

OMEGASONICS ON THE JOB

OMEGASONICS



ALONG THE MAIN LINE

Bala Cynwyd (last word pronounced "kinwood") is part of Philadelphia's Main Line, an area extending west from the city along the historic main line of Pennsylvania Railroad. Main Line is the location of some of the most exclusive suburbs in the United States. But even prestigious homes are not immune to fire and water damage. The difference is that when a high-end Main Line residence has a mishap, the cleaning and restoration inventory of art objects, fine dishware and other delicate pieces can be considerable.

BUSINESS TYPE:

- ServPro Cleaning and Restoration Franchise

PART/PRODUCT CLEANED:

- Glass
- Rubber
- Porcelain
- Plastic
- China
- Coated woods
- Metal

SUBSTANCE(S) REMOVED:

- Soot
- Mold

OMEGA CHEMISTRY USED:

- OmegaSmoke
- Omega DeScaler

OMEGASONICS SYSTEM USED:

- Omegasonics Fire Pro 4800 (predecessor to Fire Pro 5200)

MONEY/TIME SAVED:

- Elimination of hand labor
- Up to 500% throughput improvement in actual cleaning time
- Significant reduction in breakage

BUSINESS OPPORTUNITY CREATED

- Improved relations with insurance companies for saving items that might otherwise be write-offs

A FAMILY BUSINESS

John and Laura Chaves bought ServPro of Eastern Main Line/ Bala Cynwyd in 2000. John had been in the cleaning and restoration industry for a decade prior to becoming owner of his own franchise. He had a good idea of the equipment and techniques required to run an effective and profitable business. Along with ServPro's excellent name recognition, training and support, he knew there would be one more key to his success: his choice of fire restoration equipment.

A TIME AND LABOR-INTENSIVE PAST

Traditionally, post-fire cleaning and restoration has been a laborious, manual process. An array of hand tools – from specially made brushes to cotton swabs – has been needed to get into the tiny, irregular spaces where soot collects. Air compressors have been the first step in dislodging soot before the slow progression of soaking, rinsing and scrubbing. And despite a final session in an ozone chamber to eradicate odors, it has been difficult at best to completely dispel smoke residue and smell.

GOING WITH OMEGASONICS

Before he went into business for himself, John discovered a better method for cleaning and restoration, one that eliminated time-consuming hand labor. "About 10 years ago, I first encountered Omegasonics' ultrasonic fire restoration systems," said John. "I always knew that when I opened my own business, an Omegasonics system would be at the top of my wish list."



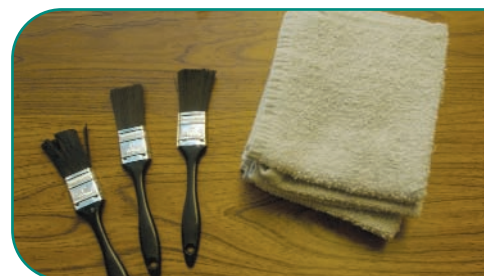
The Omegasonics Fire Pro safely cleans a diverse array of materials and items.



The basket keeps items in place during the cleaning process.



The Omegasonics Fire Pro does wonders with delicate keepsakes.



Brushes and rags get much less use with an Omegasonics ultrasonic cleaning system.

The Chaves' bought an Omegasonics Fire Pro 4800, the predecessor to the Fire Pro 5200 currently in the Omegasonics lineup. The Fire Pro 4800 featured a 48" long tank with a 90 gallon capacity and 4000 watts of ultrasonic cleaning power. For their engineered soap, the Chaves used OmegaSmoke, a broad-use solution designed to remove smoke and soot from contents. With proper dilution, OmegaSmoke is safe to use on glass, rubber, plastic, and all surfaces that can be cleaned in water. They also chose Omega DeScaler to remove rust and deposits from items that have been exposed to water.

LESS WORK, BETTER RESULTS

With sound waves – not human muscle – providing the agitation, Omegasonics' ultrasonics technology dislodges dirt and soot more thoroughly, getting into the smallest recesses that can be easily missed with hand tools and visual inspection.

A hood goes over the Omegasonics unit when items are being cleaned for mold remediation to trap released spores.

An ultrasonic restoration system is thorough and safe for numerous delicate and expensive items. "We clean Lladros, Hummels and fine china in our Fire Pro," John confirms. "Certain wood and plastic pieces can go in the bath as well. The heat from the water reopens the pores of the material, essentially reversing the fire's process and 'unlocking' the soot."

John cites impressive labor-savings with Omegasonics. "While items are being cleaned automatically, we can be doing something else," he said. "Omegasonics has cut my total processing time in half. It's unthinkable not to use Omegasonics ultrasonic systems in a cleaning and restoration business today."

OMEGASONICS BUILDS CONFIDENCE

Like most cleaning and restoration businesses, a majority of the Chaves' work comes from insurance companies. "Insurance

companies appreciate that we are able to save many items that would have been written off as losses, thanks to ultrasonic cleaning," John revealed.

Homeowners like the Omegasonics difference as well. John invites customers to his facility to see how fire-damaged items move through the process with barcoding to track cleaning and restoration. "Customers see that we run a modern facility with digital security, climate control and top-of-line cleaning technology," said John. "They are reassured to learn how Omegasonics works and how it will restore their precious possessions."



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John Chaves
Owner,
ServPro of Bala Cynwyd



Before and After:

The Omegasonics Fire Pro erases dirt and soot



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