AUSTRALIA - INDUSTRY LEADER SINCE 1986

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**INCREASING
OUR WORTH TO YOU**

**SMOKE
DAMAGE**
TIME IS **NOT** ON OUR SIDE

**CONTENTS PROS
ARE TRUSTED PARTNERS**



SMOKE DAMAGE

Time Is Not On Our Side

When the contents pros arrive at a home or office after a fire, there are many things they want to know.

For example, what kind of fire was it? Was it an oily, greasy kitchen fire? Or was it a high heat (paper and books) type fire? Did plastics burn? Was water used to extinguish the fire, raising the humidity to an extraordinary degree, causing the wood to open up, pulling in smoke odours and soot particulates?

When smoke and water mix (even in the air), it forms corrosive substances, so the pros need to get electronics and small appliances out of that environment. Soft metals need to be coated with special petroleum substances to keep the acid from tarnishing them.

Smoke flows like water and attaches to just about everything it encounters, down hallways, into the HVAC system, under dishwashers and stoves, behind refrigerators and into the fabrics of couches and beds.

The contents pros have numerous solutions to reverse this process – even outside the normal techniques such as ozone or hydroxyls. Now there are fogs and mists that can follow wherever smoke and soot have gone in order to neutralise them.

Without such solutions, smoke odours can recur months down the line and for years to come. More than one source points out that there are records in the U.S. National Archives which survived the 1906 San Francisco fire, but over 100 years later still smell strongly of smoke odours.

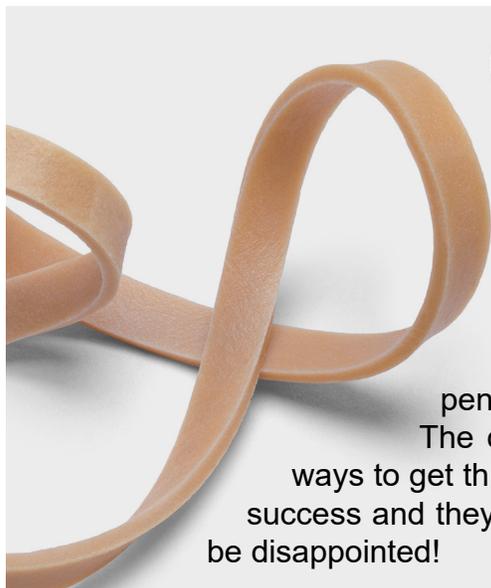
Smoke damaged bedding, furniture, books, cookware, clothing, fine china, crystal, teddy bears and much more can be restored by well-trained, well-equipped contents specialists. But time is not on their side. They must be allowed on site as quickly as is practical. Soot residue can quickly damage surfaces, sometimes within minutes, then continues for days and even weeks. Time is of the essence.

CONTENTS PROS INNOVATE FOR SUCCESS!

Of course you have probably already guessed that the contents pros are not ordinary restorers. Someone once referred to them as the, “MacGyvers of Restoration.”

They are innovators, creators, improvisers (and some say “magicians”). Recently, we saw one use an ordinary rubber band to remove a stripped screw from an old dresser. Another lubricated a reluctant screw with ordinary pencil lead (it worked)! It turns out that pencil “lead” is actually graphite – a well-known dry lubricant.

The contents specialists have learned to employ a wide range of creative ways to get things done in challenging circumstances. They create new pathways for success and they aren’t shy about sharing their ideas – visit them sometime, you won’t be disappointed!





STORM DAMAGE – STEAMATIC CAN HELP

Some homeowners and business managers are unaware that they may have to pay for further damages that occur after their home or office is flooded and they are waiting for an insurance representative to arrive.

For example, let's imagine that there has been regional flooding, a living room carpet was saturated with rainwater and the owners decided to wait their turn for an overburdened loss adjuster to discuss the case.

Couches, chairs, tables,

etc. are still sitting in water – and if mould forms, or the wood swells and cracks, the insured may be liable for those costs (that occurred after the flood and before the owner's place in the queue).

Fortunately Steamatic Australia® has a full range of services that can help. Everything from simply putting furniture up on protective blocks, to providing the insured and insurer with a complete digital photo inventory of all valued contents, or even a complete drying and mitigation.

You have probably heard the slogan used by thousands of contents restoration professionals, "Adapt, Create, Proceed." It was coined by certified IICRC instructor, Barb Jackson, CR.

The phrase reminds us that when contents pros are faced with an unexpected "roadblock" in the restoration process, the team is to adapt to the situation, create a solution, and proceed with the task at hand.

Sometimes it requires that the project supervisor make a creative decision -- like the walk-in freezer in a resort that had lost power and now was the source of rancid odors so strong, the owners were prepared to declare it unrestorable.

Thousands of dollars were saved by placing a hydroxyl generator inside the unit and sealing it closed for many hours – returning it to pre-loss condition.

When you hire the services of the contents pros, you hire their experience and keenness of insight as well.

INCREASING OUR WORTH TO YOU

We know that the way to earn your trust and get more job assignments is by creating procedures that make our company more valuable to you.

One of the techniques we use is what we call our "Million Dollar Database." We know that you don't want to hear a "No" when you ask for specialty services, so each month we search for specialists in fields we anticipate will fill a future need.

Everything from art restoration experts, to taxidermists, and craftsmen in many fields.

We also increase our front line worker's value by offering them courses to increase technical skills, the ability to adapt and diversify, and much more.

In upcoming issues we'll tell you more about how we train our team to handle homeowners who are angry with a broker, neighbors who are complaining about the equipment noise, and even ways to help get policy renewals for the agents on the case.



ADAPT CREATE PROCEED



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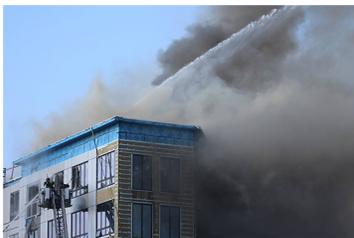
Kitchen Exhaust Cleaning

HVAC Cleaning and more!

COMING UP IN THE NEXT ISSUES OF CONTENTS SOLUTIONS



**HOW CONTENTS PROS
CREATE SATISFIED CLIENTS**



**NO JOB TOO LARGE
OR TOO SMALL**



**WHEN PAPERWORK
MATTERS THE MOST**