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The story behind our name.

Why change our name?

When we started as Giffin Koerth in 2002, we were four engineers working in three disciplines.

Since then, we've grown and evolved to comprise more than 60 engineers, scientists and experts working in nine different practice areas in Forensic Engineering, Loss Mitigation and Remediation. We're on a journey to become a global centre of excellence in our industry.

We've changed. Substantially.

And that got us thinking.

We felt we needed to have a name that's a true reflection of everyone in the company – who we really are and what we really do.


Here's why the name “-30-” came about.





OVERHEARD AT -30-

“We attract great talent, and we know how to build strong teams.”

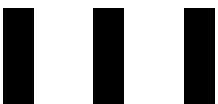


We love what we do.

We are a diverse group of individuals from a broad number of different backgrounds and disciplines.

But even with our many differences, we all share a lifelong fascination for how things work. We love the mystery. The theory. The mechanics. The science.



We're tinkerers at heart. Detectives. Problem-solvers. It's part of our DNA as individuals, and part of our DNA as a company.





OVERHEARD AT -30-

“We’re not engineers, we’re forensic engineers. We have no stake in a project other than to present an unbiased analysis of all the facts.”



We're all about the details.

We're a little obsessive. Detail-oriented. Perfectionist, really. Every job we undertake is performed with rigour, leaving virtually no question unanswered.

It's not easy.

It takes time. Patience. Dedication. It also takes the knowledge to know what to look for. And the experience to interpret correctly what we find.

Really, it takes a special talent.


This thorough approach is what we've built our reputation upon. Why our clients keep coming back to us. And why we keep finding new clients.





OVERHEARD AT -30-

“We work with our clients without compromising ethics and standards.”



We're objective.

The facts, and only the facts. That's how we look at every report we generate.

We see it as our mission to provide our clients with science-based findings that enable them to see the entire picture, make a complete assessment, and take action with confidence.

Like our obsession with the details, our obsession with getting to the truth of the matter has helped us build a solid reputation as a credible source of information throughout the world.



OVERHEARD AT -30-

“We have deep technical expertise, and know how to communicate it.”

We know how to tell a story.

It's not just about digging deep and getting the facts. It's about how we tell a story, too.

We have a knack for presenting highly complex information in a way that everyone – from layperson to expert – can easily understand.

But keep in mind, a story doesn't mean fiction – not in our world. We remain true to the facts, and at the same time, provide a clear perspective. Science and art, combined.

And a little flair.



OVERHEARD AT -30-

“Our job is to make complicated scientific information easy to understand for our clients.”

When all is said and done, we're really reporters.

Passionate.

Knowledgeable.

Focused.

Accurate.

Unbiased.

Balanced.

Thorough.


Insightful.

When we started to tally who we are and what we do, this is the list we came up with.

And looking at the list, we realized, in a way, we're really reporters – reporters who strive to follow the tenets of journalistic integrity.

That was our “a-ha!” moment.





In the early days of newspapers, reporters would submit their final news copy on typewritten pages. When they submitted final copy to be published, they would type “-30-” at the bottom centre of the last page. This would signify to the printing department that it was the end of the piece.

It was also a way of saying that the facts were all there – that this was the whole story. That nothing more could be said.

When we submit a report, we tell the whole story. All the details. All the facts. All the colour. Compellingly. Convincingly. Correctly. Every piece of information our clients need to make a confident decision.

We couldn't think of a more powerful way to describe what we do as a company.

Welcome to -30-. The last word in forensic engineering.



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FORENSIC ENGINEERING

Biomechanics & Personal Injury

Civil/Structural Failure

Collision Reconstruction

Construction Claims

Electrical Engineering

Environment, Health & Safety

Fire & Explosion

Geotechnical Engineering

Multi-Disciplinary Remediation

Piping & HVAC

Product Failure

Rail Safety

Road Safety

Trucking

-30- Forensic Engineering

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