

# dry facts<sup>®</sup>

from **Bry-Air** [www.bryair.com](http://www.bryair.com)

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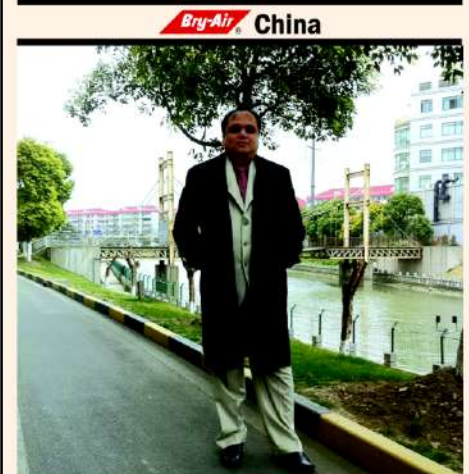
**Bry-Air** Striding ahead . . . worldwide

## Yet another 'innovation' by **Bry-Air**

Bry-Air sets new benchmarks in Gas Phase Filtration with "Honeycomb Matrix Technology". This patent pending technology from Bry-Air stable replicates the natural advantage of the Honeycomb matrix. It provides greater surface area for adsorption and chemisorption of electronic corrosion causing gases like Hydrogen Sulphide, Sulphur Dioxide, Bromine and Oxides of Nitrogen & Chlorine, etc., which are either generated due to various processes or are sucked in from the environment outside. Either way, these are a nuisance because these eat into the vitals of the electronic machinery causing electronic malfunction, server failure, etc.

Today electronic malfunction and the related downtime costs are the chief concerns of both IT enabled services/ KPOs, BPOs, Telecom, News and Media Networks and Computerized Process Industries like Paper and Pulp, Refineries, Petrochemicals, etc. By installing this proprietary technology in Data Centers, Distributed Control System (DCS), NOCS, Switch Rooms and Motor Control Centers it is possible to cut costs, increase efficiency and life expectancy of equipment and decrease energy usage.

This is the 9<sup>th</sup> Patent from the stable of the Bry-Air Group and is one of the five patents filed by the group in the last 2 years.



THE ECONOMIC TIMES CHENNAI/BUREAU MONDAY 3 APRIL 2011

**'Your competition is with efficient local players'**

**Sreekumar Methil**  
DIRECTOR, BRY-AIR, CHINA

**In China since: 1998**

### **Area of work:**

Providing environmental solution to businesses; specialisation in humidity control.

### **How has his business grown in China:**

Ventured into China 13 years ago and expanded the company's base from Beijing to cities such as Wuhan and Guangzhou. Beijing Olympics of 2008 was the turning point for the company as it carried out over 80% of the Games' energy recovery projects. Now, 45 employees, mostly Chinese nationals, work in its China operation. It has over 2,000 installations in the country.

### **His advice to Indians in China:**

The main challenge is the language barriers. One has to understand Mandarin. Indian companies must hire Chinese nationals in large numbers. For manufacturing companies, the real challenge is to compete with highly efficient local manufacturers.

### **Chinese views on Indian business:**

By and large, the Chinese prefer Indian companies that set up base in China. Companies with local networks are taken seriously. They will welcome you if you understand the mindset and work culture of local employees.

## Exploring opportunities in Agro & Food Processing . . .



Mr. Harish Rawat, Minister of State for Food Processing Industries inaugurates AFTPAI's inaugural function and seminar at the Hotel Intercontinental, EROS on 17 March 2011. The purpose of the seminar was exploring the opportunities and tackling the challenges in Agro and Food processing.

Mr. Dinesh Gupta, President, Bry-Air Asia, was one of the driving forces and head of organizing committee for this inaugural chapter. He was also one of the keynote speakers.

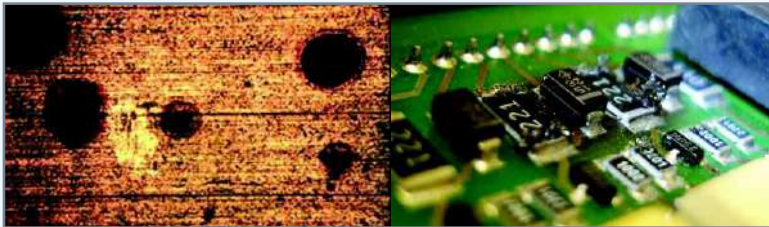
# Major Network taps **Bry-Air**® for its new Data Center

## Corrosion Problem in Data Centers

### The GMA Network Story

GMA Network, is one of the major commercial television networks in the Philippines. GMA News Media, Inc. (NMI), established in 2000, is a total interactive and media solutions company undertaking convergent applications for mobile, web and digital TV. It is a wholly owned subsidiary of GMA Network.

NMI has its own Network Operation Center (NOC), a place from which administrators supervises and maintains a telecommunications network. The network operations center is the focal point for various network operations. The Data Center is a vital part of NMI. It houses computer systems, storage systems, telecommunications, and other vital equipments. It handles and stores vast data for various companies which could be operational, business, and customer related. Control of temperature and humidity in critical environments such as data centers is as important to delivery and storage of data and assuring reliable or trouble-free operation. Humidity or moisture in air is often ignored but it can adversely affect electronic



**Pore Corrosion**

**Whisker Growth**

systems if it is not properly controlled or brought down to the right level. High humidity can lead to degradation of electronic components, condensation on surfaces and microscopic corrosion. This can result in equipment failures and frequent downtimes.

### The **Bry-Air**® Solution

Bry-Air was primarily chosen by GMA Network to provide humidity control solutions to its data center. A room condition of 21°C and 40-45% RH was recommended to ensure good system operation and prevent equipment damage or malfunctioning. Bry-Air compact and high capacity dehumidifier was installed along with a standard commercial air-conditioning unit. As a result, both temperature and humidity are being controlled independently. This simple and cost-effective solution is a straight-forward approach to various humidity problems, an alternative to precision air conditioning units - which is very expensive to purchase and maintain. GMA Network facility engineers were very satisfied with the results, they made the right choice.

### 4 Easy Ways to Reach us

Submit online form at  
[www.bryair.com](http://www.bryair.com)

E-mail us at  
[bryairmarketing@pahwa.com](mailto:bryairmarketing@pahwa.com)

Fax us at  
+91-11-23906600

Locate and call  
your nearest office

# WHEN MOISTURE IS TORTURE !

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

## Facing Moisture Problems during Storage !!

### Small Arms and Ammunition:

Moisture during storage corrodes the metal small arms and ammunition. Dehumidified storage keeps these in a state of preparedness.



### Ration (food and beverages):

The armed forces are always on the move. Safe storage of ration is a necessary prerequisite. Moisture facilitates mold and mildew growth which furthers food spoilage.



**Documents:** Important documents, and other such material which deteriorates because of moisture.

**Uniform:** Uniforms, Parachutes and other fabric require protection against moisture. Parachutes for example are normally wet after the jump because water vapour condenses on the fabric of the chutes. The damp fabric provides a breeding ground for fungus and mold growth. Dehumidified storage is an essential requirement.



One  
**Bry-Air**  
solves multiple  
moisture  
problems ...



Environliner is a customised modular PVC storehouse

### Small Engineering Goods:

The presence of moisture is a major impediment for safe storage of small engineering goods. It causes corrosion and microcorrosion related damages.



### Electrodes Storage:

For superior finish as well as strength and stability, proper storage of electrodes is essential.



## Drying for premium quality semolina at a renowned flour mill in Middle East ...

The key for processing premium quality semolina is controlling its moisture content. If the moisture content is below 14-15%; semolina is premium grade. A moisture content higher than 14-15% causes more water activity and hence shortens shelf life. Higher water activity also leads to mold growth during storage.

A renowned flour mill in the Middle East with one of its kind ultra modern facility for flour processing and for flour based products such as pasta, biscuits, etc., was facing problems of drying semolina from



14.5% to less than 12% moisture level. The problem was further compounded by site limitations and process requirements which limited air flow. By installing a Bry-Air Compact Dehumidifier in the facility, Bry-Air Airengineers were able to solve the problem. In order to ensure desired moisture removal, airengineers recommended the addition of a heat exchanger for utilizing reactivation exhaust heat to pre heat the process inlet so as to have enhanced moisture removal capacity of process air.

Enter Bry-Air... exit moisture



For more information [www.bryair.com](http://www.bryair.com) or download a brochure

VISION • EDUCATION • ENVIRONMENT

## Dr. Mathura Das Pahwa Vision Outreach Programme

5 camps . . . 1800 attended . . . 700 free spectacles distributed . . .  
more than 800 free medicines distributed . . . 35 successful cataract operations

Bry-Air's CSR program has taken off! Bry-Air's CSR is focused on  
**Right to Vision, Right to Education & Environment.**

Bry-Air has recently held eye camps in Teekli, Sarhaul, Chakkarpur, Dundahera, Bajghera in partnership with the Venu Eye Institute & Research Center. All the camps had a huge turnout in spite of the scorching heat. Rai Bahadur Dr. Mathura Das Pahwa (late), the grandfather of Mr. Deepak Pahwa, was a renowned eye surgeon who had spent his life working tirelessly in the fields of education and vision. He had set up many charitable institutions and had performed about half a million cataract surgeries in his life time.



Teekli Camp, Haryana



Chakkarpur, Haryana



Dundahera, Haryana



Bajghera, Haryana

**Nomination open**

for the

**7<sup>th</sup>**

**Bry-Air**® Awards for

**Excellence in**

**HVAC&R**

Download nomination form

[www.bryairawards.com](http://www.bryairawards.com)

or Email request to

[bryairawards@pabwa.com](mailto:bryairawards@pabwa.com)

**Apply now !!**

Nomination deadline

**October 31, 2011**

## **Bry-Air**® this Quarter



Technical Meet, 6th Jan. 2011



International Meet, 26th Feb 2011



Bry-Air at India Warehousing, 21-23rd April, 2011

## **Bry-Air**®

[www.bryair.com](http://www.bryair.com)

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