

Specialty Asphalt Products Manufacturer, Vicksburg, MS



Employee morale and productivity has increased and down-time has reduced.

PROFILE

This Company is considered *the* resource in the asphalt industry. In-house production and warehousing ensure that its customers are consistently supplied with high-quality asphalt products, while vertically integrated research facilities develop and test new products on an ongoing basis.

PROBLEM

In the Mississippi location, temperatures easily hit the 110°F-mark. To manage the hot temperatures, the Company installed a sprinkler system and fans throughout the facility. The ambient temperatures still reached critical levels. Productivity was affected. Employees had to take multiple breaks throughout the day to cool down and hydrate. It was becoming obvious that heat was cutting into the bottom line. The Company started to research more efficient cooling solutions.

SOLUTION

The Company got in touch with a [Breezer Mobile Cooling Dealer](#) and learned about the Power Breezer cooling fan. Skepticism was high. Can this evaporative cooling fan effectively cool down one of the welding shops? The Breezer Mobile Cooling Dealer alerted the Breezer Mobile Cooling Business Development Manager, who set up a demonstration. He requested that the Company's Safety Manager, Plant Manager and Maintenance Manager to be present.



The Business Development Manager was so confident in the viability of the Power Breezer cooling fan, that he was requesting a side-by-side demonstration with a competitor's product that was found on site at the Company. Whilst unplugging the hose from that product, water poured on the floor. The Business Development Manager gladly pointed out that with the [Power Breezer](#) cooling fan this [safety](#) hazard would be eliminated, as Power Breezer does not use any hoses.

The Maintenance Manager was concerned that the Power Breezer cooling fan would affect welds. Thanks to the Business Development Manager's background in welding, he was able to assure the Maintenance Manager that if the Power Breezer cooling fan was positioned properly, shield gas, porosity, and pinholes would not be an issue for their welds.

During the demonstration, the Power Breezer cooling fan was rolled from one side of the facility to the area where the workers were welding. The Company Managers were impressed by the [mobility of the Power Breezer](#) cooling fan. They also appreciated the fact that due to the cooling power of the Power Breezer cooling fan, their employees could continue working without down-time and that the airstream did not affect their welds.

RESULTS

The Company Managers were so enthusiastic, that they placed an initial order right away and discussed on the spot the different locations where the Power Breezer cooling fans should be positioned for maximum impact. Budget allocations have been made to purchase additional Power Breezer cooling fans in the future. Employee morale and [productivity](#) has increased and down-time has reduced.



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