



# 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)

## *Introducing the MicroCool D.O.D.O.*

Before everybody jumps for their cameras to see yet another strange thing out of California, let us introduce the MicroCool **Documents On Disk Organizer**. Yes, you thought that the Dodo was extinct but, no—we have found a use for him!

Noting that many more customers and dealers ask "do you have this electronically?", we have put together a selection of literature and drawings on a sleek 80mm mini-disk that comfortably fits in your top or pant's pocket.

Holding up to 200 MB of information, you can find all of the MicroCool literature and technical data ready to send out to your client and customer.



Some literature is ONLY available in an electronic format! With the advent of high-speed Internet connections and wireless, MicroCool staff quickly email a brochure on the relevant item to the dealer or potential client in seconds.

With the D.O.D.O. system, the latest documents are always "on-hand" for you or your clients. The version number allows us to know what you have and update the CD easily.

The new D.O.D.O. CD includes literature on

- Special Effects
- MicroCool C<sup>3</sup> systems
- Nozzle Specifications
- Textile Humidification
- Water Treatment

For your copy—please contact [dodo@microcool.com](mailto:dodo@microcool.com) or your MicroCool representative.

## *Outdoor Cooling season winds down in Palm Springs Area*

You can always tell when the outdoor cooling season is over in Palm Springs. The "snowbirds" (those that come to the desert to escape the snow) start arriving and the shorts are put away for the winter. Although temperatures in October can reach 100° F (38° C) MicroCool systems have done their job and are "put to bed" for a year.

The Palm Springs area is part of the Inland Empire that lies East of Los Angeles. The two counties combined have a predicted growth rate of over 34%. That will add 1.1 million people to the area in the next two years





(from page one) For this reason MicroCool personnel are increasing their efforts in their "Home Base" to capture more of the local market

One way is to expand into adjacent offices later this year. A showroom with MicroCool and other associated systems is planned. The showroom will also serve as a training room for the many dealers that visit us during the winter months.

The room will demonstrate some of the "add on" items that can be included with new or recently installed outdoor cooling systems.

## Personality Profile

Not many people can say that they have been associated with MicroCool for over twenty years, but Mark Stanley is one of them!

Mark is the Export Sales Manager for MicroCool and has traveled with MicroCool to every continent and many countries over the years.

As an Englishman by birth, his first involvement with MicroCool was for a system in Southern England.

Moving to Italy in 1989, Mark worked for a MicroCool dealer and then became European Operations associate in 1992.

With European costs skyrocketing in the early 90's Mark came to Southern California in 1993 and (apart from a two year hiatus) has been with MicroCool ever since.

There are times when Mark's knowledge gets the better of him as he remembers things that have happened FAR too long ago. Well known in the Middle East and elsewhere he counts many MicroCool customers his friends and exchanges family occasions with them all.



His enthusiasm for the export business goes with him every day as he drives his car to the office with **INTFOG** (International Fog) on the license plate.

Mark is also closely involved with the US Department of Commerce (now that he is a Citizen) to promote exporting from the USA. Until earlier this year Mark was Chairman of the Inland Empire District Export Council—directly appointed by the US Secretary of Commerce, Don Evans, he still serves on as Immediate Past Chairman.



### 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.com](http://www.axair.com)
- AxAir Industrial Group is part of the WMH Walter Meier Holdings AG [www.wmh.ch](http://www.wmh.ch).

## Craig's Corner

*Operations Manager Craig Littleton is always on call to help customers. Here are some tips to get the best from your MicroCool® system.*

The end of summer marks the time to make changes in the operation of MicroCool systems. The outdoor Cooling systems may be shutting down—but the humidification systems are being used more often (in conjunction with heating). Starting your MicroCool system after a long "rest" should be done with care. Make sure that you remove the drain valves and flush the lines before starting.

Adding vinegar to the filter canisters helps to clean out any debris and deposits in the line. *Remember to keep out of the way of the nozzles as they spray and flush the system afterwards!*

## MicroCool®

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Walk the length of the system and make sure that all your nozzles are working properly and replace (or clean) those that do not produce a clean fog. Replacement nozzles are always available.