

HINTS FOR HOMEOWNERS

Clearing Up Some Myths About Mold

(NAPSA)—With much of the country encountering spring's rain, many homeowners will encounter flooding and water damage cleanup, along with the myriad of problems associated with this. Acting quickly and properly to clean up the water which has entered and flooded your home, may help save you money, but mold growth should also be addressed.

While there are many different types of mold, all share some common characteristics. Molds:

- Are spread by microscopic airborne particles called "spores"
- Thrive in moist and humid environments
- Feed on organic material, such as cellulose, which is found in wood, drywall and other building materials.

Mold can start to grow in as few as 72 hours. Recognizing the signs that indicate mold growth can help prevent further damage, and contrary to popular belief it doesn't just grow in dark, secluded places but in everyday areas like the bathroom, laundry room or an HVAC unit.

Some telltale signs of mold growth in your home that are easily recognizable are a musty, unpleasant odor and spores popping up along ceilings and walls. The most common misconception about ridding your home of mold is that a simple bleach solution will clean the area. It will eliminate the black color, but it will not kill the mold.

Left unchecked, it can cause



When flooding occurs or mold strikes, don't hesitate to call in an expert for help.

discoloration, structural damage and could cause allergic reactions. Fortunately, fast action with the right procedures can usually curtail the growth of most mold. The experts at ServiceMaster Clean® say the most effective drying techniques involve the use of sensitive tools to measure and record the temperature, humidity and moisture content of the home or building. Professional water damage restoration can often mean the difference between a small water problem and a structure covered with mold.

To ensure that its professionals are equipped to handle cleanup involving mold, ServiceMaster Clean has established a comprehensive training program in mold remediation and detailed operational procedures to ensure consistent delivery of service, delivering peace of mind to the homeowner. To learn more, visit the Web site at www.servicemasterclean.com or to request service call 1-800-RESPOND.