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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Taking the Strain Out of Portable Forced Air Heaters

Reddy Heater Introduces Back-Saving, Truly Portable Forced Air Heaters

BOWLING GREEN, Ky. (October 16, 2007)—One of the greatest challenges of working in cold weather is heating the jobsite. For more than 30 years, the choices for jobsite forced air heaters has remained relatively unchanged and cumbersome. Recognizing the challenges of traditional forced air heaters, Reddy Heater has launched Pro-Tough, incorporating design changes that now take the pain out of delivering heat to a jobsite.

New for this winter's working season, Reddy Heater's Pro-Tough series features a professional-grade, workspace-friendly, versatile-fuel, forced air heater. The Pro-Tough heater weighs less, operates more quietly and is more maneuverable and portable than traditionally designed forced air heaters. Fuel options include kerosene, diesel, jet fuel and fuel oil.

Worker-Friendly Design for Added Safety, Productivity

Construction workers suffer from sprains and muscle strains associated with daily lifting, loading, pushing and pulling. According to Loss Control Services of CNA Insurance, this type of activity is one of the largest causes of injuries resulting in lost workdays—second only to the common cold. The potential for musculoskeletal injuries of the hands, shoulders, neck and back are further compounded when working in frigid temperatures.



The Pro-Tough series is easy to transport and drastically reduces the concern of work-related injuries or back pain resulting from carrying, awkwardly lifting or maneuvering old heaters. Pro-Tough forced air heaters quickly create a productive environment for any construction site.

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What Construction Workers Want and Need

Through extensive cold-weather jobsite research and product development, DESA Heating uncovered numerous opportunities for improving the way workers transport and use portable heating devices. Workers identified the problems they have with the aches and pains that naturally come along with working in cold weather. They also complained about supposedly “portable” heaters that were too noisy, heavy and difficult to maneuver—so difficult, in fact, that they often ended up carrying traditional “portable” heaters to the jobsite.

“Designing the next generation of kerosene forced air heater was a major undertaking,” said Reddy Heater Senior Product Manager Griffin Bland. “We specifically addressed the needs and complaints of the end-user. We designed Pro-Tough to be truly portable, easy to use, quieter, durable and, of course, dependable. By designing a heat source that’s easier to transport and use, we hope to make countless workers more comfortable and, hopefully, even reduce the number of cold-weather-related injuries.”

Pro-Tough – Portable, Long Running and Easy to Use

Reddy Heater engineers included several design features that drastically improve portability and performance, elevating the Pro-Tough series of forced air heaters to a class all their own.

Construction sites are typically muddy and rocky with uneven terrain. Just walking through a site can be treacherous. Imagine the frustration of having to transport a heater with inadequate wheels or the potential for injury that comes with having to carry a heater to the jobsite.

Reddy Heater addressed the challenge of jobsite maneuverability by looking to another jobsite tool for inspiration—the wheelbarrow. The new Pro-Tough heater is designed like a heavy-duty wheelbarrow with ergonomic handles and a single, 10-inch pneumatic tire that treads easily through even the most precarious jobsites of rocks, mud and steep planks. Weighing 10 percent lighter than older models also improves maneuverability.

The Pro-Tough series, which operates 15 percent quieter than older models, includes a 13.5 gallon fuel tank for extended running time before refueling. The larger tank allows even the 100,000 Btu model to run for up to 18 hours and heat 2,400 square feet. The series also includes models in 150,000 and 200,000 Btu output for heavy-duty, on-the-job heating needs.

The easy-to-read, top-mounted LED controls display the thermostat setting, ambient temperature and diagnostic codes. And, for an extra power source on the jobsite, it also features an auxiliary power outlet for light-duty tools. It even comes equipped with its own roll bar for added protection.

The patent-pending Pro-Tough heaters manufactured by DESA are available at dealers nationwide.

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