

CASE STUDY



Alamo Drafthouse Cinema
Austin, TX

See how AeraMax® Professional helped provide a cleaner movie-going experience.



THE CHALLENGE

Daniel Osborne needed a solution to the growing number of air quality complaints from patrons and staff.

Daniel Osborne, facility manager of Alamo Drafthouse Cinema in Austin, Texas, made a commitment to the environment when he installed waterless urinals in the men's bathrooms. Although the new urinals increased sustainability, they also **required more maintenance and created odor issues.**

This tradeoff wasn't working for Osborne. He needed a solution to the growing number of air quality complaints from patrons and staff. Unfortunately, his team had only a few hours each night to clean the entire theater, which is open much of the day and gets up to 5,000 visitors.

Though vendors were constantly approaching him with air fresheners and other gimmicks to mask the odor, Osborne knew these products were **ultimately ineffective at eliminating the odor.**



SEE THE SOLUTION AND EXCITING RESULTS!

THE SOLUTION

The Alamo Drafthouse Cinema staff installed one AeraMax Professional unit in each of the facility's restrooms.

The theater's "shotgun-style" bathrooms are long and narrow, which makes them particularly susceptible to odor issues. By strategically placing AeraMax Professionals above the baby-changing stations, Osborne was able to **eliminate those odors and purify the air throughout the entire restroom.**



THE RESULTS

For Osborne, the results were immediate.

"The proof is in the pudding. I can show you the difference in the number of complaints I've received from the public before and after I installed the AeraMax Professional." Osborne said. "Before we put AeraMax Pros in there I was getting calls left and right about odor issues, but since then I haven't had any of those same complaints."



Three months after installation, Osborne still hasn't received any complaints, taking one major stressor off of his plate entirely.

"The short and long of it is these things are working alone, and I haven't had any more complaints. **It was literally a one-stop solution** for me, and I no longer have to deal with vendors trying to sell me on other stuff that's really just masking the odors," Osborne said.

He also noted that while the units weren't installed during flu season, he looks forward to monitoring their effectiveness when the virus is in full swing. **The AeraMax Professional removes 99.9 percent of contaminants from the air** and has been proven by an independent lab to remove 99.9 percent of **airborne flu virus** in a controlled environment in only 35 minutes.

He has been so impressed that he's recommended other Alamo Drafthouse locations install AeraMax Professionals to create a better experience for customers.

"AeraMax Professional is eliminating the odors. It's stopping the cause of the problem, instead of just covering the symptoms."



— Daniel Osborne
Facility Manager,
AlamoDrafthouseCinema,
Austin, TX

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