



INDUSTRIAL



# BRAUM'S ICE CREAM AND DAIRY

## ► PROBLEM

Insufficient air movement in the dry goods storage warehouse serving the network of Braum's Ice Cream and Dairy Stores left workers seeking frozen treats of their own when Oklahoma temperatures hovered over 100 °F (37.7 °C) all summer long. Multiple noisy box fans didn't move enough air, and their cords presented a trip hazard.

## ► SOLUTION

"Big Ass Fans move the air, and it's so much more comfortable. In Oklahoma, the temperature is over 100 °F all summer long. I would say the fans have made that warehouse feel 15 degrees cooler," said Bobby Sanders, director of manufacturing. "Happier workers are always more productive." With great results in the dry goods warehouse, Braum's has installed additional fans in its ice cream plant, furniture workshop and other spaces.

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Bobby Saunder  
Director of Manufacturing



**BIG ASS FANS**

EXCEPTIONALLY  
ENGINEERED