

**Bry-Air**

# dryfacts

...from BRY-AIR



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**Made in India . . .  
used in Japan,  
N. America, S.E. Asia,  
China, West Asia,  
Africa, Australia and  
of course, in India !**



**Ecofresh already  
has a large  
installation base in  
North America,  
Korea, Malaysia,  
the entire S.E.  
Asian Region,  
China, UAE,  
Middle East,  
S. Africa, Australia  
and in India.**




## Taking Coal to Newcastle . . .

### Thermolung, Japan opts for Ecofresh Rotors and Bry-Air FFB Dehumidifiers

When SHINNIHON Thermolung, Japan, a NITTETSU Group Company and the birth place of many state-of-the-art world technologies, as well as one of the leading manufacturers of energy recovery wheels signed an agreement with Desiccant Rotors

International (DRI), a Pahwa Enterprise, to buy energy recovery rotors/wheels, it was like taking coal to Newcastle.

Under this agreement, Thermolung will be importing Ecofresh Rotors and Heat Wheels for its Indoor Air Quality (IAQ) programme in Japan. Ecofresh already has a large installation base in North America, Korea, Malaysia, the entire S.E. Asian Region, China, UAE, Middle East, S. Africa, Australia and in India.



Thermolung will also be importing and marketing in Japan, the Bry-Air FFB (Fluted Flat Bed) compact dehumidifiers. Like Ecofresh, Bry-Air FFB also has a large installation base in Malaysia, the entire S.E. Asia Region, China, UAE, Middle East, S. Africa, Australia and in India.

### Bry-Air Dehumidifiers and Ecofresh Heat Wheels breaks into Chinese Market

While the most manufacturers in India are trying to stem the flow of Chinese low cost, high quality products to protect their markets in India, Bry-Air (Asia) has taken on Chinese manufacturers as well as International players in dehumidification and Indoor Air Quality (IAQ) equipment in China on their own turf. Bry-Air started its operations in China in 1999 with a representative office in Shanghai. In a short span of three years, Bry-Air established itself in China and now is the preferred option over local Chinese as well as International brands in most projects.



### Destination Dubai : Bry-Air Asia's outpost in West Asia

Dubai is Bry-Air Asia's current destination with the opening up of a full-fledged representative office in Dubai, U.A.E.



This is the first Bry-Air (Asia) outpost in the region and will complement the existing network of representatives in Riyadh-Saudi Arabia, Muscat-Oman, Tehran-Iran, Amman-Jordan, Damascus -Syria and Cairo-Egypt, thus strengthening the group's presence in West Asia.

### Award time again . . .

Mr. Deepak Pahwa received the **NIRATA export award and trophy for the year 2001** on behalf of Bry-Air (Asia) Pvt. Ltd. presented by Northern India Refrigeration and Air-Conditioning Trade Association for his unstinted commitment and significant contribution for export of airconditioning and refrigeration products from India.





. . . touch

A dehumidifier is not a product we identify with, as an integral part of our daily lives morning till we drop asleep in the night, almost every single thing we use. Let us take you through a journey of a typical day in our lives and check out what dehumidification has to do with it.



### Our Home . . our World

Most of the products used to build, furnish and decorate our house are in some way associated with dehumidification and thus Bry-Air, e.g. the wooden furniture, electrical fittings, and if you are one of those lucky ones to have a garden then quite a few things in your garden may also have an association with dehumidification as well.

### Our daily routine

The morning alarm followed by the bed tea and chore of getting ready for the day.

Dehumidification plays a role in almost all the items we use right from the time we wake up. Typically, the alarm clock and the morning tea accompanied with cookies and the daily newspaper and the razor blade one uses for shaving and the bread toast, cheese, cereals, tea and coffee at breakfast time as well as the clothes and the accessories, we wear and use.

### Then to work . . the daily grind

Again, everything we use, right from the car we drive and its accessories to the phone and the computer and fax machine and the furnishings . . . and the endless

*The chances are dehumidification has something to do with it. Now tell us if you have a Bry-Air Dehumidifier in your home. Here are some clues. Items like wood are used to control moisture in either processing, storage or production of most items. Typically, dehumidification is used for absorbing a lot of moisture in storage and packaging. Items like furniture and razor blades need to be stored in a dehumidified condition.*



Pick up any three items used regularly by you. You can also pick items which are not used regularly. Email us your answers at [dryfacts@pahwa.com](mailto:dryfacts@pahwa.com) with the following details : (In case, you have the E. No. allotted by us to you, it will be on our envelope)

**IMPORTANT :** This email number is valid only till October end, **so hurry.**

# ng lives !

and yet it touches almost all aspects of our lives. Right from the time we wake up in the  
e eat and use is in some way connected to dehumidification. Surprised !  
humidifiers and thus, Bry-Air has got in common with the items we use in our daily lives.

cups of tea or coffee, accompanied by a quick snack and a smoke,  
(if you are smoker). And if you are trying to give up cigarettes, you are probably  
on "chewing gum" and then a bite of lunch if you can take time out before you  
rush out to a meeting or to the airport to fly out or receive an  
associate.

**Dehumidification has  
been able to spot the  
in your life. No!**

Bry-Air dehumidifiers  
moisture/ humidity in  
storing, packaging,  
items mentioned here.  
ation helps tea avoid  
ture during blending,  
ng and the wooden  
des and leather items  
and packaged in  
n to limit corrosion.

Well, the list of things which has "dehumidification" as a part of  
it, in your day are numerous..

## **Thank God ! Office time is over**

May be it is not over just yet! You may still have to catch up with  
some socializing.

So what do you like doing..... relaxing with a drink and some  
music before you catch up with dinner or do you prefer a spot of  
bowling or may be jiving or even catch a film.

## **That nasty Headache . .**

And just before you go off to bed you might just need a tablet to get rid of that  
nasty headache you have nursing all day. If not, then your medication to keep  
your blood pressure down....



are not mentioned above and tell us how and where Dehumidifiers have been/can be applied.  
Name, Designation, Company, Address, Phone, Fax, Your email , E.no.  
ope.) **Your response will get you a surprise gift.**

## **Bry-Air** in West Asia . . . Dubai calling

Dubai . . . is the first Bry-Air (Asia) outpost in the region and will complement the existing network of representatives in Riyadh - Saudi Arabia, Muscat - Oman, Tehran - Iran, Amman-Jordan, Damascus - Syria and Cairo - Egypt, thus



strengthening the group's presence in West Asia.

Being a knowledge based, technology driven, airengineering company, Bry-Air (Asia) has always provided a high quality and cost effective solution, to the West Asian industrial customers. The Dubai office will provide enhanced support in terms of market development, product application, designing systems for various applications and service to the Bry-Air Customers in the region.

The growing demand of Bry-Air's Dehumidification, Energy Recovery and Indoor Air Quality (IAQ) products in the West Asian region, because of the rapid growth of world-class facilities and widespread commercialization in the region and the growing demand of

- Bry-Air Dehumidifiers for moisture and humidity control and
- Ecofresh Treated Fresh Air Units, Heat Wheels and Energy Recovery Ventilators for maintaining Indoor Air Quality (IAQ)

in West Asia has necessitated the opening of the Bry-Air office in Dubai.

## SHOW CALENDER

**Must Visit the exhibitions !!**

**SEPT.  
25-29  
2001**

**Indian Trade  
Exhibition '2001,  
Sao Paulo, Brazil**

**OCT.  
02-05  
2001**

**Febrava '2001,  
Sao Paulo, Brazil**

**OCT.  
27-31  
2001**

**Big 5 Show '2001,  
Dubai, UAE**

**OCT.  
25-28  
2001**

**Cooltech Exhibition '2001,  
Mumbai, India**

**DEC.  
06-10  
2001**

**Plastivision India '2001,  
Mumbai, India**

**DEC.  
21-23  
2001**

**Pharma Expo '2001,  
New Delhi, India**

## Have you noted the New Communication of our offices in

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