

# EXCLUSIVELY CONTENTS

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

Vol.20, Issue 2

## ICE DAMS FROZEN PIPES & INDOOR FLOODING

*Massive Sums Saved By  
The Contents Professionals*

**CONTENTS PROS SAVE EVEN MORE  
BY NOT DRYING SELECTED ITEMS**

Provided By Your Contents Restoration Partner



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

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

**Office: 562-735-4966**

**CONTENTS PROS  
PROTECT DELICATE  
FLOORING**

# ICE DAMS FROZEN PIPES & INTERIOR FLOODING

Winter water intrusions are often traced to two sources, ice dams and frozen pipes that expand, burst, and flood rooms or even entire homes.

Ice dams form at the edge of a roof and keep melting snow from running off. The resultant liquid is held in place until it finds gaps or cracks, then it dribbles down through the attic and into dry wall, then it can flow out into carpets and under flooring.

Frozen pipes that burst (even a small crack) can send hundreds of gallons of water through a home or office every day – and the owner may not even realize it is happening.

As the water intrusion progresses, the contamination travels to carpets, furniture, books and papers, discoloring them and creating a “bed” for mold and bacteria to grow.

Tables, chairs and couches begin to swell and crack, drawers expand and get “stuck.” Bedding absorbs water like a sponge.

Wood floors delaminate, curl and buckle. Some metal surfaces begin to rust, electronics are in jeopardy because of excess moisture in the environment.

And while the structural professionals are busily replacing damaged walls and flooring, the contents team has to treat every affected, valued item. For example, the techniques used to dry the walls, floors and ceilings may dehydrate the already weakened wood furniture much too quickly causing further damage. And no amount of drying the structure (sheetrock,

floors, ceilings and carpets) will remove mold spores from clothes and bedding once they have begun to form – so specialized cleaning and restoring is an absolute necessity.

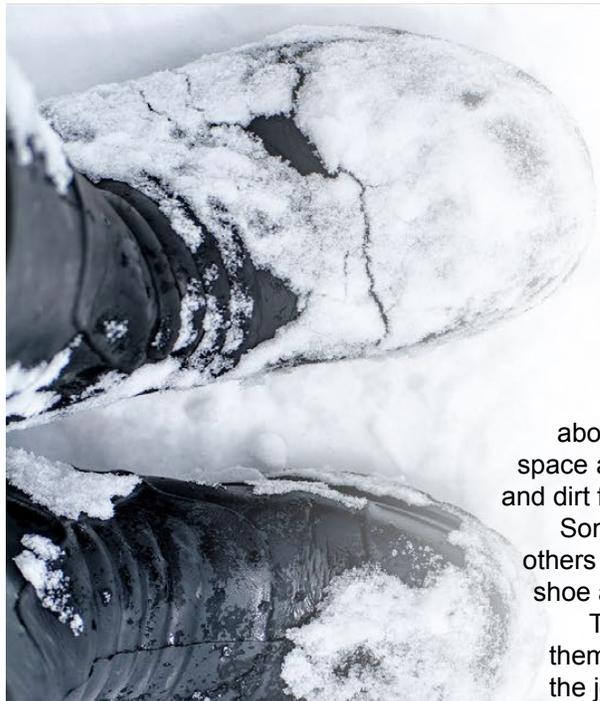
According to FEMA, it can take as little as 24 to 48 hours for mold to grow on a moist surface. And perhaps not too surprisingly, mold can form and spread in virtually any room in your home. It can grow on photographs, paintings, brick, painted surfaces, cabinets, leather, furniture and hundreds of other surfaces.

Insectapedia.com even has photographs of mold growing on surfaces where bleach has been splashed by an undertrained and unsuspecting contractor. Most contractors can repair the structure, including the interior of a home or office, but only contents restoration professionals can restore the insured’s items, documents and valuables to pre-loss condition.

Reports show that they can clean, dry, and restore more than 90% of soft goods in a home insurance claim and that they can remove bacteria, mildew, mold, odors and other contaminants – thus reducing the average burst pipe claim to a fraction of what cashing out would cost.

And they can use “human friendly” biocides to kill up to 99.9% of germs, yet are harmless to office staff or family members. There aren’t even any warning labels required on their solutions.

This is the kind of team a homeowner or business owner wants to see – and that is why adjusters and agents seek them out for water intrusion assignments throughout the year!



## CONTENTS PROS — PROTECT FLOORING —

From the moment the contents restoration professionals arrive at a client’s front door, they are on the job. They restore the home or office – not contribute to its further damage. That’s why, in the middle of winter, you will see them lay down as many as 18 feet of special mats to help them remove ice, snow and salt from their shoes. First, they use “scraper” mats outside the door.

Then, in the foyer or entrance area, they will place a “wiper/scraper” mat of about 5 feet in length. And finally, you might see eight feet or more (depending on space available) of “wiper” mats used to remove any remaining moisture, salt, sand, and dirt from their shoes.

Some remove their shoes or boots and change into backup footwear, and still others are using a new spring loaded, “step in shoe cover” that “grabs” any boot or shoe and instantly covers it, acting like a protective glove.

The point is, contents pros restore carpets and wood floors – they don’t damage them. It’s just another indication of whether you have genuine, trained workers on the job.



## RULES OF THUMB FOR WATER DAMAGED FURNITURE

When water from the runoff held back by an ice dam, trickles down into a home and across the carpet or flooring, particle board or “pressed wood” furniture is especially vulnerable. Those types of wood pull water up into themselves, then swell, crack and even expand like a dry sponge that has come into contact with moisture.

Particle board is composed of sawdust or wood chips and glue. When it gets wet, it tends to return to its original components and may even disintegrate.

To illustrate, if you set a tumbler filled with a cold drink on a night stand, cabinet or bookcase made from particle board, and in an hour or two the furniture “bubbles” or becomes deformed by the condensation, then water flowing across a floor or through a carpet for hours or even days, can wreak havoc on those items and they

will be beyond simple restoration.

That being said, many contents pros will successfully restore minor water damage in particle board by drying the wet spot(s) thoroughly with a heat gun, then sanding down the affected area so it is once again flush with the remainder of the unit. And there are laminates that can then be used to match the original surface and cover the repaired area.

It is a quick, low cost technique that can restore otherwise unsalvageable furnishings.

A similar method for more extensively damaged particle board furniture involves cutting away cracks and holes in the piece, then replacing them with wood putty and sanding these areas smooth with various grades of sand paper.

Contents specialists improve the adjuster’s bottom line with virtually every item they restore.

## CONTENTS PROS DON'T COST THEY SAVE

Many adjusters across North America are selecting restoration companies based on whether they can restore the insureds’ valued contents, not just the damaged structure of their home or office.

An agent, who wants a policy renewal from an important client, may recommend a restoration company solely based on the fact that the insured has an expensive wine collection, cherished sports memorabilia, fine china, porcelain figurines, or crystal.

Antique furniture isn’t likely to be cleaned and restored by structural workers (they just want it out of the way). But the contents pros are dedicated to bringing everything in a home or office back to pre-loss condition.

It’s their job. Just as the structural contractor is focused on restoring the walls, floors, ceilings and roofs of the building, the contents professionals are equally as focused on restoring clothing, big screen TVs, books, and more, that would be costly to cash out.

When a single Armani® suit that got wet from an ice dam backup, might cost a thousand dollars to replace, but is restored for less than \$50, the adjusters know the contents pros are on the job.

And when a saturated designer purse – valued at over \$4000 to replace – is restored for less than \$80, an insurance agent knows that he (she) got the right team for this assignment!



## SOME ITEMS CAN'T BE DRIED COST EFFECTIVELY



There are some techniques that can be used to decontaminate couch cushions, but the rest of the couch would have to be disassembled all the way down to the wood and springs to dry and decontaminate it properly (it may not be cost effective to do so).

And a bed mattress may appear to be dry after cleaning by professionals, but deep down in the center of the padding, it will probably still be wet and it is almost a certainty that mold will begin to grow there and even when eventually dry, mold particulates will eventually be released into the air that the clients breathe.

Hardwood furniture can usually be restored if it is dried completely within 24 to 48 hours of getting wet and no mold is discovered on the surface or the underside of a given piece. And even if mold is discovered, it can often be removed with specialized techniques, but mold can stain wood, so an extra level of restoration will be required.

Even some laminated furniture that has become delaminated can be restored, provided the wood underneath has not become too saturated.

Upholstered furniture and bed mattresses are very difficult to restore after they have become saturated with water.



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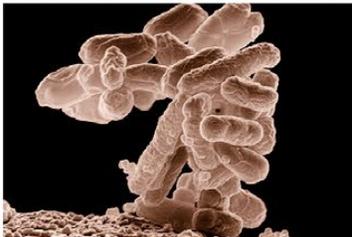
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FOR SOFT CONTENTS**



**RESTORING ITEMS THAT  
MAY SURPRISE YOU**



**WHEN GERMS FIGHT BACK  
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