



dry facts

...from Arctic India Sales

July - August - September 1989

VOL X No. 3

No Job too big for

Bry-Air

Five numbers MVB dehumidifiers (Model Nos. 250F-3 No, 200F-1 No. and 150F-1 No.) the largest in the series, constitute the order for the photofilm manufacture at HPF set up in collaboration with Dupont U.S.A. The dry air supplied by these mammoth dryers will be used in the manufacturing process and storage areas. The engineers at the Bry Air plant Gurgaon are already on the job to deliver the first of five dryers in March 1990.

The Hindustan Photo Film Company (HPF) is one of the six companies of the World and only one in India to manufacture photofilms from start to finish.

Bry-Air is proud to be part of such highly sophisticated technological project.

LOTS OF ROOM TO GROW for **Bry-Air** Dryers

S.E. Asian region is a growing market for dehumidification and drying equipment and Bry Air is very much a part of it. The dehumidifiers are finding diverse applications as in Tobacco storage, electronics components manufacturing, clean rooms, seed drying and pharmaceuticals.

Bry Air is well represented in the region with Reps in all the ASEAN Countries. Training programmes are regularly conducted to keep the reps informed about product improvements and update on application engineering.

A similar training programme conducted in September was very successful for hands on experience on the equipment and also interaction among the reps.



The Visiting S.E. Asian team on a trip to Agra.

DRYER FOR THE DRYDOCK

Dry Air under the Sea?!!!

That's exactly what Bry Air achieved when it installed a MVB 175 E dehumidifier at the Drydock at Vishakhapatnam. The dehumidifier is to control humidity conditions in the pump house under the sea level. By keeping moisture out, the dehumidifier, will keep corrosion at bay in the pump house.

The presence of humidity-related problems in water, waste water plants and pumping stations is a common condition. Over the years, hundreds of Bry-Air dehumidifiers have been installed throughout Europe and the world to solve this problem effectively and profitably.

Bry-Air dehumidifiers are the proven solution to moisture problems in water treatment plants, sewage treatment plants and pumping stations.

SHOWTIME AGAIN!!!

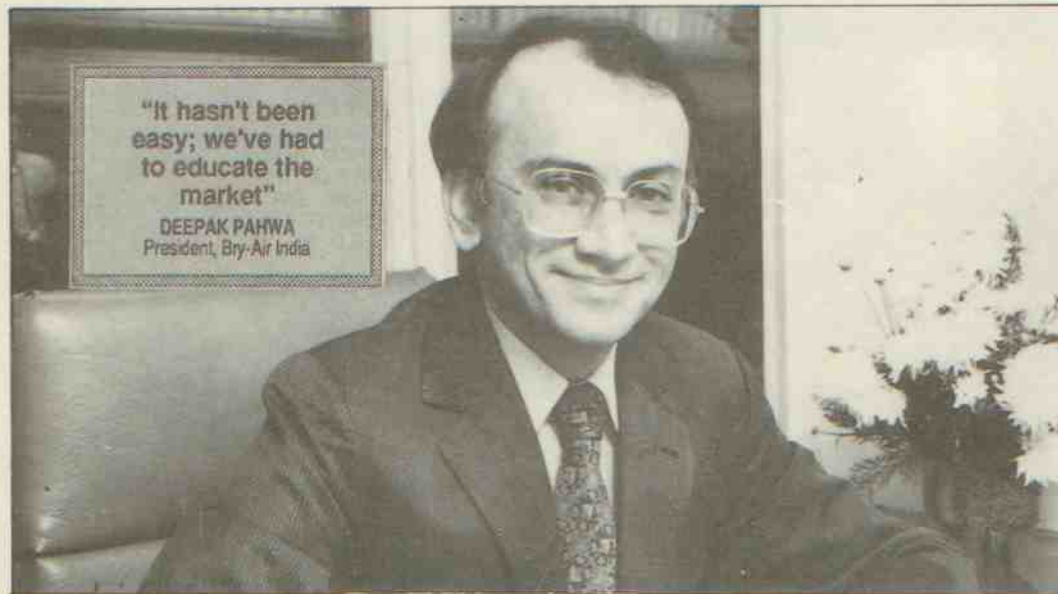
The exhibition season is on! To give, just an overview of coming events:

	Dates	Venue	Event
	19-20 Oct.	Hotel Maurya Sheraton, Delhi.	National Seminar on Air-conditioning & Refrigeration
	14-29 Nov.	Pragati Maidan, Delhi.	IITF '89
	15-20 Dec.	IIT, Pawai, Bombay.	41st IPC '89
	January	Bombay	ENERGY '90
	26 Jan/ 2 Feb	Jakarta, Indonesia.	Indian Industrial Exhibition
	29 Jan/ Feb	Pragati Maidan, Delhi	AHARA '90
	1-7 March	Pragati Maidan, Delhi	PLASTINDIA '90

We look forward to meeting you at these shows!

BRY-AIR INDIA

A whiff of success



IT may be the smallest joint venture between an Indian technocrat and an American corporation. But Deepak Pahwa and his company, Bry-Air India, are fast earning a reputation as models of success. Creating a growing market for environmental control products, setting up operations in Malaysia and doubling turnover every two years, Pahwa is certainly making waves. TONY JOSEPH reports:

DEENPAK Pahwa (42) makes money out of thin air. No, he is no magician. Pahwa, an electrical engineer by training, is in the business of what he calls "environmental control". With 400 employees, two foreign collaborations, a serious thrust into the south-east Asian markets, a well-

oiled marketing machinery, and a product line that includes such esoteric stuff as dehumidifiers and heat recovery systems, Pahwa's Bry-Air India is getting ready to lord it over its chosen field.

Bry-Air, one of the feisty players in the burgeoning new market for environmental control, already has global ambitions. It has opened an office in Malaysia and is getting ready to set up an assembly plant in Kuala Lumpur and another office in Australia. "Just after we put in a little bit of effort and developed the market, Swedish and Japanese firms have started coming in," says Stephen Tock, a Malaysian national who looks after Bry-Air's operations in five south-east Asian countries from his office in Kuala Lumpur.

Turnover is set to double in the next two years, profit (before tax) is a healthy 15 per cent, brand new products and ventures are in the offing and in Arctic House, the headquarters of the Rs 12-crore parent Arctic India group, the mood is unmistakably upbeat.

So what's so big about it? It's smallness for one. Bry-Air India is actually the smallest joint venture in the country with foreign equity participation - from the \$ (US) 60 million Bry-Air Inc of the United States. So small that it falls in the

small-scale sector, with an investment of less than Rs 35 lakh. But that has not been a limitation on performance.

Within the last six years, Bry-Air has created a market where none existed, has spawned another high-tech subsidiary, Del-Air, has notched up a turnover of Rs 5 crore by keeping yearly growth rates at over 40 per cent, has enough orders in hand to raise it to Rs 8 crore next year and plans to make it touch Rs 12 crore by 1991. Exports make up about one-fifth of Bry-Air's turnover. "The world over, environmental control business is growing at a faster pace than ever before and I am sure Del-Air has a huge market to cater to," asserts Hugo Van der Waals, Vice-President of the Dutch firm, Del-Air.

"It hasn't been easy; we've had to educate the market from the very beginning," says Pahwa who now plans to get into comparatively conventional areas too. But the efforts have been worth it. Some of the mystique that surrounded the lexicon of environmental control has been melted and some industrial sectors, like pharmaceuticals and food processing, broken open.

"The pharmaceutical companies have become our big customers now, with quite a few of them coming back with repeat orders,"

says Pahwa. Among them are companies like Glaxo and Ranbaxy. Even the Vizag dry-dock uses Bry-Air's dehumidifiers and now, Pahwa has won a Rs 2-crore order from Hindustan Photofilms for one of the largest dehumidifying systems ever made by the Bry-Air group worldwide.

But the beauty of it all is that the market has just begun to be tapped. "Within the next five or six years, it should grow to about Rs 20 to Rs 30 crore," says Pahwa. That makes it big enough for Bry Air to thrive, but small enough to keep the big guns of Indian industry uninterested. Pahwa, however, wouldn't bet on the figure he gave, because he believes that the potential is almost unlimited. The reason is that dehumidifiers, the product that Bry-Air sells, have applications in every other factory and workplace threatened by the evil effects of moisture, be it museums, armouries, seed storage facilities or biscuit factories.

In each of these cases, the high moisture content of the air causes material deterioration, through either corrosion, condensation or facilitation of biological growth. The manuscripts in the museums turn yellow, food products lose their flavour, seeds degenerate and weaponry loses its sheen. But typically, maintenance standards being what they are, the response of Indian institutions so far has been to ignore the problem.

As far as industry was concerned, the problem was controlled to some extent by using the refrigeration principle - bringing the temperature down and condensing the moisture out. But that solves the problem only partially because refrigeration cannot remove the moisture totally. There comes in the desiccant-based dehumidifier, which works by passing the air through a rotating desiccant-filled bed which absorbs the moisture.

THE major task before Bry-Air, however, was selling the concept. And that is where the small-scale unit's thoroughness paid off. Its quarterly newsletter, Dry Facts, is mailed to 15,000 potential users in all fields. That is apart from contacting nearly 20,000 potential customers a year through direct mail.

The going has been as tough in marketing heat recovery systems, the other specialisation of Bry Air. "Those who need it couldn't afford it and those could afford it didn't want it," says Pahwa. Bry-Air set out to change all that by stressing the economics of going in for heat



Bry-Air, which has built up the latest manufacturing facilities, now offers a complete range of environmental control products.

recovery - the pay-back period of the investment in heat recovery systems range from 7.5 months to two years.

The origins of Bry Air are as interesting as its operations. It all began in 1979, when Paul Griesse, president of the Ohio-based company, visited India at the invitation of Pahwa, whose marketing firm, Arctic India Sales, was Bry-Air's local sales agent. Griesse on his

visit was able to understand the strong latent demand.

He decided to set up shop in India and naturally tied up with Pahwa to form Bry-Air India with a 25 per cent equity stake. What made his decision in selecting the partner easy was the fact that the Arctic group was already in the manufacturing of various engineering products like heating elements and control panels. The joint venture

agreement did not require the Indian company to part with know-how fees or royalties and, most importantly, allowed it to mark out its territory in south-east Asia, the middle-east, and the USSR.

Pahwa is now on to the second phase of his plans. A subsidiary company, Del-Air India has been set up on similar lines in tie-up with Del-Air of the Netherlands. Del-Air, which makes drying systems specifically for compressed air used in industrial applications, is also the European licensee of Bry-Air Inc and so the whole operation falls into a neat little pattern. Pahwa's existing marketing force, Arctic India Sales, provides the basic infrastructure and the foreign collaborations provide the latest technology for a whole range of environmental control systems under one roof. Add on the clear niches that the Bry-Air group has been able to carve out because of

new technology and the formula for growth is complete.

Del-Air, Netherlands, is ready with a new method of compressed air-drying, using hollow absorbant fibres. Called the membrane technology, it does away with a lot of the mechanical devices used in conventional systems and has so far been used only liquids separation. "We will be introducing the system next month and within the next five or 10 years, it should replace a substantial part of the conventional compressed air-drying systems," says Van der Waals.

For Pahwa, as his market creation efforts start paying off, the small-scale status is proving to be a disadvantage. "I get absolutely no benefits out of it," he asserts and is not sure whether his company's image is bettered or battered by it. For the future, he plans to keep the growth at about 40 per cent. And that's not building castles in the air.

THERE'S CELEBRATION IN THE AIR!!!

Bry-Air is going to be 25

Bry Air will be celebrating its twenty fifth anniversary on October 1989. Over 75 representatives from all over US and International Colleagues from Bry Air India and Delair, Netherlands will be participating in the Anniversary celebrations.

Brief History :

Founded in 1964, Bry Air began manufacturing in Sunbury, Ohio and currently has about 500 people involved in manufacturing, engineering, marketing and sales Worldwide. The rest is truly an American success story.

The land mark Years

1969 — Agreement with Delair. Based in Netherlands Delair manufactures and promotes Bry Air Equipment throughout Europe, Africa and the Scandinavian countries.

1978 — Bry Air acquired Van Dorn systems. Now called Bry Air systems the company manufactures and sells dehumidifying and material handling equipment to the Plastic Industry.

1979 — Bry-Air Inc. entered into a joint venture with Arctic India Sales, forming Bry Air India, with manufacturing facilities and currently selling in India and Asia.

After 25 years in being, Bry Air, President Paul D. Griesse says of Bry-Air's success, "We recognized early on that our products play a key part in the global market. The smaller business can and must compete internationally." His advice to anyone starting a New Business — "One Word — Persistence".



PRODUCT INTRODUCTIONS FOR THE 90'S ! PLASTICS HANDLING MADE EASIER

'VLS' — A NEW EFFICIENT LOADER

The VLS Series Loaders operate on the principle of vacuum conveying.

How does it operate?

A pressure vortex blower creates vacuum in the receiver due to the three phased power supply. This causes the plastic granules to move upwards from the material bin to the receiver via the flexible connection. The conveying of material continues till the receiver is full.

Conveying time of one cycle is controlled by a preset timer, which cuts off the power connections once the receiver is full. Once the receiver is full and connection is cut off the material falls into the feeder hopper through a flapper valve. As this flapper opens, the mercury switch mounted on it connects and completes the electrical circuit and the cycle begins again.

An air filter assembly fitted between the receiver's body and the vortex blower restricts entry of material from the receiver to the blower.

The entire operation of conveying of material is controlled by an electric panel mounted on the side of the loader.

Capacity

The material conveying capacity of the VLS is as follows:—

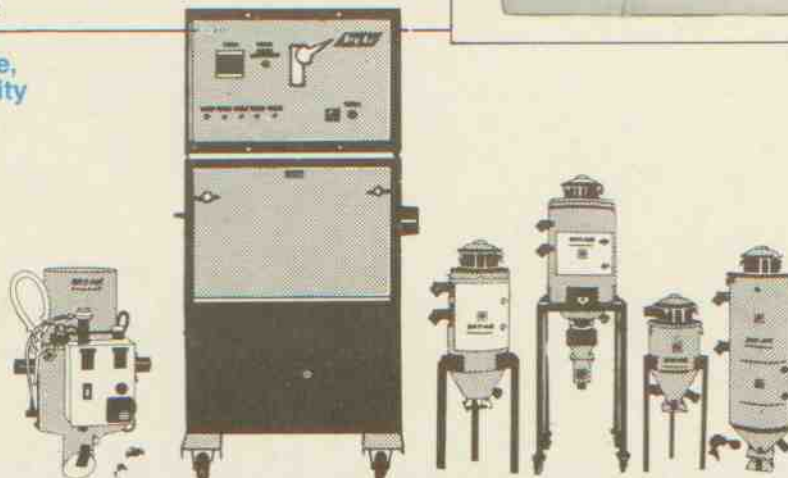
Feed distance including 3 m. height	Wt. in lb/hr.
5 M	300
10 M	200
15 M	170

Loaders with capacity of handling 1500 lb/hr of material upto a height 20M is also available.

Special features :

1. Noiseless
2. No wear and tear
3. Less and easy maintenance
4. No leakage
5. No compressed air requirement

**Designed for performance,
energy efficiency, reliability
and serviceability.**



LVD — LARGE VOLUME PLASTIC DRYERS

Big gets Bigger —

Bry-Air is introducing a new line of plastic resin dryers designated the LVD series.

Principle of Operation

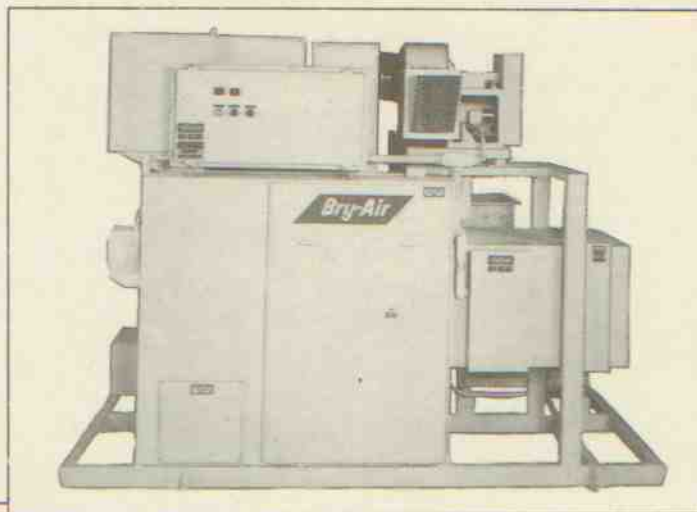
These dryers are based on the principle of dehumidification and follow the same principles of desiccant drying.

Special Features

1. The real, 'attention getter' is the optional direct fired natural gas regeneration. This reduces operating costs by 60% to 80%.
2. Payback is only 1 to 2 years
3. Heat Recovery coil is available for further cost reduction.

Range

The LVD's capacity ranges from 500 cfm to 3000 cfm. Special drying hoppers with capacity of drying 1200 lbs is also available.



**Everything
we make,
makes plastics
handling
better.**