



FEATURE RELEASE

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FOR IMMEDIATE RELEASE

New DESA Propane Forced Air Heaters Allow Contractors To Turn Up The Heat On The Bottom Line

Pro-Tough Technology™ Helps Achieve Optimum Production in Cold Temperatures

Bowling Green, Ky. (Aug. 24, 2006)- Old Man Winter doesn't care that it's Tuesday morning and the third shift crew is struggling to maintain heat. It's dark, bitter cold, the sleet is turning to snow, but the job still expects the crew to go to great lengths to disregard the hazards of the frigid conditions. DESA Heating is improving portable heaters for masons, drywall installers, painters, carpenters and other tradesmen that take the bite out of the cold weather.

A sub-contractor's work doesn't end during the cold winter months, because there is no other industry where the term "time is money" is more relevant than the construction industry. A job completed on time is the difference between profit and downfall. Even in moderately cold weather, work performance drops by 40% in terms of manual dexterity, sensitivity and strength.

Because the conditions don't care about the worker, DESA Heating Products created a new portable propane forced air heater that operates quieter than most heating products currently available. It is portable, rugged and can even be stored in constricted areas.



Avoiding Frozen Assets

"The bitter cold weather can take a great worker and cripple him," says Matt Lanzer, Vice President of the Mel Lanzer Company, one of Northwest Ohio's most respected commercial contracting firms. "One of the toughest parts of the job is to maintain the progression of our projects during the harsh winter temperatures, and that starts and ends with our human resource, so keeping our crews working comfortably is vital."

Decades after heaters evolved from steam to wood burners to forced air, there still hadn't been much evolution in portable jobsite heating. This left defenseless workers dependent on out-dated models that were clunky, noisy, heavy and hard to move around.

Over this time, even the workers became desensitized to the insanity of using such an impractical heater and thus their jobs became even more difficult in the cold. Working in extreme temperatures is already a known hazard, adding in noise from a timeworn, inconsistent heater took a toll on the workers and their job deadline.

Quieting A Noisy Environment

Propane forced air heaters are an instant, efficient heat source for indoor or outdoor jobs wherever heat is needed during the cold working months. While older heaters operate discernibly louder, in small workspaces, they can be almost deafening. According to the Laborer's Health and Safety Fund, over 750,000 construction workers are suffering from excessive exposure to noise. This is a top concern workers and manufacturers like DESA.

This also means there is an inherent safety issue when work staff aren't capable of clear communication. A job site will probably never be without noise, but employers may easily be able to reduce noise exposure by using quieter equipment. In addition to creating a warm workspace during the cold winter months, DESA engineered its new propane forced air heater to operate 25% quieter than the majority of older models.

"We see our heating elements as a necessity, not a luxury. With that in mind, older and audibly louder heaters are a safety issue," says Lanzer. "On any jobsite, communication is key, and if the crewmembers can't hear each other because a heater is roaring inside a small room, our level of safety is put into question—we resolve that by implementing tools that operate quieter."

On the jobsite or in any workplace, safety is one of the biggest concerns. Safety comes in several forms, not the least of which is comfortable working conditions.

Enduring The Harsh Conditions

While the human body is capable of enduring cruel and bothersome weather conditions, the equipment used in the workplace is engineered to the highest degree.

DESA's new *Pro-Tough* propane forced air models are equipped with a high-capacity fan to quickly circulate directional heat. DESA improved the way the heater works and is used in its environment. The new model integrates an adjustable-height footing to angle heat upwards for specific spot heating. To add ease in heater operation, the control panel was mounted on the top of the heater, which also allows for ease of operation and serviceability.

DESA also incorporated a rugged roll-cage design that is manufactured to withstand hard use and harsh work environments. Molded plastic end-caps protect the heater should it ever be dropped or knocked over. This new design also allows the heater to be stacked vertically and even several stacked together can be tightly fit into a corner of the work area. To improve portability, a large, comfortable handle was mounted to the top of the unit as well.

"On the job site or in the workspace, our customers demand tough, portable and easy to operate heaters," says Griffin Bland, Sr. Product Manager for DESA Indoor/Outdoor Products. "We addressed these concerns and engineered a heater that is quieter, more durable and easier to transport."

The new propane forced air heater by DESA has an adjustable heat output feature to regulate room temperatures, continuous spark ignition so it never cuts out and will quickly heat thousands of square feet safely, efficiently and without worry for worker safety.

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Heat For Any Job

DESA is offering a full selection of the portable heaters that will more than fulfill the basic needs of do-it-yourselfers as well as meeting the job-specific demands of contractors. The heaters are available in adjustable Btu outputs of 30 to 55,000, 50 to 85,000, 75 to 125,000 and 125,000 to 170,000 model with a built-in thermostat. The higher Btu output heaters will also meet the extensive needs on construction sites, in agriculture applications, warehouses and docks, industrial sites, airplane hangars and automotive shops.

The DESA *Pro-Tough* heaters will be available at hardware stores, rental stores and home centers nationwide in DESA's major brand's: Reddy Heater, Master, Universal, All-Pro and Remington. For more information visit <http://www.desaint.com/indoor.htm>

Editors Note: Matt Lanzer and Griffin Bland available for interview. High Res images available.

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