



Maxons Restorations launches Green Clean services program

November 19, 2010 - Green Buildings

Maxons Restorations, Inc., the disaster recovery experts with more than 60 years of experience, has introduced a new service, Green Clean, designed to promote sustainability and eliminate contamination during the restoration process, according to Damon Gersh, president and CEO of the company.

Maxons is one of the only companies in the disaster recovery sector offering this service.

"There has been a great deal of attention on building green, but none on restoring green," he said. "We developed Green Clean because we believe that cleaning workplaces and homes quickly and thoroughly after fires, floods and other catastrophic events should not require the abandonment of responsible environmental practices."

"Green Clean is valuable to businesses and institutions that had achieved a high recognized level of sustainability prior to experiencing a disaster, and now find themselves in danger of seeing that achievement lost. This is especially important today, now that green building has become a requirement in many cities," said Gersh.

"Besides the interruption, loss and inconvenience it causes, damage resulting from disasters can make any business or building especially vulnerable to environmental deterioration - and the attendant loss of status that entails," he said. "So green-minded recovery practices are more important than ever."

Available to any commercial or residential customer upon request, Green Clean uses only products approved by the U.S. Environmental Protection Agency (EPA) for environmentally responsible cleaning and reviewed by Maxons' LEED-AP certified expert.

"In addition, the Green Clean process employs advanced, specialized techniques and equipment," said Gersh.

"For example, we use HEPA (high-efficiency particulate air) filtration devices and Hydroxyl generators to achieve rapid improvement of indoor air quality, cleaning the air essentially the same way that Earth's troposphere is cleaned naturally."

HEPA vacuums ensure that contaminants are not reintroduced to the environment. Whenever feasible, contaminated air is vented directly outside after filtering, to create negative air pressure, preventing adjacent areas from becoming compromised.

Other Green Clean products include Enviro Care Glass Cleaner, which is biobased; Proxi-Multi Service Cleaner, a concentrated hydrogen peroxide-based cleaner; DFE Bloc, biologic liquid odor control; and Proxi Spray and Walk Away, a spot remover.

Gersh emphasizes that all members of Maxons' Project Management staff are trained in sustainable practices and are fully up to date regarding the latest green building practices.

"Our goal is to not only solve a problem, but to do so in a sustainable, responsible manner," he said. Long recognized as an innovative leader in the property damage restoration industry, Maxons

Restorations offers a wide range of recovery and loss consulting services for property owners and insurance professionals. Founded just after World War II by Gersh's father, Max Gersh, the firm is one of the oldest of its kind serving the tri-state area.

In 2002, Damon Gersh was named winner of the coveted "Entrepreneur of the Year" award for New York City by international consulting firm Ernst & Young for work on the 9/11 disaster recovery.

For more information about Green Clean and other Maxons Restorations services, please visit www.maxons.com or call 800-3MAXONS (1-800-362-9667).

###

10/28/10

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540