



## Yoga Studio finds perfect balance of heat and humidity

**CASE STUDY** Yoga Studios

 **Nortec**<sup>®</sup>  
[www.humidity.com](http://www.humidity.com)



Not long after opening the doors to their newly remodelled yoga studio in 2009, owners Elaina and Dr. Ben Zorensky knew they needed a better solution to balancing the heat and humidity levels in their 2,800-square-foot space in Tempe, Arizona.

After having purchased four Thermolec humidifiers at the advice of their contractor, they had nothing but problems with the units. They could never get the humidity even close to the optimal level of 40%, and the units were constantly breaking down, requiring ongoing maintenance.

Ben and Elaina consulted with fellow yoga studio owners in the valley, who all recommended they switch to a Nortec humidification system. “As soon as we installed the Nortec unit, we noticed a drastic change in quality and reliability,” says Elaina. “Now I turn the system on twenty to thirty minutes before a class starts and I can trust it will humidify the room. Our students are a lot happier too.”

### **Why humidity is key to the Bikram experience**

According to Elaina, who has been teaching Bikram Yoga for nine years, the idea behind this unique style of hot yoga is to mimic the

temperatures in Calcutta, India – where it was first launched more than 40 years ago by renowned yoga master, Bikram Choudhury. The room is kept at 105 degrees and at a minimum of 40% humidity. This helps students to start sweating right away – sweating out the toxins in their body and stimulating their organs, glands and nerves. The hot, humid temperatures are also key in helping to relax the muscles so students can stretch without worrying about injuries.

*“...having the right balance of heat and humidity is very important to the success of our business.”*

“A hot room with no humidity is very uncomfortable,” says Elaina. “Your eyes and your skin feel very dry and you don’t sweat in the same way. With the old humidifiers, we could never get the humidity higher than 25% and I had to refund several classes because people

complained they weren't sweating enough. The truth is that having the right balance of heat and humidity is very important to the success of our business."

## No other humidifier stacks up to Nortec

When Alan Snow of LDP Associates Inc., the local agent for Nortec, was asked to recommend a humidifier for Elaina and Ben's studio, he knew exactly what they needed. "Many of the studios in the area started off using floor models to humidify their space," says Alan. "I saw that the units had to be filled continuously and they required a lot of maintenance due to calcium build up. They just couldn't keep up with the high temperatures in the studios."

Alan, who also services many of the humidifiers he sells, advised the Zorenskys to go with a Nortec system because of their top quality products and their superior customer service. "These units have longevity," says Alan. "Some of our customers have Nortec humidifiers that have lasted 25 years."

*Nortec systems are top quality and the superior customer service is unmatched in the industry.*

Alan replaced the studio's four floor units with one large 45-pound Nortec resistive element humidifier – tucked away in the studio's utility closet to save floor space. The steam produced from the humidifier is blown evenly into the space through a remote blower pack mounted in the studio. The humidifier is designed for precise humidity, which is ideal for changing environments like yoga where every student's body generates heat and moisture. The Nortec system responds quickly to these changes while maintaining the relative humidity set point. Bottom line: the Nortec system works – creating an optimal environment for the 40 classes that are delivered each week.

## New system leads to repeat customers and more growth

For Elaina, just having a system she and the other yoga teachers can rely on has made all the difference. With thousands of students coming through the Tempe yoga studio each month, Elaina says that the investment in a better humidification solution has truly paid off.

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"With Nortec we have a state-of-the-art humidifier that is far superior to anything you plug into the wall," says Elaina. "The feedback from our customers has been excellent. We have people who come from all over the world and who have tried many different Bikram studios. They continuously tell us that we are the cleanest and most comfortable studio they've been to. Our new student retention rate is also at the highest it has ever been, so we have plans to expand our studio from 1,400 to 2,300 square feet this fall. It's very exciting."



NHRS with scale management system

## Why Nortec?

Nortec specializes in the design and production of superior humidification systems. We create the most appropriate solutions to meet our customer's specific needs in the most efficient and cost effective way. To this end, we draw upon our extensive experience to develop an ever growing range of products manufactured to our stringent ISO 9001:2000 certified quality standards that will provide our customers with maximum reliability, minimum maintenance and a choice of energy sources.

Only Nortec offers systems operating with electrode steam, resistive steam, subsonic air nozzles, high pressure nozzles, steam injection, steam exchange, evaporative or gas-fired technology.

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