



CONVECTANT HEAT DRYING

THE REAL COST SAVING BENEFITS



*Photo shows the most complex speed drying job undertaken by Action Dry
A 17 floor Tower Block in Stevenage, each with 6 apartments
per floor, plus common areas. It was seriously damaged as a result of a major
fire (with two fatalities) on the 14th floor. All The floors from the
15th down suffered major water damage from the extinguishment
heavy rainfall ingress and damaged pipework.*



Action Dry Emergency Services Ltd
PO Box 139
Upminster
Essex
RM14 2YD

Telephone 0330 050 0330

Email info@actiondry.co.uk

www.speeddryingcompany.co.uk



AVAILABLE AND EFFECTIVE FOR MANY COMMERCIAL & DOMESTIC PROJECTS

Traditional drying methodology has changed little since it was developed in the 1950's. Such drying techniques are fine for minor water damage claims but usually result in wholesale strip out to seriously damaged property with prolonged and unnecessary drying time. This can skyrocket claim potential by up to 60% Multiply this by numerous claims and you can begin to see the waste that is becoming increasingly more unacceptable.

For the last decade, Action Dry have through rapid drying technology sought to educate those drying seriously damaged wet property. Please take the time to read this booklet and understand the revolution that is beginning to happen.

-  The use of inappropriate drying techniques **will delay drying times - and therefore increases overall costs!**
-  The use of inappropriate drying equipment **will delay drying times** or worse still, result in a property that has not been dried adequately **- and therefore increases overall costs!**
-  The inefficient monitoring of a drying program **will delay drying times** and can often result in a repudiation - **and therefore increases overall costs!**
-  Fixed price or Room volume pricing agreements are misleading in serious cases of water damage and can lead to the setting up of minimum and often inadequate drying programs, **increasing drying times - and therefore increases overall costs!**

The following pages highlight examples of how revolutionary **SPEEDRY** technology can dramatically reduce overall claim potential and we hope, change your perception of how major water damage losses should be dealt with.

As a final word, blanket statements from so called experts that all heat drying is damaging or not suitable for this or that type of property are **WRONG!** The Speedry system is purpose made in the UK to provide a controlled and safe drying environment for UK properties. **IT MUST NOT BE CONFUSED WITH HYDRONIC DRYING SYSTEMS** that were designed to heat thaw and cure ground works in North America. **NO OTHER SYSTEM** provides you with the efficiency or is, as environmentally friendly as Speedry.

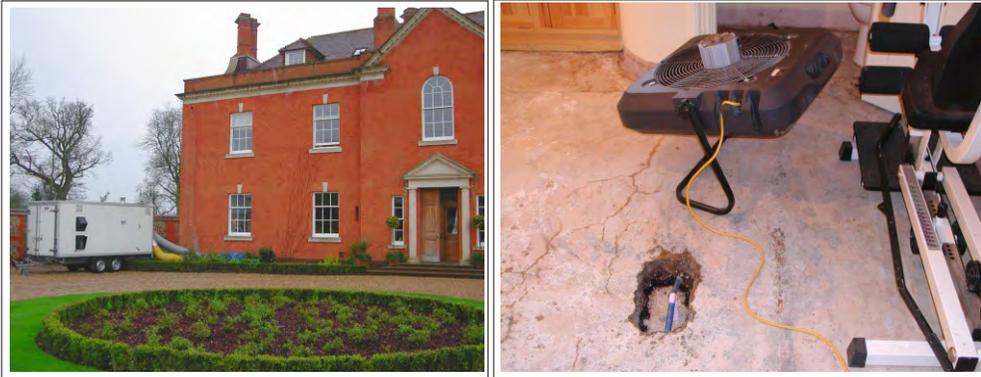
THE FOLLOWING FEW PAGES ILLUSTRATE SOME SPEEDRY SUCCESSES.



**JUST TELEPHONE OUR ROUND THE CLOCK HELPLINE
0330 050 0330**



HIGH NET WORTH



Site: High Net Worth in Eastleigh Hampshire:

A water pipe had been slowly leaking over what was believed to have been years completely saturating the entire basement complex which consisted of a large games room, laundry, sauna and shower room, wine room, offices and changing rooms.

In total, the subfloor consisted of around 220 square metres of concrete slab overlaid with 50mm cork insulation batts, overlaid with a hydronic under floor heating system and topped with 75mm of concrete screed.

All the walls were damp up to a height of 1 metre. and skirtings had been removed by others prior to our involvement.

It had also been originally decided and agreed by the Adjusters that the entire subfloor and heating pipework would need to be removed and then reinstated and that wet plastered walls were also to be hacked off to aid drying. Overall, this would be a costly exercise with full reinstatement quotes agreed at £106,000 plus VAT.

A colleague of the appointed Adjuster mentioned our speed drying system and we were asked to see if anything could be done! The challenge? Could the drying be undertaken without the ripping out program which was not only very expensive, but which would result in considerable mess and disruption.

Following advice from Action Dry, the Adjusters agreed that our speed drying program be deployed.

16 days after starting, without any rip out, the property had been dried to industry accepted standards for a cost £12,000 plus VAT. The cost of redecorating and making good the originally damaged timbers including a staircase, doors, skirtings and built in units, were put at almost £60,000 **saving £34000 over the original scope.**

HISTORIC MANOR HOUSE CONVERSION

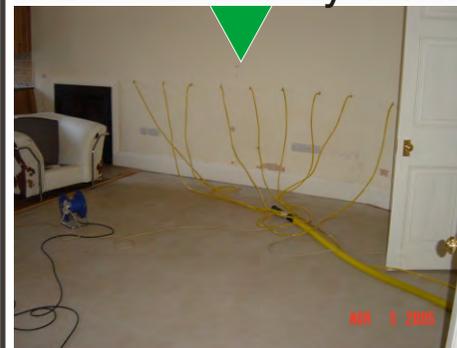


In January 2005 this listed property was flooded when a nearby river burst its banks flooding a large area of Carlisle. The property shown in the photo had been developed into separate luxury apartments which comprised of three separate units to the ground floor.

Action Dry were asked to sanitise and dry Apartment 1 whilst other well known contractors were asked to do the same to apartments 2 & 3.

**Same Building
Different Apartments**

How Action Dry did it



How others do it



A PICTURE PAINTS A THOUSAND WORDS!

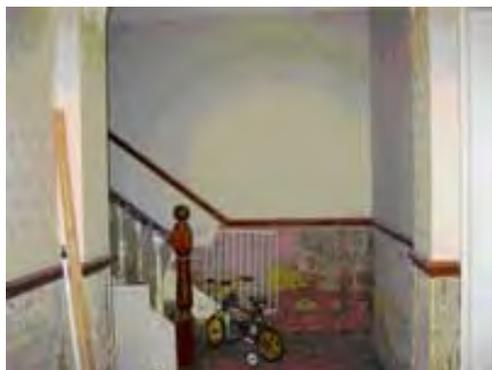
It was Estimated by the Surveyor that the drying out using Convectant speed drying techniques resulted in a saving to Insurers in the region of £150000. NEED WE SAY MORE!

**THE ACTION DRY
SPEED DRY
SYSTEM**

LARGE SEMI DETACHED EXTENDED PROPERTY. FLOODED TO 1 METRE DEPTH, BOTH HAD SUSPENDED FLOORS, ACTION DRY WERE ASKED SPEED DRY THE ONE TO THE LEFT. INSURERS FOR THE RHS PROPERTY STATED THAT "HEAT DRYING WOULD DAMAGE TIMBERS AND THEREFORE OUR SERVICES WOULD NOT BE REQUIRED".



THE INFRA RED SHOWS HOW THE HEAT FROM OUR SYSTEM HELPED DRY NEXT DOOR!



The property dried using our system required an estimated £50000 worth of reinstatement works. The owner however was able to return and live in the property just days after we completed drying undertaking refurbishment at his leisure. The house next door was a thriving B&B - it was a great example of how not to do it costing the Insurers over £200000 and putting the owner out of business for over one year!

A TOWER BLOCK DAMAGED BY FIRE. ALL RESIDENTS EVACUATED DUE TO EXTENSIVE RESULTANT FLOODING. FLOORS FROM THE 15TH DOWN NEEDED TO BE DRIED FAST. THE UPPER FLOORS ALSO NEEDED TO BE PROTECTED FROM SECONDARY DAMAGE CAUSED BY INCREASED HUMIDITY



A fixed price of £40000 was given to dry this building. However due to further severe flooding as pipes burst and following heavy rains which caused considerable further damage, drying costs were eventually paid out to the tune of £96000.

A major challenge was that only 64 amps of power was available to dry the entire building. Action Dry were called in to mitigate the claim potential.

3 Convectant drying trailers were deployed for almost 8 weeks. Each trailer can do the work of over 50 traditional dehumidifiers whilst only using 9 amp of power each. The average drying cost of each apartment worked out at £914. Contents had been left in place so that removal and storage costs were saved.

Compare this to drying with dehumidifiers if it would have been possible (The local power supply would have only supported use of 8 commercial dehumidifiers). Drying alone with a meaningful dehumidifier program would have cost over £200000 and would have taken over six months! There would also be added time for A/A and contents storage!

SAVINGS WERE CONSERVATIVELY ESTIMATED AT OVER £1M

After several apartments were severely flooded, The Construction Company decided to dry the building out for themselves. It was winter, cold and damp. Almost two months later having deployed inadequate levels of equipment they decided that costs were running away and with handover looming, drastic action needed to be undertaken to conclude the drying and control costs.

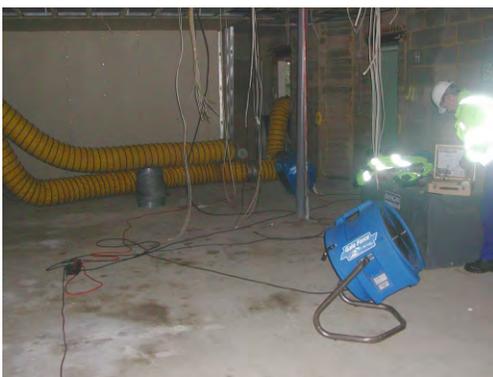
Action Dry were called in.

It took us just 12 days to dry out the building using the SPEEDRY system.

Had the construction company used the correct levels of equipment their power supply would have been inadequate and had it been adequate it would still have taken at least 8 weeks to dry out the wet areas.

Handover was on schedule!

Varying stages of the drying program



Even the removal men were amazed

A high net worth home was seriously flooded when a mains pipe in the loft conversion shower room burst allowing water to cascade through the home for at least a week whilst the owners were away.

The entire house was affected. Being a modern dry lined property. The action by the original drying contractor was to start stripping out all dry lining including the ceilings some which had already collapsed. Their drying target was around 6 weeks using 4 desiccant dehumidifiers and 6 air movers.

Taking into account the drying time and the refurb time, alternative accommodation costs for the large family looked to be substantial so delays needed to be avoided.

The Company that instructed us to attend and start a speed drying protocol, took our advice. They stopped the rip out works before too much damage had been done.

The result was that the property was certified dry in 5 days at a cost of less than £7000.

Substantial refurbishment savings were attributed to Action Dry and refurbishment works were put in hand without delay which meant the policyholder and his family were able to return home faster reducing the costs for alternative accommodation.

Savings were estimated at over £45000.



CONSTRUCTION OF 78 LUXURY APARTMENTS

This block under construction and almost completed, was seriously flooded over the entire building when heavy rains penetrated through a defective roof. Weeks were wasted by the Construction Company trying to dry it with traditional methods. With handover and potentially substantial penalty clause payment looming Action Dry was called in. The building was dry in 4 weeks.

Significant mould was dealt with. We asked that the Drywall - due to be ripped out - be left in place as our systems would in this case dry out without extensive ripping out.



DRYING CHARGES £96000 - SAVINGS PUT AT OVER £.25m by Project Manager

M.O.D BARRACKS REFURB

48 Bedsits with common areas being prepared for Military Personnel was seriously flooded. Attempts to dry using conventional methods were proving slow and ineffective. Action Dry was called in.... the result was that in 5 days, using the SPEEDRY system, the property was certified dry.

Minimal ripping out was necessary. Modular units and drywall were saved.

Our drying charge was in the region of £12000



SAVINGS (over and above the drying costs) PUT AT OVER £25000 by the P.M.

HIGH ST RETAILER(S)

A well known high street retailer was flooded during a refit. Downtime was critical and Insurers were up for a sizeable BI claim.

Action Dry was called in and in four days the shop was certified dry. Store fitters could then start their works without undue delay.

Action Dry charges were £4800.00 plus VAT. The stores either side were also flooded. Seeing the efficiency of our system they decided to use the SPEEDRY as the best solution to their needs - we were duly instructed, saving them time and money.



STUDENT ACCOMMODATION BLOCK



On the eve of handover, this block of student accommodation, flooded from the second floor down. The construction company were facing a stiff penalty clause and had already started to rip out carpets, dry lining and fitted furniture. We persuaded them to halt their rip out and leave things to us. In five days the property was declared dry allowing them to refurb in the minimum timescale and reduce the delay penalty.

SAVINGS PUT AT OVER £150000 BY THE PROJECT MANAGER

LUXURY HOTEL LONDON



A well known Global construction company, on the point of handover of this prestigious development were dismayed one morning to find serious flooding from the fifth floor down. To speed things up so that the works could keep on schedule, The SPEEDRY system was deployed. It took just days to dry out the building with NO stripout to the second floor or above. (The construction company decided that ground against our advice that ground and 1st floors should be stripped to improve the customers perceptions).

SAVINGS PUT AT OVER £1m BY THE PROJECT MANAGER

ACTION DRY HAVE MANY EXAMPLES SUCH AS THE ONES ABOVE. WE REGULARLY CARRY OUT DRYING WORKS FOR MAJOR CONSTRUCTION COMPANIES



Well done Servicemaster! As a regular user of the SPEEDRY drying system, they immediately knew when a property needed the efforts of a drying system that could tackle serious incidents.

This property with a defective roof which over the years had allowed rainwater to enter the property. Added to this thieves had ripped out the upstairs boiler leaving the water to run for weeks until it was discovered. The property was saturated. Long term damage coupled with the flooding and some unique construction materials (including hollow section dense clay engineering bricks, black ash blocks and a mish mash of other materials) meant that the drying was going to be a challenge.

Servicemaster decided that drying using traditional dehumidifiers would "take forever and a day" and that a power supply to run it would also be an issue. Add to this the proposed stripping out of plaster floor to ceiling on both floors and with the possibility of significant mould, you begin to understand the potential.

The Insurers were faced with a substantial bill for the loss of rental income, stripout, drying, reinstatement works and A/A costs for the tenants who had been moved out.

It was decided that a SPEEDRY system be deployed with a full monitoring program and no stripout.

By day fifteen drying had been achieved at a cost of £7000. A/A costs were also minimised



When the Industry's "dehumidifying experts" were asked by the Insurers to dry flood damage to the basement entertainment complex in this high net worth property, they had no hesitation in emptying the pool, and ripping out all marble and stone tiling and removed all door frames, skirtings and wall plaster to a height of 1 metre and then took almost a year to dry out the property. The property was then reinstated.

Within weeks of completion paintwork was deteriorating and a second failure of the pipework caused a further major flood. **The original drying and refurb works had cost the insurers well over £100000.**

The Adjuster was reluctant to go down this path again so he contacted ActionDry.

On checking the contractors "drying record" we saw inconsistencies leading us to believe there was a structural problem.



The deployment of a Speedry system was agreed without any ripping out or pool emptying and within two weeks, with state of the art and diligent monitoring, we were able to show a structural defect. Further drying and monitoring over another few weeks was undertaken to satisfy and prove beyond doubt to the policyholder that there was indeed, a structural defect.



The property owner and his surveyors had no choice but to accept our findings and the fact that the Insurers were not liable for any more works.

The drying and monitoring program had cost £15000 plus VAT saving some £90000 of potential losses.

When a pipe burst underneath the floor in this bungalow, it ran undiscovered for some time. The owner realised he had a problem when condensation within the home became a permanent feature. It was discovered that the sub floor void was full of water. Insurers duly appointed their preferred supplier - the self styled "leading uk disaster restoration and recovery Company" who reported back to say the bungalow needed to be cleared of furniture and fittings, that plaster needed to be hacked off all walls and that all floorboards and joists needed to be replaced. The contractor also estimated that the property would take around three months to dry out. In all, the Adjuster was planning that the policyholder would be out of the property in alternative accommodation for six months.

IMAGINE THE COST POTENTIAL?

Luckily there was a more cost effective alternative.

A SPEEDRY system was deployed resulting in drying that took less than 12 days, Furniture and fittings were left en situ and there was NO rip out of the floors or hacking off of plasters.

The policyholder was moved back in to the property on the 12th day.

The drying cost by ActionDry totalled less than £6000 and there was a small cost to undertake a validated mould abatement service.

Not surprisingly the original preferred supplier had decided some years earlier that they would not use The SPEEDRY as it would undermine their commercial interests.

IMAGINE WHAT THEY MUST BE COSTING THEIR PRINCIPALS!



BUNGALOW IN CANVEY ISLAND



Four floors, five apartments and common areas flooded when a pipe burst overnight in this block in Sheffield. Time was the essence to the Construction Company and they needed a quick answer to ensure that dry lining was saved and to keep the project on schedule.

They considered dehumidifiers and air movers as recommended by a well known carpet cleaning franchise who claim to be "the UK's leading disaster restoration Company". However with four dehumidifiers and six air movers to each of the apartments, it was soon realised that the power supply was inadequate to run the 240v equipment put in by the contractor. This needed to be replaced with the regulated 110v, but power supply was still a problem. Had the power source been adequate, drying times would have been at least 8 weeks at a conservative cost of at least £6000 per apartment including monitoring costs. Conservative costs for drying the five apartments and common areas could have reached £35000. It was also decided that they may have to rip out dry lining with this methodology.

Enter ActionDry who completed drying without any ripping out in less than 10 days, with NO stripping out at a cost of £12000.

Sadly the UK's leading disaster restoration Company who had agreed a strategic alliance to use the SPEEDRY two years ago, had the agreement annulled by their MD who stated he did not want to build up the SPEEDRY brand on the back of his Company!



When the MD of a high net worth Insurance Company had his home flooded, the appointed drying Franchise operation, had no hesitation in asking us to assist by deploying a Speedry system.

Regrettably stripout had already been completed to most of the house. Drying was completed in less than 16 days for a cost of around £8000 plus VAT allowing reinstatement works to begin quickly reducing A/A costs.



WE ARE ABLE TO UNDERTAKE DRYING SOLUTIONS TO ALL TYPES OF PROPERTIES AND BEST OF ALL WE ARE ABLE THROUGH OUR PROCEDURES, TO VALIDATE ALL OUR DRYING WORKS AND PROVIDE EVIDENCE THAT WE HAVE ACHIEVED PRE INCIDENT CONDITIONS.

Owners of this property had returned from holiday to find a loft pipe had burst flooding the house throughout.

Walls and floors were saturated.

A Speedry system was deployed and with zero stripout, the house was dried in 12 days allowing fast re instatement which allowed the owners to get back in within the month. Imagine the savings!



The Executors called us in to deal with this fully furnished property which was saturated from a loft pipe burst. Initially they had been advised that all the uninsured carpets and furnishings would need to be thrown away and the walls stripped back to help speed the drying. We were asked if the carpets, furniture ceilings and walls could be saved using our system. The answer was **yes** and 14 days after start,

the property and contents were declared dry. The furniture, carpets and underlay had fully dried out in less than 36 hrs and after minor repairs and redecoration, the property was up for sale!



Four floors flooded
Only 64 amps of power
available.

BI to be considered
Strip out to be avoided
Local residents to consider

Only one Answer!

SPEEDRY



When 8 homes in a street of houses suffered serious flooding after a 60" water main "exploded" Action Dry were asked to deal with the drying out of the most seriously damaged home. After 48 hours, it became obvious that the traditional drying equipment placed in the other homes was inadequate. The contractor dealing with those homes was asked to remove the equipment and Action Dry using SPEEDRY systems continued the task. **SEE THE CENTRE PAGES FOR OUR ANALYSIS OF THE SAVINGS...**

Care Home basement flooded
several bedsits and rooms
saturated including contents.

All walls dry lined. Floors
suspended timber & wet below.

Usual practice.. strip out
everything wet, dry then re
instate - timeframe 6-9 months.

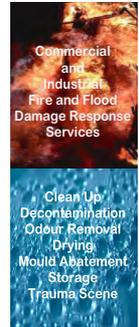
Enter SPEEDRY. We dried in
10 days with zero ripping out

By only removing vapour barriers, we reduced downtime and
reinstatement costs significantly. Residents were able to use the rooms
during the redecorating period reducing the stress impact on the Care



**The Speedry
demonstration unit at
the BDMA convention
2009.**





ACTION DRY'S CHARGES -STREET BREAKDOWN

HOUSE NUMBER	DRYING TIME	NET SPEEDRY COST	GAS COST
112 Detached extended Bungalow	10 Days	£8282	18 x 47 kg bottles
110 SEMi- det.	38hrs	£1558	2 x 47kg bottles
108 SEMi- det.	48 hrs	£2378	2 x 47kg bottles
106 SEMi- det.	46hrs	£1148.00	2 x 47 kg bottles
104 SEMi- det.	46hrs	£1148.00	2.x 47 kg bottles
102 SEMi- det.	46hrs	£1537	2 x 47 kg bottles
100 SEMi- det.	24hrs	£ 574	2 x 47 kg bottles
	AVERAGE 2.90days per house	Action Dry NET COST TOTAL £16625.00	Gas Costs TOTAL £2042.57
AVERAGE COST PER HOUSE Including Gas £2666.80			

ESTIMATE OF POTENTIAL COSTS OF A/A AND TRADITIONAL DRYING METHODS

Estimated Cost of drying and monitoring by others

Allowing a reduction of Action SPEEDRY time, Hotel / taxi fees for additional drying time of traditional equipment

HOUSE NUMBER	Realistic drying times (using traditional methods)	@£520 pw		
112	10 weeks	£5200	£9000	
110	2 weeks	All at @£180 pw below £360.00	£2300	
108	3 weeks	£540	£2850	ESTIMATED
106	3 weeks	£540	£2850	
104	3 weeks	£540	£2850	
102	3 weeks	£540	£2850	
100	2 weeks	£360	£1950	
	AVERAGE 26.28days per house	DRYING COST TOTAL £8080	POTENTIAL A/A COSTS £24650	
AVERAGE COST PER HOUSE £4675.00				

Average Estimated Cost Saving potential from using Action Dry = 43%
IN OTHER WORDS IT WAS 43% CHEAPER OVERALL USING OUR SPEEDRY SYSTEM..

Saving Time & Money