

DRIEAZ® Gazette

WWW.DRI-EAZ.COM

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RESTORATION NEWS

FALL 2004

THE CORNER OFFICE

BY JOHN ORMSBY

WHAT YOU WON'T SEE ANYWHERE ELSE

The annual schedule of industry events and trade shows keeps growing, and we know you have to prioritize. Just as when you consider buying a new piece of equipment, you have to take a close look at features, benefits, and ROI before making a purchase—or attending an educational event.



As you plan for next year's opportunities, here are a couple of reasons you'll find the Dri-Eaz Restorative Drying Symposium completely unique:

- Speakers from outside the restoration industry will offer inspirational, valuable insight on leadership and how to succeed in business (such as Pat Williams, Senior VP of the Orlando Magic).
- There's no trade show. We focus entirely on your professional growth (not on product), by providing useful information and advice to help you plan, manage, and grow your business

Not only is the Dri-Eaz Symposium the largest restorative drying event of 2005, but it's also different than anything else you'll see. **DON'T MISS OUT!**

www.dri-eaz.com/drying2005

HEPA 500 ~ AIR SCRUBBER

PERFORMANCE & VERSATILITY WITH A SMALL FOOTPRINT

NEW!

Be confident you're getting great filtration, and leave behind the cleanest air possible on every restoration job. The new DefendAir® HEPA 500 breaks performance barriers, plus it's versatile, compact and easy to use.

REMOVE PARTICLES THOROUGHLY

The HEPA 500 delivers true, third-party-tested High Efficiency Particulate Air (HEPA) filtration at its full range—up to 500 CFM. Other manufacturers may test their filters at slower airflow rates than you're actually using, in order to qualify as "HEPA." You can be sure of the filtration you're getting with the HEPA 500—99.97% efficiency at 500 CFM.

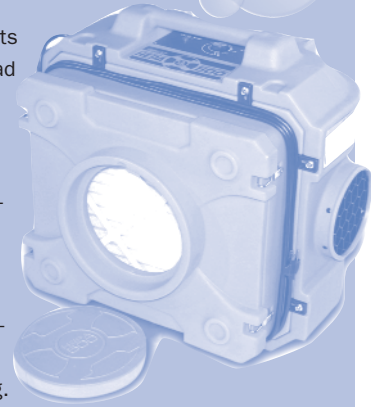
Not only that, you get the added assurance of the maximum Clean Air Delivery Rate (CADR), as confirmed by AHAM. CADR is a spec that's been used in the home air purifier market for years, and is a great step forward for our industry. It's a measure of the actual volume of cleaner air delivered per minute. It tells you how the filter and machine work together, at the airflow rate you're using. CADR is a more accurate reading of how well an air scrubber works.

ADAPT EASILY

The HEPA 500 incorporates user-friendly features that will make your job easier, impress customers, and inspire confidence in adjusters.

- **MICROBAN® antimicrobial product protection**—Built into the housing for protection against harmful microbes that can cause stains, odors, and product degradation.
- **Daisy chain linkable**—Link up to 3 units, deliver up to 1500 CFM of true HEPA filtration using just 1 power outlet.

- **Versatile**—Stack units in a doorway, or spread around to maximize coverage.
- **Portable**—Compact, lightweight, easy for 1 person to load and unload.
- **Easy Operation**—Stackable, quick filter access, low amp draw, built-in duct ring.



TAKE IT TO EVERY JOB

Your air scrubber is an essential piece of equipment at every mold, fire, smoke, odor or dust control job—and it should be on every water damage job too. The high-velocity airflow in drying can stir up potentially harmful particles.

SPECIFICATIONS

HxWxD	24.6 x 26.2 x 18.2 in
USE WEIGHT	44 lb
FREQUENCY	60 hz
POWER	3 amps
CFM RATING (MIN)	250
CFM RATING (MAX)	500
FILTER SYSTEM	2-stage/optional carbon filter
PRIMARY FILTERS	HEPA filtration technology
HOUSING	Rotomolded/built-in MICROBAN® antimicrobial product protection

Don't miss the HEPA 500 on the VTC at www.dri-eaz.com—see animation of how it works!

2005 RESTORATIVE DRYING SYMPOSIUM

MAY 18-21, 2005 • ORLANDO, FL

It's a challenge to keep up with the latest drying technologies while handling everyday jobs and business challenges at the same time. That's why we've packed so much information into our 2005 Restorative Drying Symposium. It's a huge bang for your buck!



SAVE \$150 NOW!

At this action-filled 3-day event, you'll learn about hot industry trends, have the chance to ask questions of restoration's top experts, and network with other restorers. The Symposium speakers, panels, and breakout sessions are bound to spark ideas, inspire action, and provide practical information you can immediately use.

Take a look at a few of the presentations we have on tap:

- **GUERRILLA MARKETING TODAY** ó Jay Conrad Levinson, Creator of Guerilla Marketing
- **THE POWER OF PLANNING** ó Donald Kuratko, PhD, BSU Entrepreneurship Program
- **BEYOND THE HOOD ORNAMENT: THE CLAIMS SERVICES REVOLUTION** ó Pat Harmon, Past VP of Property Loss Research Bureau
- **PERSPECTIVES ON THE FUTURE OF RESTORATION** ó Panel with attorney Ed Cross, Dan Poske of Magna Dry, Cliff Zlotnik of Microban Systems, & Chuck Dewald of East Tennessee Restoration

more on backside..

BREAKOUT SESSIONS:	AVOIDING LEGAL AND LIABILITY ISSUES	Ed Cross, JD, Attorney
	IAQ AND AIRBORNE FUNGI	Mike Muilenberg, Harvard School of Public Health
	THE PRACTICAL BENEFITS OF ANTIMICROBIAL APPLICATIONS	Barry Wilson, Microban
	DRYING WITH DESICCANT TECHNOLOGY IN THE 21ST CENTURY	Magnus Andrae, Seibu Giken DST

RESTORATION NEWS

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MAY 18-21, 2005 • SYMPOSIUM

SIGN UP TODAY!

Register for the Symposium by Dec. 31, 2004 & get "Loyal Customer" benefits:

- \$150 OFF YOUR REGISTRATION FEE
- Opportunity to purchase special DISCOUNT TICKETS to Disney attractions
- Entry in drawing to WIN AN EVOLUTION LGR Dehu REGISTER at www.dri-eaz.com/DRYING2005 or call 1-800-932-3030 for more info.

BREAKOUT SESSIONS:

Hardwood Floor Drying Trends
Asthma and Allergens
Top 10 Construction Defects That Result in Water Damage
Successful Business and Life Management
Using Infrared Cameras for Moisture Detection

AVAILABLE IN DEC.

THE HYGROHAWK

Finally—a meter specifically for water damage jobs

Most hygrometers were originally designed for use outside of our industry. With moisture measurement now an essential part of every drying job, Dri-Eaz and GE Protimeter decided to partner together to create a new thermo-hygrometer—designed specifically for water damage restoration. The new HygroHawk is the ultimate measurement tool for the professional restorer.

THE NEW HYGROHAWK:

- Includes a reliable, long-lasting, easy-to-replace sensor—so you don't have to send in the whole unit for calibration
- Measures, logs, organizes, and stores up to 20 jobs at a time—directly on the unit & in your PC
- Displays GPP, %RH, dew point, & temperature



- Takes readings fast in changing environments—goes from 50% to 90% RH and back in 45 seconds!
- Has a temperature and humidity range compatible with restoration environments (0 to 100% RH, 32° to 130°F)
- Offers improved accuracy across the measurement range

You control all of these great features with just 4 clearly marked, easy-to-follow buttons! Check www.dri-eaz.com or call 1-800-932-3030 for more information soon.

HAVING THE RIGHT EQUIPMENT IN BUSY TIMES

The recent hurricane season brought heavy rains and flooding in Florida and other parts of the country—and an urgent need for additional drying equipment by local restorers. Although it's impossible to predict exactly how busy you'll be each month, we want to provide as much information as possible so you can plan. It's everyone's goal to help as many water damage victims as we can, as quickly as we can.

HAVE THE RIGHT INVENTORY

You've probably found that during weather events, you need certain types of equipment. Identify what they are, and try to have key units in stock. Do you find yourself needing a fleet of good LGR dehumidifiers, or a few extra meters on hand? Although there's no magic inventory formula that applies to every size of business, you can tell a lot by looking closely at the types of jobs you're doing. Also, examine your future business goals. What types of jobs do you want to make sure you're equipped for when the opportunity arises?

HOW WE HANDLE ORDERS

The process that Dri-Eaz uses for prioritizing equipment orders is simple—we don't prioritize. We fulfill orders based simply on a first-come, first-served basis. We don't prioritize or process orders from your distributors based on sales volume or anything else. However, some distributors schedule regular equipment orders in advance, so when an event hits, they already have an order in our system. You can help your distributor increase availability by letting them know about any purchasing plans you have over the coming months (or even year).

FORECAST FOR THE FUTURE

Taking a proactive approach to inventory planning prepares you for success. Having the right inventory on hand frees you up to make profitable decisions about business strategies, staffing issues, and other day-to-day challenges.

DRI-EAZ SERVICE TIPS

PREPARE FOR A TROUBLE-FREE HEATING SEASON
FIRE UP THE DRAGON

Fall is the ideal time to give your Dragon K85 Mobile Furnace a tune-up. Heat plays an essential role in the drying process. As temperatures drop, your Dragon heater will get busier. Get it ready to start off the season right and to continue performing well throughout winter.

HOW TO GET A TUNE-UP

Check with your distributor to see if they have a qualified technician on staff. If so, bring your Dragon to them for service. If they don't have someone, contact one of the following local businesses:

- An oil dealer—they should be able to recommend a qualified technician.
- An HVAC company that services oil heaters or furnaces.
- A home oil furnace company—many do this kind of work.

Your distributor may have already done the legwork for you and will be able to recommend a reputable business near you.

BASIC MAINTENANCE AT A MINIMUM

In addition to getting regular tune-ups, you should always pay close attention to the Dragon's fuel filter. Proper filter maintenance leads to optimal performance. Just like a car filter, your Dragon's fuel filter needs to be changed regularly.

- 1 Check the condition of the **fuel filter** before each use. When it's visibly dirty, it's time for a new one. The plastic fuel filter canister is a screw-on for easy replacement.
- 2 Keep an eye on the **quality of the fuel** in the Dragon. It should be clean of debris and free of water. If the fuel doesn't look right, it may be an indicator that the filter needs changing.

The plastic fuel filter canister is a screw-on for easy replacement, and extra filters are available through your distributor. Be sure to read the manual thoroughly prior to operation. If you've misplaced your manual, download a new one at www.dri-eaz.com under [Parts/Service](#). Finally, feel free to call the Dri-Eaz Service Department at 888-867-3235 with any questions.

DRI-EAZ CALENDAR
ADVERTISEMENTS

November

Cleaning & Restoration

DefendAir HEPA 500 & Symposium

Cleanfax

DefendAir HEPA 500 & Symposium

ICS Cleaning Specialist

DefendAir HEPA 500

December

Cleaning & Restoration

DefendAir HEPA 500 & Symposium

Cleanfax

DefendAir HEPA 500 & Symposium

ICS Cleaning Specialist

DefendAir HEPA 500 & Symposium



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