

frankTM
risk management

*Frank
has your
back*

A simple multi-plug was thought to have started the fire which swept through the Te Rapa dry-cleaning and laundry business just on three years ago.

Rae & Warren from Apparelmaster Waikato Limited were called on a winter's evening by their security service who thought there was an intruder in the premises.

When they got to the scene, they were joined by seven fire crews from Hamilton and Ngaruawahia, and although the blaze was out in no time, their building, plant and machinery was gutted and their future, uncertain.

Research conducted by loss and risk management expert Prof. Allan Manning shows that 50% of businesses fail within 2 years of a major catastrophe, even when the business is insured. Fortunately for Rae and Warren the business was insured, through Frank Risk Management.

"From the outset, we knew Frank had our back, and does to this day" said Rae.

It was a major process starting the business almost from scratch again – but three years later Apparelmaster are not only back in business, but are doing better than ever. They even took the opportunity

to fast track their ten-year plan for plant and automation upgrades during the rebuild.

"It was not an experience that we would ever want to repeat." Apparelmaster's GM Clark Massey said, when asked what advice they would provide to someone starting out in business with regard to insurance and disaster recovery planning. Clark recommended *"... choosing an experienced broker that will get involved in the claim, and go into bat for you."*, and to *"...form relationships within your industry, so that you have a sister company to rely on in the event of a disaster."*

Recently, Frank & Apparelmaster Waikato received the Phoenix Award, from Australasia's largest risk management and insurance consultancy, LMI Group. The Phoenix Award recognises those businesses that had the management skill and tenacity, to not only survive, but to flourish following such loss and disruption.



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