



# Focus on Fog

"Focus on Fog" is published electronically every two months with news, views and technical tips for all MicroCool customers, dealers and agents worldwide. Announcements for all breaking news will be sent by regular email. To sign up for your personal copy of the MicroCool moment send your name, address, phone, fax and email to [fogfocus@microcool.com](mailto:fogfocus@microcool.com)

## WE HAVE MOVED!

In April MicroCool moved from the Palm Springs location to new offices in the Desert area. The new location was chosen to serve the thriving "Outdoor Cooling" sales in the desert and a fully equipped sales office for the sales team based in California.

The new premises are a short distance from the main I10 freeway providing easy access for shipments and deliveries. Updated communications protocols and techniques allow a fast and efficient method to stay in touch with our agents and dealers throughout the USA and provide video communication links to other offices, dealers and customers throughout the world.

We have also created a new warehouse facility at the Nortec Offices (MicroCool's parent company) in Ogdensburg New York to ship direct to customers on the US East Coast and



MicroCool Offices: Thousand Palms California

certain Overseas Locations. This new warehouse will ensure the all customers receive a timely shipment from a convenient location—designed to serve you the customer more efficiently

### MAKE A NOTE:

**72-128 B Adelaide Street  
Thousand Palms CA 92276-2309 USA**

Telephone: +1-760-322-111 (*unchanged*)

Fax Number +1-760-343-1820 (*new number*)

General email: [info@microcool.com](mailto:info@microcool.com)

Website: [www.microcool.com](http://www.microcool.com)

## MicroCool "LD" systems introduced—

To answer a growing need for a cost effective system for small outdoor cooling projects; MicroCool announced in March 2004 the release of the MicroCool LD system. "LD" stands for *Light Duty* as the pump is specifically designed for the infrequent or "non-commercial" user (as opposed to the standard MicroCool systems designed for 24/7 operation).

The MicroCool LD has the capacity for over 60 nozzles (50 for 50 Hz systems) and is offered individually or with kits for 30', 60' & 90'



(10, 20&30 Mts) of nozzle line.

The LD comes with many of the features found in it's industrial cousin! Inlet so-

lenoid, drain solenoid, pressure regulator, cooling fan etc.

For full specifications and costing—please contact your MicroCool rep directly or send a email to [info@microcool.com](mailto:info@microcool.com)



## *MicroCool wins record US\$ 300,000 order from the Middle East*

During his recent visit to the Middle East, Export Manager, Mark Stanley was presented with an order from MEAC Water systems in Saudi Arabia

The stock order, the system for the new vegetable market and the first **MicroCool C<sup>3</sup>** system, totaled US\$ 321,000. This is the largest single order MicroCool has ever received in their twenty years of business and represents a culmination of nearly ten years business with MEAC in Riyadh.

MEAC Water Systems have developed a strong business in Saudi Arabia for MicroCool Outdoor Cooling products. They have gradually built up the number of systems every year and increased their customer base despite stiff competition from Asian manufactured systems.

Part of the order is for the new Vegetable Mar-

ket currently under construction in Riyadh City. The new market will allow vendors and buyers to trade in a purpose built structure measuring over 2.8 acres / 1 Ha .

The MicroCool system will help cool the ambient temperature from highs of over 120° F/50° C to a more comfortable 95° F/ 35° C in the desert climate.

MEAC have also won the order for the first **MicroCool C<sup>3</sup>** system in the area for the Saudi Telecom Building in Riyadh. This system will help save energy by increasing the efficiency of the Air Conditioning System by up to 35%.



*Mark Stanley (right) congratulating Nader Mazloum on winning the order for the Riyadh Vegetable Market*

## *New Web Site Launched*

May 2004 will herald the release of the new "updated" MicroCool web-site. First launched nearly 10 years ago, the web site has undergone many changes and enhancements over the years.

The site has been developed with the existing client and new contacts in mind. Specific areas allow registered users to download information files and specification sheets.

New "pull-down" menus and easy to navigate options will give the agent and customer more complete infor-

mation and descriptions of the MicroCool system

Future enhancements will feature a secure "dealer area" with more detailed information, manuals and technical assistance available 24 hours a day

**WWW.MICROCOOL.COM.**

## MicroCool

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### Company Information

- Founded in 1981, MicroCool has pioneered the development of "Outdoor Cooling Systems" for Arid areas worldwide.
- Systems are used in various industries worldwide for cooling, humidification and "special effects".
- MicroCool® is a division of AxAir-Nortec Inc. ([www.humidity.com](http://www.humidity.com)) which is part of the AxAir Industrial Group specializing in Humidification for Industry worldwide [www.axair.ch](http://www.axair.ch)
- AxAir Industrial Group is part of the WMH Walter Meier Holdings AG [www.wmh.ch](http://www.wmh.ch).