

Volume 14 Issue 1 - January 2025

Director's Message



Savvy business owners are always on the lookout for new business opportunities. Thermography can be a particularly good fit for companies seeking to expand their services and generate new revenue.

The past few years have seen tremendous growth in the use of thermography for building inspections, condition-based monitoring and predictive maintenance. Greater public awareness and lower equipment costs have induced many firms to add thermography to their services.

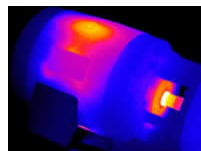
The income potential for thermographers is significant. Depending upon services offered and rate structure, a single thermographer is capable of generating \$250,000 per year in revenue. This potential can be influenced by a number of factors including one's choice of infrared imaging equipment. Prior to purchasing equipment, one should keep the following in mind:

- Determine your firm's capabilities with respect to expertise and manpower.
- Conduct a marketing study to determine what services you will offer. In particular, look for services that will repeat annually and/or provide the greatest revenue with the least amount of sales effort.
- Entry level equipment can limit one's capabilities and revenue potential. Try to anticipate your equipment needs for at least three years and purchase accordingly.

Despite claims to the contrary, thermography is not a 'point and shoot' technology. In addition to thorough knowledge of the systems or structures being inspected, thermographers should be trained in infrared theory, heat transfer concepts, equipment operation and selection, current industry standards, and report generation. For those lacking experience, training should be completed prior to purchasing equipment.

Applications Courses Provide Focused Training

In addition to our Level I, II, and III thermography courses, Infraspection Institute offer a number of applications courses focused on specific areas of thermal imaging. Topics include infrared inspections of: electrical systems, mechanical systems, and



Upcoming Courses

[Online Distance Learning](#)

[Level I Certified Infrared Thermographer®](#)

- Jan 6 - 10 Tucson
- Jan 13 - 16 Rosharon
- Jan 20 - 24 Santa Barbara
- Jan 20 - 24 Quezon City
- Feb 3 - 7 Colorado Springs
- Feb 10 - 13 West Windsor
- Feb 24 - 28 Long Beach
- Feb 24 - 27 Rosharon
- Mar 3 - 7 Boulder
- Mar 3 - 6 Brisbane
- Mar 5 - 6 Brisbane *
- Mar 17 - 20 Sydney
- Mar 19 - 20 Sydney *
- Mar 24 - 28 Honolulu
- Mar 24 - 27 Rosharon
- Mar 24 - 28 Quezon City
- Mar 31 - Apr 3 Melbourne
- Apr 2 - 3 Melbourne *

* Flexible Learning

[Level II Certified Infrared Thermographer®](#)

- Feb 17 - 21 Quezon City
- Mar 17 - 20 West Windsor
- Apr 21 - 25 Quezon City
- May 26 - 29 Melbourne

building envelopes. Other topics include Optical Gas Imaging (OGI) and Infrared Inspections of Petrochemical Facilities.

Typically 16 hours in length, each application course covers infrared theory, heat transfer concepts, equipment operation and selection, inspection techniques and procedures, standards compliance, image analysis, and report generation. Course completion may be applied to training requirements for thermographer certification.

Infraspection Institute applications courses are a cost-effective alternative to week-long classes and are perfect as refresher courses. Applications courses are available monthly in several locations worldwide and through our Distance Learning Program.

[More Information](#)

When to Upgrade Your Imager



In any technology, change is inevitable. Advances in infrared imager technology now provide thermographers with new equipment choices on a semiannual basis. With more options than ever, it is important for thermographers to be able to determine when they should upgrade their imager.

Following the introduction of high resolution (~ 640 x 480 pixels) imagers, many have suggested that thermographers with older imaging systems could suffer a loss of business to those with newer equipment. While increased resolution may seem desirable, of greater importance is matching infrared equipment to the task at hand. For imaging large objects or imaging at close range, imagers with lesser resolution may be sufficient to the task.

In addition to improved image quality, there are technical and sound business reasons to consider an upgrade. These include, but are not limited to, the following:

- Increased portability, functionality, and/or ease of use
- Improved measurement accuracy
- Better availability of service, parts, and calibration
- New business opportunities afforded by new equipment
- Customer demand for new features and benefits

Depending upon the age of existing equipment, there may be financial advantages to upgrading or acquiring new equipment. Typically, a professional accountant can offer the best advice in this area.

[More Information](#)

Get a Free Listing in the International Directory of Infrared Thermographers

IRINFO.ORG recently announced the launch of the [International Directory of Infrared Thermographers](#).

[Level III Certified Infrared Thermographer®](#)

- Jan 20 - 22 Trinidad
- Mar 24 - 26 West Windsor
- Jun 16 - 18 West Windsor

[2025 Schedule](#)

Upcoming Conferences

Infraspection Institute invite you to see us at the following upcoming conferences. Be sure to stop by and say Hello!

[IR/INFO Conference](#)

January 19 - 22, 2025
Orlando, FL

[IIBEC Convention & Trade Show](#)

March 6 - 9, 2025
Orlando, FL

[NETA PowerTest Conference](#)

March 11 - 15, 2025
Orlando, FL

[NFMT](#)

March 25 - 27, 2025
Baltimore, MD

[Vibration Institute](#)

August 6 - 8, 2025
Newport News, VA

Links of Interest

[IRINFO.ORG](#)

[TI-Reporter.com](#)

[Thermographer Directory](#)

An IRINFO.ORG exclusive, the Directory is a unique opportunity to get the recognition you deserve and showcase your services to those seeking to find and/or hire professional thermographers.



[NORMI.TV](#)

[A-Rent](#)

For a limited time, thermographers may get a FREE listing in the Directory. [Applying for a listing](#) may be done online and only takes a few moments. Premium listings which include your telephone number and a link to your website are also available. Premium listings ensure that your name appears at the top of search results pages and are a great way to gain exposure for your company and increase sales.

[More Information](#)

Attend IR/INFO 2025 and Get Discounted Training



In celebration of IR/INFO's 35th anniversary, Infrasppection Institute are pleased to announce several special offers combining the world's most respected infrared training and certification program with the industry's original technical conference.

Several packages are available featuring discounts on Level I, II, and III Infrasppection Institute Certified Infrared Thermographer[®] training courses and TI Reporter[™] software. Discounted group rates are available for four or more persons.

[More Information](#)

The Credential That Says it All



[Become an Infrasppection Institute Master Thermographer[®]](#)

