



THE CORNER OFFICE

BY JIM FARRER

"REAL" VALUE OF EQUIPMENT

While making field calls recently, I came across a young man taking over his father's business. He planned to update a majority of their equipment, because he'd been experiencing an increase in maintenance costs, failures and lost revenue with his present fleet. Sounds good to a salesperson. But, he then added he was thinking of purchasing another brand because of the problems—not so good. I know that the durability and reliability of Dri-Eaz equipment has driven the success of our brand—so something wasn't right.

I started asking questions about the equipment, and how long he'd been involved in the business. I discovered what I'd suspected. He was talking about equipment that was 10-15, even 20 years old. His involvement in the business was fairly recent, so this was his only experience with Dri-Eaz equipment. I was able to explain how long that equipment had been profitable for their business, showed him what was new, and how he could update his fleet for years of profitability to come.

This case drives home the importance of having a simple, accurate method of identifying and maintaining equipment through an inventory system. Knowing the life cycle of each product is key to determining the true cost of acquiring, maintaining, and replacing equipment. Having systems like this in place to analyze key aspects of your business can make the difference between having a marginal year, or a record-setting year.

—Jim Farrer
Account Manager

NEW! Dri-Eaz TurboChannel

The perfect solution for hard-to-dry areas

Finally, a product that couldn't be easier to use in hard-to-dry areas. The new Dri-Eaz TurboChannel is a lightweight, durable accessory for TurboDryers® that can help you dry stubborn areas around toilets, behind cabinet kick plates, under bay windows, etc. This new product not only helps you reach these problematic areas, but it also dries them faster by doubling the air velocity of your TurboDryers, 10-25 feet out.

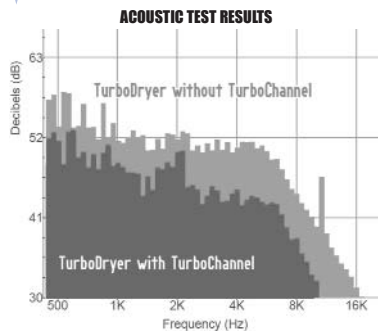
"We used a number of the new TurboChannels on concrete in a large basement that had no ventilation. We were having trouble with moisture coming up through the ground due to hydrostatic pressure. We attached 5 TurboChannels and used 3 along the base of walls, 1 in an unusually shaped corner, and 1 around the water heater. They performed great! We were surprised to see how much faster the TurboChannels dried the walls than airmovers without a TurboChannel. They were also more efficient drying the hard-to-reach areas. Best of all, the TurboChannels reduced the noise level significantly, something the homeowners noticed, and truly appreciated."

—Jeremy Hayes, Disaster Equipment Rental, Inc.



45-degree angle to the area being dried. This easy-to-use product sets up fast, and travels well.

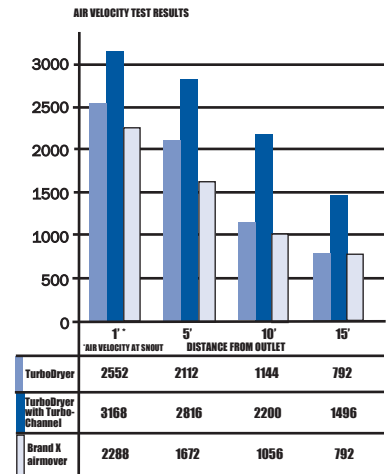
Best of all, the TurboChannel also significantly reduces airmover operating noise, decreasing the decibel levels in upper frequencies by as much as 10 decibels. This makes homeowner customers happy, and helps keep them from turning airmovers off during the job, saving overall drying time.



The TurboChannel is made from a durable, ripstop-nylon fabric that simply straps onto a TurboDryer, inflates, and then serves as a channel to focus air on problematic areas. Just place the TurboChannel at a

The TurboChannel gives you an affordable way to significantly increase the air velocity to problematic areas using equipment you already have. That adds up to more versatility in your fleet with minimal investment.

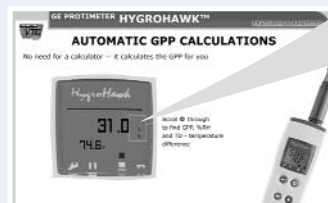
DIMENSIONS 59" X 21"



For more details on the TurboChannel visit: www.dri-eaz.com/Turbo

New HygroHawk Virtual Training Center VTC module now on line

One of the best ways to learn about the new HygroHawk thermo-hygrometer is through the Dri-Eaz VTC HygroHawk module at www.dri-eaz.com/HygroHawk. There you'll find useful information about features and specifications, applications, frequently asked questions (FAQs) and more. We worked with GE Sensing to cover just about every question you might have. Be sure to check it out!



Scroll through using your button to find GPP.

The HygroHawk calculates GPP!

This is one of the features restorers find most convenient. Once you take a temperature reading, you can simply scroll down to get the RH% and Grains Per Pound (GPP) reading.

DRI-EAZ ASD ALUMNI SURVEY

links education and business growth

THE SURVEY

Owners and managers of 242 restoration companies whose staff have attended Dri-Eaz University's Applied Structural Drying (ASD) class responded to the survey — that's 13% of the almost 1,900 alumni companies surveyed.

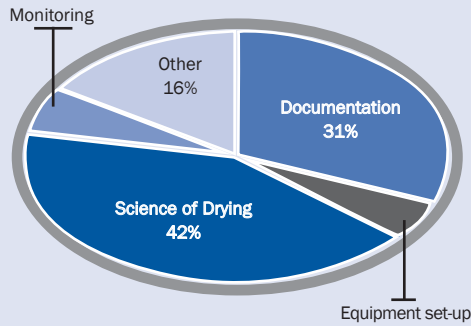
KEY SURVEY RESULTS

What made you decide to attend ASD training when you did?

- Expand knowledge about drying/more advanced training on new ways of drying
- Franchise requirement
- To be on the forefront of the industry change/technology
- Convenient time
- Certifications
- To be more efficient and do a better job
- Insurance company requirement

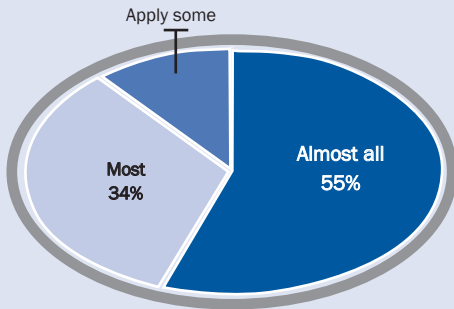


WHAT WAS THE MOST IMPORTANT NEW SKILL YOU DEVELOPED IN ASD TRAINING?



Forty-two percent said that understanding the science of drying was the most important new skill they developed in ASD training, 31% said documentation, 6% monitoring, 5% equipment set-up, and 16% said "other". Other factors included learning to focus on the structure not just what we see, both the science of drying and monitoring and documentation, and reinforcement of procedures.

HOW MUCH OF WHAT YOU LEARNED IN THE CLASS HAVE YOU APPLIED IN YOUR BUSINESS?

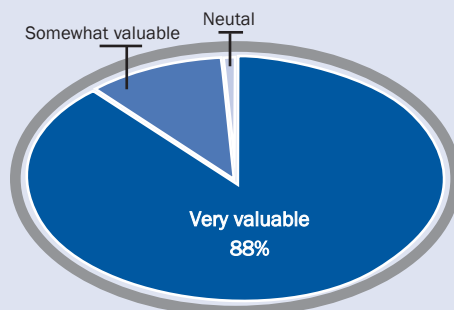


A majority of alumni said they apply almost all (75%-100%) of what they learned in the class in their business, 34% said they apply most (50%-75%), and 11% said they apply some (25%-50%) of what they learned in the class in their business.

WHAT IS YOUR PERCEPTION OF THE DRI-EAZ ASD CLASS VERSUS THOSE SPONSORED BY OTHER INDIVIDUALS OR COMPANIES?

- Very good/excellent/top notch
- Instructors more knowledgeable
- The best, most informative, hands-on class I have ever taken
- Much more professional
- Hands-on portion of class is very helpful and stands out from others
- Super instructors
- Dri-Eaz is the industry leader
- More detailed

RATE THE OVERALL VALUE OF WHAT YOU LEARNED THROUGH ATTENDING ASD:



Almost all (99%) said what they learned through attending the Dri-Eaz ASD was very valuable (88%), or somewhat valuable (11% respondents), and just 1% (3 respondents) were neutral about the course's value.

DRI-EAZ SERVICE TIPS

GETTING INTO AND CHECKING A DRIZAIR® 1200 PUMP

Find out how to maintain a DrizAir 1200 pump in a new special Dri-Eaz Gazette readers' section on-line at www.dri-eaz.com/Pump. The information walks you through step-by-step how to access the pump of a DrizAir 1200, and what to look for. You can do this when there's a performance issue, or as a general maintenance check.

Here's a sample of the information you'll find there.

Removing the six 3/8" hex head bolts

For best results, remove the bolts in this order:

1. Lay unit filter side down, and remove the two 3/8 inch hex head bolts on the silver plate "step."
2. Next, lay the unit on its back, and remove the 2 bolts on the bottom of the unit, and the 2 bolts on the top cover corners.

TIP: The reason for doing it in this order is so that the plate doesn't flex, and cause the pump hose to become disengaged when you flip the unit from front to back. When that happens, you don't know whether you pulled the pump hose out, or if it was already out, and you eliminate one possible source of performance problems.

DRI-EAZ SYMPOSIUM AND CONNECTIONS TO PARTNER IN 2007

Dri-Eaz and Connections plan to join forces to create a combined 2007 event to optimize resources and better meet the education needs of the restoration industry. This new collaboration will create synergy between two of the larger restoration conferences in the industry. "There's been a lot of support for a partnership like this. Restoration professionals are challenged by time and resources to attend in an increasingly competitive and growing number of conferences. We think the fusion of Connection's product exhibition and planning experience, combined with Dri-Eaz' leadership on business and technical education will give restoration professionals a comprehensive conference choice," explained Marketing Manager Marcia Neu.

DRI-EAZ CALENDAR

ADVERTISEMENTS	TRADESHOWS
JUNE	JUNE
Cleaning & Restoration TurboChannel	Servpro Dallas, TX June 20-24, 2005
Cleanfax TurboChannel	ServiceMaster Washington, DC July 5-8, 2005
ICS Cleaning Specialist TurboChannel	
JULY	JULY
Cleaning & Restoration TurboChannel	PuroSystems Bonita Springs, CA July 24-27, 2005
Cleanfax TurboChannel	
ICS Cleaning Specialist TurboChannel	