

Client: Desert Air Rentals
Objective: Brochure

Desert Air Cube Heaters



Save money, time, and energy this winter with the only smart heater on the market

For years you've been throwing a lot of money at winter projects to provide your crews with warm, clean air. You've been putting more heaters on site than you thought were needed to ensure your crew and equipment stay warm through the cold snaps. And you've noticed your crews sapped of time and energy keeping the heat going, which they do on top of their physically demanding jobs.

We've been servicing heaters in the oil patch for decades, and we know first-hand the problems that occur with typical indirect-fired heaters in the field.

So, when an energy company asked us to solve a complex heating challenge, we built a heater that solved not only *that* challenge, but the safety and efficiency concerns that all our clients deal with.



The first and only indirect-fired air heater built for extreme Canadian weather

The Desert Air cube heater is the first and only large indirect-fired air heater built for safe, efficient, and stress-free operation in the extreme Canadian weather. Available in 1M BTU and 5M BTU capacities, it's compact yet full of features that you haven't seen in other heaters.

High efficiency heat output. The advanced heat exchangers warm the room **faster** than typical heaters using the same amount of fuel.

Remote monitoring. The heater's built-in web server lets you connect it to the Internet so that your personnel can see the status of the heater anytime and from anywhere. Operational alerts and routine maintenance notifications can be received via email.

With this level of insight into your heater's performance and operation, you can reconsider whether you still need to keep a dedicated mechanic on site.



Most product brochures are all about the product.

Right away, this brochure lets the reader know that it's all about him.

(By the way, I'm using "he" because men are the majority demographic for this product. That said, there is nothing in this brochure that wouldn't be equally appealing to a woman.)

One way to stand apart in a commodity market is to remind the reader that you are the first to bring out something new.

Being the only one at something new is even better.

Every feature has benefits that are clearly relevant and desirable to the reader.

Advanced control. The cube heater is the first heater to use a Smart Motor Controller (SMC), giving you critical safety features and unprecedented efficiencies, such as:

- Automatic correction of the motor rotation—eliminating the need for phase-rotation testing at startup
- Speed control for more efficient heating in any size of space
- Soft start motor that lets you use a **50% smaller generator**—saving you even more on fuel.

And if there's a problem, the SMC automatically sends a message to the heater's computer to display in a web browser or forward to your personnel.

Designed for the environment. Fuel filter changes are easier and faster with more convenient access. Built-in spill containment stops fuel spills from spreading.

The larger 5M BTU heater is front-ended with a lockable control room, where field personnel can operate the control panel and change the fuel filter in protected, ambient comfort.

Easiest operation possible. Your field crew will not need specialized knowledge or training. They'll use the simple start and stop buttons and fan and temperature control knobs. Or they can adjust the fan and temperature on the touch screen while reading the heater's operational status.

Designed for in-field repairs. Downtime is minimized since most servicing can be carried out in the field. The need to ship the heater back to a shop has been mostly eliminated.

Pick it up and set it down anywhere

Built for rugged conditions and years of use. The heater is built with all-steel construction and is designed for torsional rigidity. Unlike typical heaters, it can be placed on any type of terrain and withstand frequent moves.

Easy to transport. The 1M BTU model can sit in the back of a pickup truck and can be moved with a forklift.

How to complete a winter project in record time

When the Jackfish 2 SAGD plant, located in the boreal forest of northern Alberta, was under construction, two oil tanks had to be sandblasted and coated in the dead of winter.

A single 1M BTU Desert Air cube heater was used to heat one of the tanks. It kept the tank warm at 35 degrees (95°F), even when the outside air temperature dropped to -47 degrees (-53°F).

Once the coating on that tank had cured, the cube heater was moved to the second oil tank, taking over from two other heaters that were providing 1.4M BTUs.

To everyone's delight, the project finished successfully and ahead of schedule.



We were fortunate to have a story with a powerful before-and-after element. It's an effective way to show proof.

The headline on the sidebar story grabs attention in an unusual way, but does not mislead.

The reader will visualize putting this heater in the back of his pickup truck.

The 5M BTU model is about the size of a small shipping container and can be moved with just a loader...**no crane required.**

And with the **optional onboard diesel generator**, you'll find moving and setting up the heater is even easier.



Make a permanent solution for temperature control

Shawcor CSI Services is a pipe coating facility located in Nisku, Alberta, one of the largest industrial parks in Western Canada. In this region, the minimum temperature stays above 10°C (50°F) for about 5 days in the year.

In 2011, the company installed a Desert Air heater to warm the shop where the employees paint and coat piping. The workers found that the heater gave them better control for maintaining warm, dry air for curing out their products. They also appreciate how easy it is to operate the heater.

Since then, Shawcor CSI has continuously used the Desert Air heaters to deliver precisely controlled heat in the workshop.

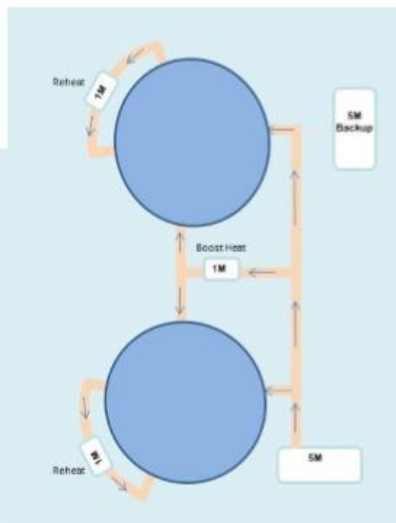
How will you heat your projects this winter?

Scalable for large projects. For your large or complex projects, you don't need to bring in dozens of heaters and hope for the best. The smart capabilities of the Desert Air cube heater allow them to be used in combination to deliver superior heat with fewer heaters. We'll help you figure it out.

Steady, efficient heating for a large project

Two tanks are heated simultaneously using Desert Air cube heaters. The 5M BTU heater and one of the 1M BTU heaters provide the initial heat. Two more 1M BTU heaters reheat the air in each of the tanks, further maintaining constant even temperature.

This configuration is possible only with Desert Air cube heaters. The smart capabilities make heating solutions scalable.



In case the reader's still on the fence, here's another sidebar story.

The reader might not have this problem, but just knowing about a unique capability could push him over the edge.

Support for your budget and your crew.

The heater's web server even provides a **Wi-Fi hotspot** that you can make available to your field crew. That's one more feature that you can use for better project management.

Desert Air cube heaters are available for sale or rent. Pricing includes planning, installation, and orientation of your field personnel.

To find out more about how Desert Air cube heaters can give you better control over your winter projects and reduce risk to your crews, call or email today.

Call **1-780-955-3839**

or email chrisb@desertairheaters.com

or visit www.desertairrentals.com/desert-air-cube-heaters/



By this point, the reader should be craving this heater. Let's bring out one more benefit.

This picture works like a PS—remind the reader once again why he needs this heater.

Specifications

Model	Desert Air 50M	Desert Air 10M
BTUs/hr	5 million	1 million
Greatest Dimensions		
Length	276 in. (7010 mm)	74 in. (1880 mm)
Width	121 in. (3074 mm)	47 in. (1194 mm)
Height (including stack)	129 in. (3277 mm)	60 in. (1524 mm)
Weight	2.5 tons (2270 kg)	
Voltage	480V 3Ø	120V 1Ø
Ampacity	60 Amp	20 Amp
Air Outlet diameter	36 in.	18 in.
Fuel Type	No. 2 fuel oil	
Operating Temperature minimum (verified)	-47°C (-53°F)	
Discharge Temperature	27°C to 204°C (80°F to 400°F)	
Web browser	Internet Explorer	
Optional Features	Details	
Onboard diesel generator	<ul style="list-style-type: none"> With the diesel generator in the unit, move and setup is easier. 	
Large color screen <ul style="list-style-type: none"> 10 in. 12 in. 	<ul style="list-style-type: none"> The control panel is fitted with a 6 inch screen. Changing to a larger screen enhances the viewing of data graphs and charts. 	
Remote thermostat	<ul style="list-style-type: none"> The remote thermostat senses the temperature inside the space being heated. 	
Radio displays <ul style="list-style-type: none"> Rugged (pelican case) Solid state 	<ul style="list-style-type: none"> The radio display is an alternative to using a computer. It works within several hundred feet of the heater. 	
Fuel tank with smart fuel sender	<ul style="list-style-type: none"> The 500 L double-walled fuel tank is set within a containment skid. It is designed to sit beneath the Desert Air 10M heater, making a smaller and more compact profile on your site. The installed fuel level sender communicates with the screen to display the fuel level. Your personnel can be notified when the fuel level is low. 	

Desert Air Rentals provides indirect-fired air heaters wherever fresh warm dry air is needed. We also rent industrial dehumidifiers and provide heater-related accessories.

We are a one-stop shop for the coatings, sandblasting, and construction industries.

Desert Air Rentals Ltd.
 #505 - 19th Avenue
 Nisku, Alberta T9E 7V9
 Phone 780.955.3839
 Fax 780.955.3835

www.desertairrentalsltd.com



Even these specs have benefits.

JoAnne Burek
 Copywriter
 9308 – 176A St,
 Edmonton, AB T5T
 3G6
joanne@wordbeats.com
 780-669-9757