

## A MESSAGE FROM KEN ROBINSON

*Master Restorer  
Vice President of Marketing  
& Field Operations*

It's rare to see the birth of a product or idea that changes everything you thought you knew about a subject. This happened a number of years ago when we stumbled upon a small company called Sensible Life Products in Ontario and were introduced to Benefect, an all-natural disinfectant. After meeting Sam DeAth, seeing his passion and trying the product, we knew this was big.

Up until then the only way to satisfactorily disinfect a sewer backup or water loss was with a biocide. Now biocides come in various classes. We had the Alcohols such as Isopropanol, there were Alderhydies including Formaldehyde, the Halogens (Chlorine), and let's not forget the Peroxides and Quaternary Ammonia compounds, all members of a very nasty group. We used them, they were dangerous, but they worked.

The accepted approach to disinfecting and to getting the "full kill" is to keep the affected area wet for ten minutes - this is known as the dwell time. The chemical compound is then washed off and dumped down the sanitary drain. Then off to the environment it goes. Overall a very unpleasant product life cycle.

Using Benefect now is great for our staff, the customers and the environment no matter how we use the product.

We are proud of our small part in the growth of such an important product. It is now widely used in the restoration industry throughout Canada and the United States. Sensible Life Products has also added complementary cleaning products to the Benefect line. It won't be long before you see it on the grocery store shelves everywhere. Sam created this product out of necessity; the following is the story of Benefect.

## BENEFECT – A FAMILY STORY

When Sam and Jennifer DeAth's son Connor was born 9 years ago they were filled with both joy and fear. Connor was born with a severe immune deficiency and upon returning home with Connor they found that all the household disinfectants on the market were poisonous to him.



Sam DeAth with his wife Jennifer and son Connor.

Facing this challenge Jennifer asked her mother-in-law Joy DeAth, a Aromacologist, if she could possibly develop a natural disinfectant for them to use in their home. "After going to several labs, and spending lots of time and money we were able to develop an all-natural disinfectant which was registered and branded as Benefect," commented Sam DeAth, owner of Sensible Life Products.

"In fact throughout the process we gained a lot of interest from the microbiology community and Sensible Life Products currently has relationships with scientists all around the world."

Traditionally natural products did not work as well as the existing disinfectants. The development of Benefect was actually just before chemical discharge laws were about to become very strict in Europe. Benefect is now the only all-natural, hospital-grade disinfectant in the world.

"There is no question that products with high aquatic toxicity, endocrine disruptors and mercury based fungicides are being closely monitored," DeAth continued. "There are literally 100's and 100's of products being delisted by Health Canada."

Both Health Canada and Environment Canada have approved Benefect and it is the only approved hospital-grade disinfectant to be put into Environment Canada's Environmental Choice Program.

Continued on page 2



## Working with PDS Canada



### Professional Standards

- Every franchisee has IICRC and Mould Remediation Certification
- Emergency Response Program
- 24-hour emergency service
- 2-hour response time

### Consistent Job Costing

PDS Canada provides accurate and professional estimates within 48 hours of a claim, utilizing Xactimate software.

### Efficient Project Management

Projects are monitored and managed utilizing our Job Processing Program software to deliver high quality work on time, and on budget.

### Risk-Free Service

All PDS Canada work is guaranteed through our CSI Warranty Program.

### Services

- Full General Contracting
- Full Cleaning Services, Building and Contents
- Emergency After Hour Services
- Secure Contents Storage
- Mould Remediation

# Benefect – A

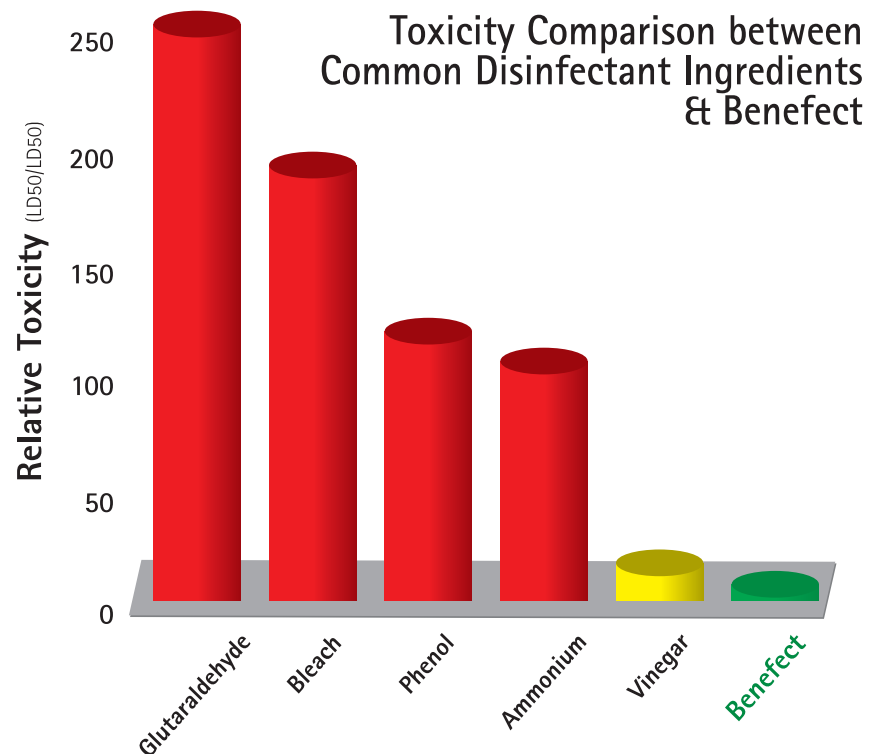
Once Benefect was registered and approved by Health Canada the first company to use this product was Sears Canada. Their Duct Cleaning Service division often received complaints from homeowners after completing their service visit, that some family members felt unwell and were suffering from headaches. Sears deduced that it was the chemical disinfectant they were using that was causing this problem. Upon learning about Benefect, Sears decided to give it a try.

## Benefect – The PDS Connection

When Sam DeAth had a flood in his basement he panicked at the thought of how it would affect Connor. He called his insurance company and then immediately applied Benefect into the standing water. When a technician from PDS of Halton/Hamilton-Wentworth arrived on the scene, he questioned that a flood had even occurred as the basement did not smell musty or mouldy. Sam told the technician about Benefect and why he had used it immediately to try to disinfect the area.

After the technician communicated this information to head office, PDS Canada spent a great deal of time researching this new product. There was a long trial period and “we were grilled by PDS executives to verify all beneficial claims Sensible Life Products was making. They wanted to see all documentation from Health Canada and other governing bodies,” commented DeAth.

The PDS network adopted the use of Benefect in 2001, and PDS Canada moved to privately label Benefect, to ensure that their network would not run out of this disinfectant in emergency situations.



# Family Story

DeAth shows off his nontoxic household disinfectant

LAUNCHING CANADA'S NEW HAND IN SPACE  
BRIAN JONES ON SCREEN

**Maclean's**

**Northern SON**  
PAUL OKALIK  
High hopes and wishes with the 1st to become premier of Nunavut. His story unfolds the myth of his beginnings—just two years on the job he's left his smelting with fresh realities.

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**Tech Explorer**

## A friendly germ killer

Like a lot of expectant couples, Sam DeAth and his wife worried whether their home in Hamilton, and all the household products in it, was safe for their soon-to-be-born son. So DeAth, a product developer whose mother has a line of botanical skin-care products, began thinking about a nontoxic household disinfectant. Four years later, he has come up with Benefect, a hospital-grade germ killer made with plant extracts—suitable for kitchen cutting boards, children's toys and toilets. Benefect is so safe that DeAth, 29, is happy to demonstrate by spraying it in his mouth—several times. Can consumers be convinced that a disinfectant less toxic than vinegar actually works? "We definitely are going to have a problem," says DeAth, "with people thinking it's too good to be true."

Health Canada has approved Benefect, which retails for \$8.99 per 400-ml bottle, for household and industrial use. Independent testers say it kills the required 99.9999 per cent of bacteria. Environment Canada calls it "environmentally preferable." The strong-smelling spray damages Styrofoam, though, so it should not be used on picnic coolers. Deane Parkes, marketing chief at Acton, Ont.-based Purity Life Health Products Ltd., Canada's largest distributor of natural products, including Benefect, admits some environmentally friendly goods have only limited effectiveness. Not this one, he maintains. His pitch: "It's nontoxic, it works—which is a plus—and it can go head-to-head with Lysol."

## CSI – Risk Free Services

CSI stands for Completion Services Inc. It is an independent corporation owned and funded by all authorized Paul Davis Restoration's offices.

This warranty is unique in our industry as it allows us to provide our services risk-free.

Backed by the CSI Guaranty, a standard customer survey is used along with signed work orders and Completion Certificates.

CSI certificates are issued yearly at the insurer's request, and cover individual per job occurrences up to \$50,000.

This program guarantees job completion and payment and it also guarantees risk-free service for the Insurer.

### PACK-OUT SERVICES

Paul Davis Systems has integrated Assured Software's Pack-Out Inventory Program with our PDS pack-out and cleaning procedures. After contents leave the insured's property we are able to provide a detailed content listing with integrated photos.

This list breaks out damaged and salvaged items. It lists and photographs existing and pre-existing conditions and, it can be provided in many electronic formats.

For the contents being cleaned, the process is streamlined keeping a full chain of custody as the contents travel from the home to the cleaning facility where they are cleaned, stored and returned.

### Benefits

- **Customer Safety** – a safe, non-toxic disinfectant for property losses
- **Peace of Mind** – you have government-approved peace of mind for your clients
- **Reduces Claims Costs** – may reduce costs in the case of additional living expenses for chemically sensitive clients
- **Efficient Germ Control** – it kills over 99.999% of disease-causing germs
- **Staff Safety** – technicians are now working in safer environments

## Meet Tom McDonald PDS of Cumberland & Colchester

With over 16 years experience in the disaster restoration business as the owner of a cleaning company, Tom McDonald has decided to join the PDS network. PDS of Cumberland & Colchester is a fully certified IICRC firm with a full time IT technician on staff. Their ODELL electronic cleaning system allows them to clean electronic, medical and aviation equipment and their large specialty Dessicant humidifier allows them to dry specialty items such as documents, paintings and musical instruments.

PDS of Cumberland & Colchester certified project managers will provide accurate and professional estimates within 48 hours of a loss.



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## DID YOU KNOW?

Windows can be cleaned without streaking by using window cleaner and newspaper.

## PDS CONTACT INFORMATION

[www.pds.ca](http://www.pds.ca)

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**PAUL DAVIS SYSTEMS**  
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Publication Agreement  
Number 7025424

Return undeliverable  
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