

March 2020

## **DPI Founder's Message**

The year 2020 is the beginning of a new year and a new decade. DPI has a 30+year history in the product failure analysis industry. Most other product failure companies have 10 years or less experience in the industry. They simply do not have the knowledge or database to provide quality reports and accurately identify the manufacturer which is critical to subrogation success.

It is common for these companies to produce failure analysis reports with an abundance of speculative statements, such as: "could be", "maybe", "it's possible", and other such statements that illustrate that they do not really know or have facts to back their findings.

These speculative statements are used by manufacturers for denying responsibility for their product failures. DPI's reports are based on the factual findings regarding the failure analysis. These findings are supported by not only our vast database of exemplars, but by DPI's commitment to investigating new products prior to those products entering the stream of commerce.

An important factor in subrogation success is responding to manufacturer's denials. This is a standard part of DPI's service. There is NO additional cost for this service. A critical component is the identification of the manufacturer or distributor of the defective product.

Key points for educating people new to subrogation:

- The critical part of subrogation success requires identifying the source responsible for causing damage.
- It is imperative to secure the evidence SAVE THE PART
- It is vital to arrange for shipping of that evidence for failure analysis
- It critical to review the failure analysis report and filing a letter of demand with the appropriate party.
- It is important to review any response from the responsible party that tries to deny responsibility and working with DPI to draft a response to their denial.

All of these aspects are a standard part of DPI's service to result in successful subrogation recovery. DPI's 30+years of experience, coupled with our vast database of exemplars, makes DPI a leader in the industry.

John VanZyll CEO/Owner/Founder

Evidence	Claim	Recovered	Inspection Charges
Water Heater	\$700,000	\$700,000	\$4,419
Galvanized Fittings	\$54,145	\$50,145	\$560
Dishwasher	\$49,879	\$19,951	\$1,255
Toilet	\$37,000	\$36,500	\$1,322
Microwave	\$35,564	\$29,656	\$1,915

## **Counterfeit Water Filters**

Every year counterfeit water filters not only cause millions of dollars in water damages due to poor design, but also expose the consumer to health risks from failure to properly remove impurities.



According to the Association of <u>Home Appliance Manufacturers</u> (<u>AHAM</u>) millions of filters are available for purchase from major retailer websites - often disguised as legitimate filters from well

known manufacturers. Those who produce the counterfeit filters go to great lengths to make their filter almost indistinguishable from the legitimate models purchased directly from the manufacturer.

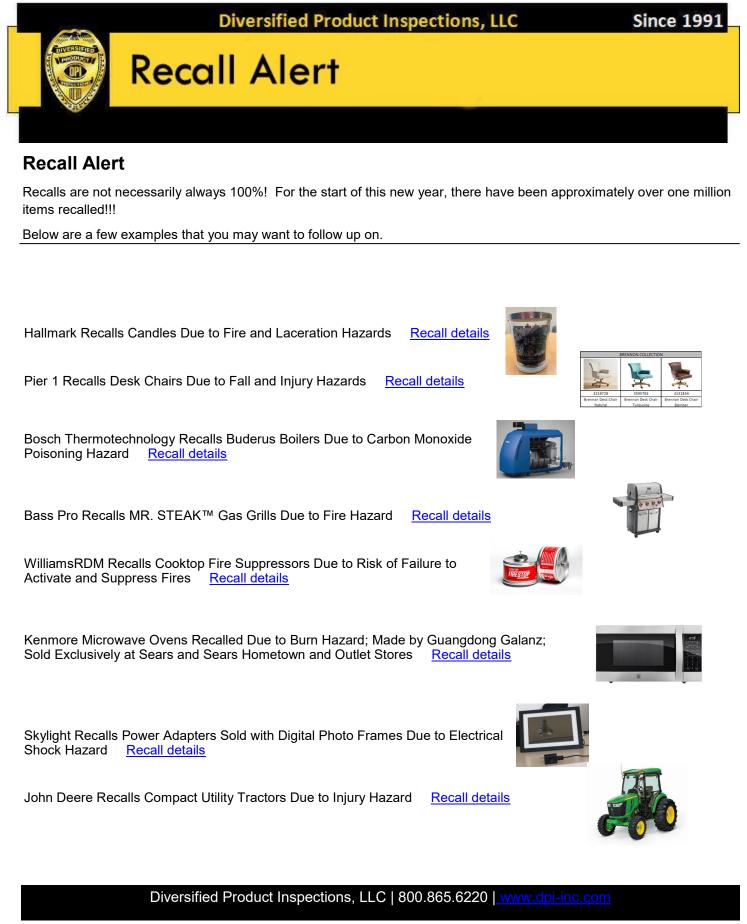
AHAM has launched <u>"Filter it Out"</u>, a public education campaign to inform consumers about the significant problem of counterfeit and deceptively labeled replacement water filters for refrigerators.

As part of our product identification service, DPI's research department supervisor, Paula Furlong has identified numerous counterfeit filters and actively works with NSF - who provides certification marks in the drinking water industry - to document potentially unsafe or counterfeit products. NSF water filter information can be found <u>here</u>.

## **Toilet Tanks**

We have taken great measures to ensure your toilet tanks arrive undamaged by creating a special shipping crate. Often tanks arrive broken or entire tank contents are not included, therefore it is important to include on scene photos to document original failure whenever possible.







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