

## Yonkers Rising

**Title:** New Crystal Restoration Celebrates 60 Years – Lifelong Yonkers Resident Helps Thousands With Water Damage Issues



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# New Crystal Restoration Celebrates 60 Years

## Lifelong Yonkers Resident Helps Thousands With Water Damage Issues

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The year 1960 was a special one in U.S. history. In a closely contested election, Democratic U.S. Sen. John F. Kennedy defeated incumbent Vice President Richard Nixon, the Republican Party nominee.

That same year, locally, Louis Cordasco, would establish the first emergency fire and water damage restoration company in Westchester County.

New Crystal Restoration celebrates its 60th anniversary in 2020. The company was founded with the intent and mission to help local businesses and families recover from property damage that vary in nature. Sometimes they are the result of a nor'easter storm dumping inches of rain over a short span of time, other times the cause may be a distracted couple who forgot to blow out a candle when celebrating a romantic evening.

No matter what the source, Crystal Restoration has promptly responded to emergencies. The scope of services provided by the company is varied and customized. Services include removal and extraction of water, drying out the property to prevent mold, cleaning soot and smoke, and more.

For six decades, New Crystal Restoration has assisted thousands of local property owners. Some of the company's projects have included working at celebrity homes, hospitals, schools, restaurants and houses of worship. Damages big and small have been treated with the same consistent, dependable and timely service.

New Crystal Restoration is a multigenerational family-owned business. Louis, the founder, is a lifelong Yonkers resident. The business employs all three of the founder's children, and daughter-in-law. Today, the company is spearheaded by the founder's daughter, Lisa Cordasco.

Under Lisa's direction, the company was reinvented in 2008 to become Westchester's first green restoration company. Lisa is a parent of a child with autism, and faces daily

challenges because of her son's special needs. Some of these challenges included her son's aversions to odors and chemicals.

With a belief that all restoration customers – not just the special needs community – would benefit from eliminating chemicals at its property, New Crystal Restoration pioneered the use of green products in Westchester. The products featured by New Crystal Restoration are authentically botanical.

Botanical disinfectants are nature's way of controlling germs. Plants produce germ-killing essential oils to protect themselves from invading germs, similar to how bodies produce antibodies for protection. New Crystal Restoration uses a revolutionary blend of these antimicrobial extracts, specially grown and blended to exacting specifications to kill germs as effectively as traditional synthetic disinfectants – but without any risk to your health or environment.

New Crystal Restoration's accomplishments are many, and the company has stood the test of time. Today, the company continues to succeed while facing fierce competition from national franchises. Although competitors have the financial ability to launch costly marketing campaigns, New Crystal's team is mindful that customers are not always influenced into believing that bigger is better.

New Crystal Restoration enjoys the distinction as small, local and boutique. The staff also believes the founder's high standards are still relevant 60 years later. The team understands that customers still want and deserve an authentic experience and are dedicated to delivering quality services.

Additionally, the company has been the recipient of local and national awards. In 2020, New Crystal Restoration was selected by the Westchester Business Journal as a family-owned business honoree and in 2017 as a small-business honoree.

New Crystal Restoration is proud to say, "We are Westchester!"