

# Weekly Newsletter

## Greetings!

### Our newest Water Out provider in Canada dries sports retail store in three days

Bruce Jaques of Paul Davis Systems Windsor & Essex County is our newest Water Out® service providers in Canada. Shortly after his purchase, Bruce put his Water Out® trailer to work.

A local sports retail store was damaged by rain water that soaked two stories of the building. The owners had removed most of the standing water but could not get it dry. Bruce states: "When we arrived to look at the job, we found that the second story ceiling was wet, as was the floor and the cavity between it and the first floor ceiling. Down stairs in the main retail section, the walls and floor were wet. How do we dry this quickly and keep the store operational? We immediately brought in the Water Out® trailer and began drying on Friday evening and successfully dried the entire structure by late Monday afternoon. The owner of the sports shop and the insurance company were very impressed with the success of the system and the fact that they continued operating, during process."

*Great job guys! You're off to a great start!*

### Water Damage Restoration...The Recession Proof Business

While most trade and service industries are suffering through this economic slowdown, insurance claims for water damage have increased. More vacant properties guarantee more property losses and more insurance business. Floods happen without regard to the Dow.

There is not a more important time to showcase your business and set your company apart from the competition than during a slow economy. Adding Water Out® to your business will allow you to grow while your competitors are shrinking. By offering the best drying services to your existing business you can increase your customer base during this economic downturn and keep your employees busy.

Water losses happen even when financial times are tough. The best thing you can do for your customers is to provide them with valuable services. Help your customers save money by minimizing reconstruction bills...get it dry fast!

The Water Out drying process is the most productive method for reducing the overall cost after a water loss. The Water Out® equipment requires minimal labor and it dries around the clock. This is a fast return on your investment.

*For more information contact Kelly Cressy at 732-747-5336 or [Kelly@waterout.com](mailto:Kelly@waterout.com).  
Financing is available.*

### Stay Tuned...

Stay tuned next week. Water Out® just completed demonstrations for the US Postal Service. We will be rolling out a new national contract between the USPS for their thousands of facilities and Water Out®. We impressed the supervisors with our unique ability to reduce drying time and recover documents without costly outsourcing. This national contract will benefit all Water Out licensees and the USPS.

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Paul Davis Systems Windsor & Essex in Canada puts their recently purchased Water Out trailer to work



Paul Davis Systems Windsor & Essex dries a two story retail building

Water Out® demonstrations Water Out system for the US Postal Service

**"Traditional thinking is all about "what is" Future thinking will also need to be about what can be."  
- Edward de Bono**