



Specialties NEWSLETTER



Fire is a devastating experience. Knowing you have someone to depend on can help lessen the stress of a devastating fire or smoke damage to your home. Fire and smoke damages in homes are often caused by the malfunction of furnaces and heating units. In addition, over a period of time, wood stoves, fireplaces and aromatic candles can cause smoke damage you may not notice until there is a considerable amount of soot in the environment.

Every 18 Seconds
a Fire Occurs. . .
Only One Matters
to You!

Contrary to what many people believe, not all smoke residues are the same. The smoke residue and its treatment vary with the fire source. Sources vary from oil, plastic, grease, food, wood, coal, and propane. In turn, each type of smoke leaves differing odors and residues behind.

Smoke odors are a difficult problem to solve. SERVPRO has many different deodorants in its arsenal, ranging from Grease Deodorizer to Cherry Fog Deodorizer, to neutralize the worst smoke problems. In most instances, we can deodorize a home or business and have the occupants back within two to three hours.

There are several Dos and Don'ts SERVPRO recommends while you are waiting for help to arrive. They are:

- **DO** contact local fire restoration professional.
- **DO** be aware of possible safety hazards.
 - a. **Electrical**—Do not use electrical outlets or ceiling fixtures. Wiring may be wet or damaged.

b. **Structural**—Identify wet ceilings and floors. Use caution with badly burned and charred areas. Extreme danger is possible due to lack of structural strength.

c. **Personal**—Water may be contaminated depending on environment and/or source. Wear protective clothing at all times while inside building.

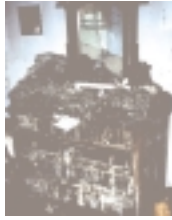
- **DO** limit movement inside the building to prevent soot from being impregnated into upholstery and carpets. Keep hands clean. Soot on hands can impregnate upholstery, walls and woodwork, causing more damage.
- **DO** change all filters in HVAC system.
- **DO** protect electronic equipment. Water or soot contamination usually does not cause permanent failure or damage, electricity does. Never switch equipment on before consulting a professional.
- **DO** remove all cash, checkbooks, securities and other cash equivalents from building.
- **DO** identify all valuable contents and furnishings to restoration professional.
- **DO** empty all refrigerators, freezers, etc. Prop doors open if electricity is off.
- **DO** secure paintings, wall hangings, etc., being careful only to handle the frame.
- **DO NOT** attempt to clean structure, contents, inventory, equipment, books or files which have been contaminated due to fire or water damage.
- **DO NOT** attempt to shampoo carpet or upholstered furniture.
- **DO NOT** send garments to ordinary dry cleaner. Improper cleaning may set smoke odor.



- **24-Hour Emergency Fire and Water Damage Restoration**
- **Carpet Cleaning**
- **Hard Surface Floor Care**
- **Drapery/Blind Cleaning**
- **Ceiling Cleaning**
- **Upholstery Cleaning**
- **Deodorization**
- **Duct Cleaning**

Did You Know. . .

. . . that in most cases, SERVPRO® franchises can restore your most treasured items in the event of a fire or water damage. What does this mean to you? This means you get to keep your heirlooms and those items that are most precious to you. Restoring your belongings helps keep memories



alive. In the first picture, the antique dresser appears to be unsalvageable. In the second photo, see what SERVPRO can do to help restore the dresser to its pre-loss condition. SERVPRO is there when you need us. You don't have to wait for a disaster to use SERVPRO® services. Call on us for all your carpet and upholstery cleaning needs.



Why Pretest?

The first step in any fire damage is to address your concerns. Next, we pretest the damage to determine what is restorable and what must be replaced.

Pretesting:

- 1 Identifies the most effective cleaning and restoration process.
- 2 Identifies any pre-existing conditions.
- 3 Determines the extent of the loss.
- 4 Reduces the overall costs of the restoration process.
- 5 Eliminates needless replacement of belongings.

Pretesting allows us to focus on saving those precious items you treasure most. And that is what really matters!

FACTS ABOUT FIRE

- Each year about 2 million fires are reported.
- Every 18 seconds a fire occurs somewhere in the United States.
- The U.S. has one of the highest fire death rates in the industrialized world.
- Cooking fires are the leading cause of home fires in the United States. It is also the leading cause of home fire injuries.
- Heating is the second leading cause of residential fires and the second leading cause of fire deaths.
- Careless smoking is the leading cause of fire deaths.
- Arson is the third leading cause of residential fires and residential fire deaths. In commercial properties, arson is the major cause of deaths, injuries and dollar loss.
- Direct property loss from fires is estimated at \$8.6 billion annually.
- Residential fires represent 22 percent of all fires and 74 percent of structure fires.

SERVPRO®

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www.servpro.com

Nationally Known ♦ Locally Owned