

TechTalk

EXPERT INSIGHTS FOR THE INSURANCE INDUSTRY

LIGHTNING LOSSES DEMYSTIFIED



Since the dawn of time, mankind has been fascinated by the mysterious power of lightning. After all, a single bolt of lightning can trigger a surge of electricity equal to millions of volts.

No wonder so many spring electronic equipment claims are initially labeled 'lightning losses.' But are they really?

Would it surprise you...

to learn that losses attributed to lightning are not always what they seem? That often the culprit is simply improper equipment usage or normal wear and tear?

The more you know, the more cost-effectively you can resolve ambiguous lightning claims.

Keep in mind:

- Often, technicians will claim that electronic components have been "weakened" by lightning strikes. Not true. Lightning damage occurs instantly or not at all.

- Salespeople also claim that multiple lightning strikes can cause cumulative damage over time. Sounds plausible, but it's a myth.
- Lightning storms happen frequently in spring. Just because equipment fails around the time of a storm doesn't mean there's a causal relationship.

How do you know? It's not easily apparent without the help of science. TechLoss engineers use special techniques to investigate lightning claims:

- We examine equipment for very specific types of physical damage.
- We verify lightning activity with local utility companies and weather services.
- When lightning damage truly occurred, we offer the most cost-effective recommendations for resolution.

In short, don't assume it's lightning damage. Call TechLoss instead!

NOW IN NORTH CAROLINA!

TechLoss Consulting & Restoration now has an office in Asheville, North Carolina to serve the southeast region even better.

To learn more, call
877-TECHLOSS (832-4567).

CALL IN THE EXPERTS

If your loss involves electronics or software, Call TechLoss. We can save you time, cost and headaches with a full range of services:

- Electronic Loss Consulting
- Electronic Equipment Restoration
- Data Recovery and Solutions

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