

## **Rainbow International Of Northeast Maryland Officially Launches Business Operations**

*Rainbow International of Northeast Maryland officially launched its business operations. The new business has been approved and designated as an independently owned and operated franchise of Rainbow International, Inc. ([www.rainbowintl.com/belair](http://www.rainbowintl.com/belair)).*

**Aug. 17, 2010** - [PRLog](#) -- Bel Air, Maryland - Rainbow International of Northeast Maryland officially launched its new business operations on Monday, August 16th after months of operational preparation. The new business, headquartered at 323 Williams St, Suite A in Bel Air, Maryland, has been approved and designated as an independently owned and operated franchise of Rainbow International, Inc. ([www.rainbowintl.com/belair](http://www.rainbowintl.com/belair)).

Rainbow International of Northeast Maryland specializes in the core services of water, fire and smoke damage restoration. In addition to the core mitigation services, Rainbow also offers commercial carpet, deodorization and 3M Scotchgard treatment services.

Jay Van Deusen, President of Rainbow International of Northeast Maryland, is also the President of Van Deusen Construction Company, an award-winning, full service, design-build remodeling firm based in Bel Air, Maryland. The Van Deusen Construction Company specializes in the design, remodeling and renovation of existing residential and light commercial properties ([www.remodelmaryland.com](http://www.remodelmaryland.com)). The construction company has been a fixture in Maryland's Baltimore, Harford and Cecil Counties for more than 20 years – Rainbow International of Northeast Maryland will now serve the same Maryland geographies.

“The name Van Deusen name is synonymous with quality and trust. Jay's relationships, marketplace credibility and professionalism are such that the new Rainbow offerings are a natural service extension of his lifelong commitment to helping people and improving their homes,” said William B. Securro, President/CEO of the Harford County Chamber of Commerce.

Jay Van Deusen says, “The Rainbow International concept of courteous and professional service drives our team. During critical times of need, people need to interact with a responsive restoration company they can trust. And, as a member of the local business community who has built relationships and worked with homeowners for a living, I understand the unique sensitivities of home repair and restoration. There is nothing more disruptive to a family than a damaged home where livability is altered. I am committed to helping families get ‘back to normal’ during the most trying of times.”

Van Deusen sees his job as more than just structural cleaning and restoration, he also enjoys dealing with the diverse customer base he serves every day. “That's one of the great aspects of my job,” said Van Deusen. “Every day brings new faces and challenges. One day we help a family suffering from water or fire damage get back into their home much sooner by using the latest in restoration technology and the next day we're helping clean carpets at local car dealership or helping local municipalities clean-up sewage in a resident's home. Our services and skill-sets are diverse yet responsive to the homeowners and businesses we serve.”

David Bethea, Rainbow International President, adds, “Jay and Rainbow International are a terrific addition of world-class front line service for area residents. We're excited to have him on the Rainbow International team and know he will do a great job serving his customers.”

Under Maryland law, homeowners have the right to choose the restoration company they feel most comfortable working with. To engage or learn more about service offerings, please contact Rainbow

International of Northeast Maryland via office phone (877.853-2445), cell (410-808-3266) or website (www.rainbowintl.com/belair) 24-hours per day as the need for restoration services arise (Rainbow International of Northeast Maryland is a licensed and certified company).

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