

ADR NEWSLETTER AUGUST 2013

Welcome to the August edition of the ADR Newsletter. In this issue we review the ADR CC13 trade exhibit. Remember we encourage our readers to make contributions to the newsletter so feel free to send your feedback, articles, comments, testimonials etc. to us by email: adr@ausdr.com.au.

INDUSTRY NEWS

ANZIIF/AICLA CLAIMS CONVENTION 2013

Claims professionals from across Australia attended the annual ANZIIF/AICLA Claims Convention (CC13) at the Westin in Sydney. CC13 is a unique opportunity for Loss Adjusters and Claims Managers to come together in one place to network, learn and share experiences about the Insurance industry. The event was held over two days at the beginning of August and featured presentations from highly respected Insurance professionals, panel discussions, a gala dinner, and also included trade exhibits from the many sponsors. ADR was proud to be a Silver Partner of CC13 and appreciated the opportunity to be involved in such an important industry event. ADR was well represented on the trade booth by the Chief Technical Officer, Marketing Manager, one of the experienced Project Managers and the Administration Manager.



ADR trade exhibit at CC13.

ADR designed and constructed a somewhat controversial technical display as part of the trade exhibit. ADR's experienced technicians used a

standard 240V hair dryer partially submerged and operating in a specially formulated rinsing solution (ADR-FINSOL™). The display demonstrated the non conductive/non corrosive properties of the fluid normally used as part of the electronic restoration process.



Hair dryer operating in Finsol™.

Many visitors were astonished that the hair dryer was pumping both air and fluid without shorting out or tripping the safety switch, in fact the CTO placed his fingers in the tank several times whilst demonstrating the display to reinforce the non conductive nature of the solution. The display highlighted ADR's knowledge and understanding of Technical Restoration and reminded delegates why ADR is the most highly regarded Australian company in this field. Although the Technical & Engineering display was quite intriguing it was not the only subject visitors were interested in. The ADR trade exhibit was visited by hundreds of delegates, all eager to hear about the many different services ADR provides to the Insurance industry, particularly the Document & Records remediation services and the Structural & Contents services. Visitors to the stand were encouraged to place their business card in a portable X-Ray machine which had been physically damaged, for a chance to win an iPad mini. The X-Ray machine was part of a previous claim, presenting an interesting talking point and a unique way to enter the competition. ADR's technicians saved the insurer tens of thousands of dollars by removing and repairing the expensive inner workings of the device and replaced them into a new cover.



ipad Mini - Business card draw.

The lucky winner, was drawn randomly from the hundreds of entrants by an AICLA/ANZIIF representative during the last session of the convention and then presented with the iPad Mini by the ADR Sales & Marketing Manager, Sean Brushwood.

ADR would like to thank all of the delegates that made time to visit us on the booth at CC13, and we look forward to seeing you again at CC14.



SOCIAL MEDIA UPDATE

For those of you that are interested in social media, you may be aware that ADR is on LinkedIn and Facebook, but you may not know that we are now on Twitter also. You can use the below links to join the conversation and interact with us.



FEEDBACK

To the staff at ADR, Thank you for your support of our industry at the recent Claims Convention in Sydney. I thought your hair dryer display was quite intriguing and am looking forward to working with your organisation on my next electronics restoration claim.

EB, Sydney

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