

FOR IMMEDIATE RELEASE:

Aladdin's Restorative Drying Turned Up the Heat At the Flint Area Chamber of Commerce Expo, Then Proved it

FLINT, MICHIGAN, April 28, 2005 – As a first time exhibitor at the local Business-to-Business Expo, Aladdin's Restorative Drying captured the crowds' attention with their sophisticated thermal imaging camera.

Amazing, sweet, cool, awesome and tight were among the most popular first reactions individuals had as they passed by booth 227 for the first time. They were focused on and analyzing an electronically generated heat map of their body displayed on a television screen. An Infrared Solutions' FlexView Infrared Camera was producing the live image feed operated by Aladdin's staff.

"We use thermal imaging technology on water restoration jobs," remarked the owner of Aladdin's Restorative Drying, Jerry Jankowski. "Moisture is always going to be cooler than its surroundings, we use this camera to detect moisture pockets that we may not have found otherwise. This way, when we are done we know the structure is completely dry."

People passing by were invited to test the camera's sensitivity in one of two ways, either using their own body heat or a spray bottle. People were asked to place their hand against some plastic equipment also on display, and after just a few quick seconds, removing their hand revealed a detailed handprint only visible through the thermal imaging camera. In another test the crowd was asked to identify wet spots on the carpet, then to take another look through the thermal imaging camera, revealing numerous wet spots made with a spray bottle.

When people left booth 227 they went away with a greater understanding of the details involved with restoring damage caused by fire and water, an overview of thermal imaging technology and a handful of goodies. In addition to the coupons, flyers, and brochures, Aladdin's employees were busy distributing helium balloons, pencils and temporary tattoos, all featuring Aladdin's fire and water logo.

About Aladdin's Restorative Drying

Aladdin's Restorative Drying is the largest certified restoration firm in Lapeer County and the surrounding area, offering large-scale water loss mitigation service statewide. Aladdin's holds sixteen certifications from the IICRC, an independent certifying agency, including the highest certification available, Master Restorer. Employees attend nationally recognized training programs including the Vortex Drying System School in Tennessee. Specialty services include desiccant dehumidification, thermal-imaging services, drying structural components, contents and hardwood floors. Aladdin's is also a Charter Member of IMACC, the Independent Mitigation And Cleaning Conservation Network.

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