



Bry Air facts

...from Arctic India sales

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THE BRY - AIR INTERNATIONAL MEET

'Bry-Air' has long been known as the best in the field of dehumidification and with their licensee plant in Holland and a joint venture in India, it now services the world.

Though intra-company travelling and exchanges between the three companies has been quite frequent, it was for the first time that it was decided that the chief executives meet at a common point to share and strengthen through dissemination of information and experiences in marketing, production and application engineering.

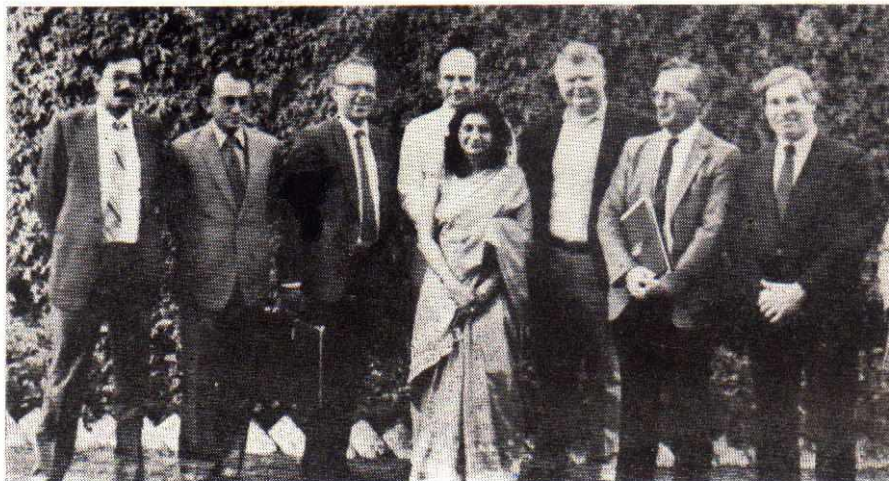
Bry-Air (India) was honoured to have been selected the hosts to this international meet and was happy to welcome from Bry-Air, U.S.A., Mr. Paul Griesse, President, Mr. Lynn Beach, Vice President and from Delair Holland Mr. Anton Ommert, President, Peter Cazemier, Technical Director & Nick Koudstaal, Director of Airtreatment Division.

During the seven day meet from March 3 to March 10 a lot of ground was covered.

The success of the meet is best reflected in the final comments of the participants which are reproduced below :—

Deepak Pahwa—We are very glad to host the first Bry-Air International Meeting. It has been a wonderful experience. It is good to know all the people you are associated with. This meeting of the management of our companies was excellent and subsequent meetings for engineers, production people, etc. might be of equal benefit.

Anton Ommert—Bry-Air made the right choice having the first meeting



L to R : Mr. Rajnish Joshi, Mr. Deepak Pahwa, Mr. Anton Ommert, Mr. Nick Koudstaal, Mrs. Vinita Pahwa, Mr. Lynn Beach, Mr. Peter Cazemier & Mr. Paul Griesse. Mr. Arun Bhatnagar, a participant at the meet has taken this picture.

in India. Compliments to the people of Bry-Air India for a truly first class programme. Everything was excellent. The next meeting will be in Holland to celebrate the 50th Anniversary of Delair.

Rajnish Joshi—It is great to meet the people, discuss ideas, exchange information, and set jobs for future action. The co-operation displayed was excellent.

Peter Cazemier—The hospitality shown was excellent. The factory was impressive. Bry-Air India certainly appears to be a very good organization. It was a pleasure to exchange ideas and a worldwide approach will benefit all of us.

Arun Bhatnagar—The sharing of ideas has been very beneficial and World Leadership is eminent.

Nick Koudstaal—It is hard to say more than what has been said, everything was very good.

Lynn Beach—Companies are good but friends are better.

Paul Griesse—Bry-Air has been associated with the Dutch for fifteen years and Indians for eight. It is no longer just Bry-Air but rather Bry-Air International. We will each develop strength from the other. Each day will be better than yesterday because of the cooperation we share together. We now have an obligation to see that what we have started we will finish. Now the proof is in the pudding. This meeting will decide the future approach we all will take. The Pahwa's have been great hosts and truly have been guiding force in this meeting.

AIS—at the 36th Pharmaceutical Congress



The Garden city of Bangalore was the venue of the three days session of 36th Indian Pharmaceutical congress this year from 9th to 11th February.

An interesting feature of the congress each year is the exhibition which represents the progress achieved in India in the manufacture of pharmaceutical and allied machinery.

Arctic India Sales participation at the exhibition was a great success because of the professional display of the Bry-Air dehumidification equipment and heat recovery systems.

Special panels depicting the operating principle and the application areas in the pharmaceutical field were very instructive. The response was tremendous generating over 500 enquiries.

Old contacts from the industry were renewed by the entire sales personnel over cocktails in the evenings at the 'Bry-Air Hospitality Lounge' at Hotel Westend.

We at Arctic India Sales look forward to the next congress being hosted in our home ground, Delhi.

AIS Annual Sales Conference

Bangalore was the venue of the Annual Sales Conference this year.

All sales offices—Bombay, Baroda, Bangalore, Madras, Hyderabad, Delhi and Calcutta were represented at the conference.

Past performances of different products, sales of separate branch offices and all India were discussed. Sales curves showed an increase of the sales figure by 60% over the previous year.

Sales outlook and projections for the year 85-86 by all branches were very optimistic and presented a rising trend of at least 25% per annum.

Newer application areas emerge each year and at the sales conference detailed experiences with such new application areas was discussed.

Advertising and marketing approach for the coming year was also discussed.

Our marketing approach for the Heat Recovery system has been a success and more and more consumers are becoming aware of this wonderful energy saving device.

The three day session of the sales conference ended with a happy & optimistic outlook.

DON'T LET THE HEAT ESCAPE !!!

You too may have a problem of millions of escaping BTUs which could be gainfully recycled. We will in this column share with you some of the specific application areas where our heat recovery system may be a solution to your problem. However your industry may be different and your problem unique ; write to us and together we may be able to provide the solution.

HEAT RECOVERY FROM DEHUMIDIFIERS

You all are already familiar with the benefits and varied applications of dehumidification equipment and infact most of you are users of the rotary bed chemical dehumidifiers.

As you all are aware the chemical dehumidifier works on the principle of physical adsorption. The desiccant picks-up moisture from the air and thus delivers the dry air. When one bed passes through the reactivation side the moisture is removed by passing hot air at 280—300°F through the bed and thus the desiccant is reactivated and cycle continues.

The hot air when it comes out of

the reactivation chamber is moist and hence cannot be recycled. The moist reactivation exhaust at 180—200°F is discharged to the atmosphere. As the temperature of exhaust air is 200°F approximately; tremendous amount of thermal energy is exhausted without doing any useful work.

Air-to-air heat recovery system based on heat pipe technology is designed to recover the thermal energy. When installed between reactivation inlet and outlet it transfers energy from outgoing exhaust to incoming supply air and elevates the temperature of supply air. This pre-

heated air is then further heated and discharged to reactivation chamber.

Bry-Air heat pipe heat exchangers are especially designed for low temperature recovery and are capable of recycling 50—70% of exhausted thermal energy, thus reducing the fuel consumption by 25—30%.

We have supplied heat pipe heat exchanger for similar application to M.J. Exports, Bombay and M/s. Blue Star for M/s. Maharashtra State Seed Corporation, where the system is giving satisfactory performance and saving billions of BTU's year after year.

WHEN MOISTURE IS TORTURE !!!!!

(In this column we will share with you regularly our experience on major application areas where usage of dehumidification equipment is both extensive and essential.)

DEHUMIDIFICATION IN THE BISCUIT INDUSTRY

Biscuits are the high energy low cost snack food — "every man's food".

However the acceptance and popularity of a particular brand of biscuit is primarily dependent upon the taste of the biscuit. **Flavour and Crispness** are two basic elements of taste.

Flavour is predetermined by the manufacturer and can be controlled/changed whereas the crispness is dependent upon the environmental conditions during the production, processing, packaging and storage.

No one enjoys the taste of a soggy biscuit, and this is a common problem during the monsoon season when the humidity is high or in places where humidity is high throughout the year. This is so because of the highly hygroscopic nature of all biscuits. When exposed to moisture even for a short time they lose their crispness and hence the taste and the quality of the biscuit deteriorates as also the shelf life of the product is considerably reduced.

The biscuit conveyor moving out of the baking oven carries biscuits at a high temperature. These biscuits are cooled to ambient temperature on extended conveyor before these are packed. Normally in most of the cases packing rate is lower than the biscuit plants production rate.

Therefore the unpacked biscuits have to be shifted to a temporary store.

Between the time when the biscuits are cooled to ambient temperature and unpacked biscuits are again taken out for packing, the biscuits are exposed to high humidity, as a result of which moisture is picked up or retained by the biscuits.

Therefore it becomes essential that the humidity in the store room (also termed as HOT ROOM) be controlled to a level so that the quality of the biscuits is not spoiled.

It has been found that if relative humidity inside the temporary store is maintained at 30 to 35% at ambient temperature, the problem of moisture pick-up or regain is overcome.

This was the basis on which the following biscuit manufacturers installed Bry-Air chemical dehumidifier to control the relative humidity in their biscuit stores :—

1. M/s. Dalmia Biscuits, Rajpura, Punjab.
2. M/s. Delta Foods, Ghaziabad U.P.
3. M/s. Super Snacks, Ghaziabad U.P.
4. M/s. Bakewel, Moradabad, U.P.
5. M/s. Kwaliti Biscuits, Bangalore.
6. M/s. Real Food, Hyderabad.
7. M/s. Ampro Biscuits, Hyderabad.

FROM OUR ALBUM



The above picture was taken at our staff picnic at Badkhal Lake, on 28th February, observed as the 'BRY-AIR DAY'.

Some Recent Applications

Dehumidification Technology has varied & widespread application. However through our repeated application experience we find that our recent application can be categorised into one of the basic moisture control categories highlighted here.

Corrosion Prevention

All corrosion problems are moisture problems.

Motor Industries Co. Pvt. Ltd., Bangalore (MICO) store their moisture sensitive finished steel products at 10% R.H. to keep them from effects of corrosion.

Organic Corrosion

This type of corrosion is evident by the appearance of mold mildew, or bacterial growth.

Preservation of Documents was a problem at Central Potato Research Institute, Simla Library where 15000 documents were to be preserved from decay due to high humidity levels. Installation of 4 table top models maintains the humidity to a level that prevents drying out but still prevents mildew formation.

Moisture Regain

Many products by nature are hygroscopic & hence often have to be manufactured & packed under dry conditions to prevent moisture regain.

Plastic Resin Storage : Austral Plastics (P) Ltd., Madras uses a 150 cfm unit to check humidity in their resin storage room.

Fertilizer Storage Room : Nitrogen based fertilizers are subject to moisture regain and fertilizers are best stored below 35% RH to prevent regain.

Central fertilizers quality control & training Institute in Faridabad maintain the low RH in the fertilizer sample storage room.

Snack Food Manufacturing : Certain food Manufacturing must be conducted in dry conditions to prevent moisture regain.

"Flavour foods", the manufacturers of "Crax" maintains RH below 45% in their manufacturing area to retain the crispness of the product prior to moisture proof packing.

NEW PRODUCT LINES

FROM ARCTIC INDIA SALES



Electronic Systems of U. S. A.

Energy Management Systems

Efficient energy management is more than a catch phrase today. It is the only viable solution for government agencies, public institutions and private industries who must control fuel consumption and costs as rigidly as possible. These energy management systems are inherent part of any building in U.S.A. and other countries whereby you are able to monitor & selectively control :-

- (1) Airconditioning requirement
- (2) Heating requirement
- (3) Lighting
- (4) Security
- (5) Fire Protection.

In India too with the growth in the number of high rise building commercial and industrial and hotels, energy management systems are becoming a necessity.

With advances in technology, Energy Management Systems have also become more sophisticated. Software based energy management capabilities have been introduced that enables owners to achieve total energy management and state of the art building automation.

Now Electronic Systems U.S.A. offers you all this sophistication in their product lines —

Data Gathering Panels (DGP)

Building Control Consoles (BCC)
Central Processing Unit (CPU)
Sensors
Terminals.



Their new Building Control Console (BCC) is a revolutionary new CPU.

- (1) Costing less
- (2) Totally compatible with the most advanced system of energy management system Delta 2000 from Honeywell.
- (3) The BCC gives you the advantage of software based energy management in an easily understood, easy to operate and programme format.

So get the best, get ESUSA products.

RADIAL FRAC A New Concept in oil well stimulation

Oil & gas wells have been stimulated with high energy explosives for a number of years. Problems of wellbore damage, safety & unpredictable results have greatly limited the number of wells stimulated by high strength explosives.

RADIALFRAC is a new concept in oil well stimulation. It is a gas generating stimulation technique with definite positive advantages over hydraulic and explosive methods of fracturing. It operates with a combination of explosives propellants to induce radial fractures and to increase local well bore permeability by a factor of almost 1400. The entire process of setting up, detonating and pulling out of the wireline takes as little as two hours per run so that most wells can be treated in a single day.

Radialfrac is a quality product from Ford Laboratories Inc., U.S.A.

Well tests have proved the advantages of Radialfrac as means of improving recovery techniques for low productivity wells.

Get through to us, before the moisture menace gets your product

We at AIS are your problem solvers !!! Together we can resolve the humidity menace & boost productivity. So get the best, get Bry-Air dehumidifiers.

We'll be reminding you constantly through our new ad. campaign from April 1985. We look forward to hearing from you. Your comments & suggestions are welcome too !!!

Form IV

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