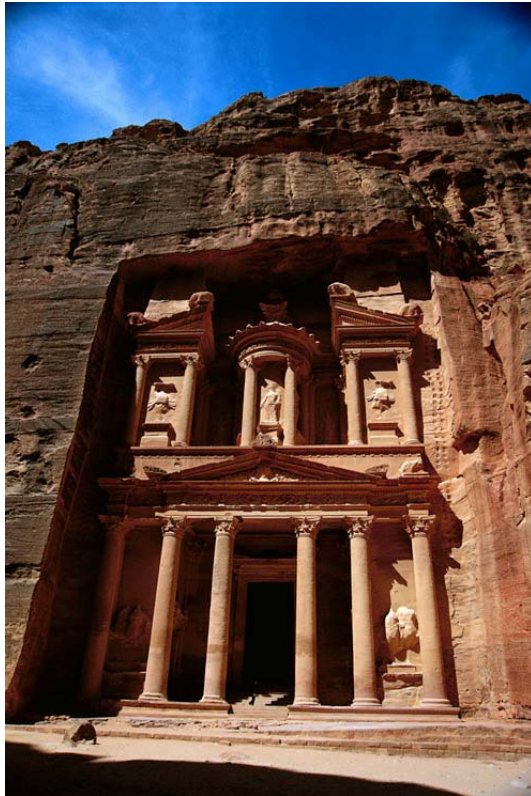


Norbain flourishes in testing Jordanian market



In an environment where extreme variations in temperature, aridity and salinity are the norm, many companies might find it tough to provide security solutions. However, these challenging types of conditions have never stopped Haider Dajani.

Security expert Dajani established his company, Ideal Trading Group (ITG), in 1996. Based in Amman, Jordan, this key Norbain supplier in the Middle East is flourishing.

Dajani began partnering with Norbain in 1989. His extensive knowledge and experience of the Norbain product portfolio allowed him to capitalise on the good reputation he had built in the Jordanian market. "I really enjoy dealing with Norbain," he says, "The products they supply are very stable and there are very

few issues. They are always quick to respond and are extremely helpful. I feel they deal with me on a personal basis. I am not just another customer."

Year on year, ITG is successfully growing. Last year its turnover was in excess of \$1 million. This year Dajani predicts that it will grow by an astonishing 50%. The company consists of four engineers and twelve technicians, making it one of Jordan's major security installers.

To the West of Jordan lie Palestine and Israel, separated by the Dead Sea and the River Jordan. The Dead Sea is about 1350ft below sea level, making it one of the lowest and driest landscapes on the planet. Amman is 3,000ft above sea level and the country has areas that experience snow in counter-balance to its zones of extreme heat.

Installing equipment in such widely varied geographic and climatic conditions is where ITG specialises. One major contract in 2000, for a magnesium extracting company in the Dead Sea area, required the installation of Vista Protos and Vista day/night cameras.

"That hostile environment is almost unparalleled," comments Dajani, "Not only was the atmosphere full of salt, but the heat was also intense. From the onset the equipment had to be extremely reliable to endure those conditions. I am happy to

say that despite the environmental challenges, the cameras continue to function without issue.”

More recently the company has been awarded several major contracts to provide effective security solutions within equally demanding environments. One of these contracts will again be in the vicinity of the Dead Sea, a museum to be known as the ‘lowest museum on Earth.’ This project will include one of Dajani’s standard favourite equipment combinations, the Vista Power Dome™, fixed Vista day/night cameras and a Vista Triplex™ Columbus DVR.

A second very important contract is for a new mall in Amman thought likely to be the largest shopping centre in Jordan. This project will involve installing a mix of CCTV cameras to provide comprehensive surveillance, teamed again with the recording capability of Vista’s Triplex™ Columbus.

ITG is also capitalising on its vast experience of prison installation with a new contract at the Mowagar prison in the east of Jordan. The prison, which will hold a thousand inmates of all classifications, opens at the end of next year. Other than the harsh natural environment in which the facility is situated, the main challenge ITG faced was ensuring that the security solutions specified and installed met the demanding requirements of various human rights groups.

As a result, the equipment being installed by ITG at the Mowagar prison includes over 200 Vista NCL735CKe High- medium-resolution 12V colour camera kits, nearly forty Vista Protos IV VPC432 true day/night cameras, Vista Vari focal lenses (ranging from 3.5 to 8mm), Power Domes and Vista housings to secure the perimeter surveillance.

Whatever the solution, whatever the environment, when it comes to the equipment specified and installed by ITG they have to be certain that build quality and reliability is guaranteed.

“ITG’s reputation is built on its ability to provide quality solutions,” comments Dajani. He warns: “Cut-price equipment comes with cut-price problems. We prefer to install a quality product that we can ‘fit and forget’.”

The calibre of his clients certainly underlines this professional commitment to ultra-reliable, functionally rich equipment, as does the remarkable year-on-year company growth. In partnership with Norbain, ITG looks set for continued success.