

# DIRECTAIR

An **OTC** INDUSTRIAL TECHNOLOGIES Product



WHITE PAPER – ENGINEERING FIRMS AND GENERAL CONTRACTORS

## How **DIRECTAIR®** Can Help General Contractors & Engineering Firms Win Business

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## INTRODUCTION

For general contractors, choosing a cost-effective and high-quality compressed air system for their customers' new manufacturing facilities is critical to avoiding construction delays, budget overruns, and customer dissatisfaction after a project is completed.

Engineering firms are tasked with scoping and designing entire compressed air systems that must meet their customers' unique business or product requirements. These firms are often under pressure due to tight time constraints to complete their work.

For three decades, DIRECTAIR®, a product of OTC Industrial Technologies, has led the industry as the world's largest compressed air as a utility provider. DIRECTAIR® offers a market-proven solution for delivering high-quality, worry-free compressed air service to manufacturers in all industries.

Partnering with DIRECTAIR® provides general contractors and engineering firms with advantages at every stage prior to, during, and after the bidding process for the construction of new or growing manufacturing facilities.

With our comprehensive and complete compressed air solution, we have a proven track record of helping contractors and engineering firms win business over their competitors.





## What is DIRECTAIR®?

OTC had been selling and servicing air compressors since the 1980s but then in the early 1990s, a customer asked us a unique question, “Can we just buy the air?”

That simple question sparked a revolution in the compressed air industry, transforming the world of compressed air. Today, with tens of millions of hours of operation, DIRECTAIR® offers a comprehensive, field-tested, and completely worry-free compressed air solution.

Our DIRECTAIR® experts design, engineer, manufacture, install, operate, and maintain compressed air systems producing 1,000 to 100,000 CFM. Partnering with DIRECTAIR® significantly decreases the end user’s operational costs and the number of personnel required to operate the equipment.

DIRECTAIR® customers only pay for the air they use with our FOURTH UTILITY<sup>SM</sup> compressed air service. We take on full responsibility for the compressed air system from concept to implementation, allowing you to focus on other critical construction aspects and your customers to focus on their product.



# How DIRECTAIR® Benefits General Contractors and Their Customers?

As a general contractor, prioritizing discussions about DIRECTAIR® compressed air systems at every phase of the bidding process can offer significant advantages. By partnering with DIRECTAIR® early on, general contractors can enhance project proposals and ensure seamless operations throughout the construction process. Here's how DIRECTAIR® can benefit proposals and deliver exceptional value to customers:

## Before the Bid



### BUDGETARY SAVINGS

By incorporating DIRECTAIR® as a complete package for comprehensive compressed air systems, general contractors can submit more competitive bids. This approach contrasts with the higher costs that accrue when pricing out a compressed air system by individual components.



### NO INSTALLATION FEES

With DIRECTAIR®, there are no fees to install a compressed air system at a facility. This expense is covered by DIRECTAIR®, reducing the overall project costs.



### QUICK TURNAROUND TIME

Emphasizing the shorter installation time of 2-3 months for DIRECTAIR® systems, compared to the traditional 18-month setup, shows a general contractor's ability to meet tight project deadlines which is critical when customers evaluate bids.



### MODULAR INSTALLATION

The modular outdoor design of our DIRECTAIR® system allows for flexible and efficient installation. This means the system can be easily scaled and configured to meet the specific needs of any facility, saving valuable floor space and simplifying the integration process. Additionally, it can be installed on a flexible timeline to meet the general contractor's project needs.

## During the Bid/Presentation Phase:

### LEVERAGING DIRECTAIR®'S FEATURES

When a general contractor submits a bid to a manufacturer, the distinctive values of DIRECTAIR® seamlessly integrate into the contractor's facility plans. These features include:



#### **COST EFFICIENCY = COMPETITIVE BIDS**

By incorporating DIRECTAIR® as a complete package, contractors can submit more competitive bids due to no capital investment needed for our equipment and no installation fees.



#### **RELIABILITY AND QUALITY**

DIRECTAIR® ensures reliability and quality with a 100% uptime guarantee, 24/7, 365 days a year air quality monitoring and clean, worry-free compressed air where and when the manufacturer needs it.



#### **SUSTAINABILITY**

Emphasizing sustainability, DIRECTAIR® provides a positive green impact and significant CO<sub>2</sub> reduction, making the general contractor's proposal attractive to environmentally conscious customers.



#### **OPERATIONAL BENEFITS**

DIRECTAIR® offers operational benefits with space-saving outdoor module design and no ongoing maintenance costs, which can simplify project logistics and reduce long-term expenses.



#### **PROVEN SUCCESS**

With tens of millions of hours of operation and hundreds of customer testimonials and case studies, DIRECTAIR® has a proven track record of success going back 30 years, instilling confidence in potential customers.



#### **COMPREHENSIVE SUPPORT**

DIRECTAIR® provides comprehensive support, offering end-to-end service and monitoring, as well as an expert partnership and ongoing support to ensure the project's success from start to finish.

## After the Bid



### REDUCED OPERATIONAL BURDEN

After securing the project, general contractors benefit from our turnkey solution with a hands-off approach as the DIRECTAIR® experts handle everything from start to finish, allowing the general contractors to focus to be on core construction operations with minimal involvement.



### ENHANCED SATISFACTION

Manufacturers appreciate the ongoing support from DIRECTAIR®, ensuring they receive help whenever needed. Our tailored systems meet specific needs, demonstrating a strong commitment to their satisfaction and making general contractors look good. commitment to their satisfaction and making general contractors look good.



### GOODWILL & REFERRALS

When manufacturers see the immense benefits DIRECTAIR® brings to their daily operations, they will be grateful to the general contractor who recommended the system. The goodwill that comes from a highly satisfied customer can lead to additional business opportunities and referrals.



# DIRECTAIR® Benefits for Engineering Firms

Engineering firms can also benefit from a partnership with DIRECTAIR® before, during, and after the bidding process.

## Before the Bid



### OPTIMIZING PROJECT MARGINS

DIRECTAIR® collaborates with engineering firms to complete system analyses and fully design and build compressed air modules to meet their customers' specific needs. By saving in-house design hours, engineering firms can optimize project margins and prevent cost overruns, leading to increased profitability without affecting revenue.



### COLLABORATION ON DESIGN

DIRECTAIR® partners with engineering firms to design and build custom compressed air modules tailored to meet the specific needs of each project. This partnership ensures that the system is perfectly aligned with the project's specifications no matter where the project is and what local or regional requirements there may be.





## During the Bid/Presentation Phase



### PROPOSAL APPEAL

Partnering with DIRECTAIR®, engineering firms can highlight technical expertise, customized solutions, and reliable, scalable compressed air systems. This partnership offers significant cost savings with no capital investment or installation fees, 100% uptime guarantee, 24/7/365 monitoring, and substantial CO<sub>2</sub> reduction.



### DIFFERENTIATING THEMSELVES IN THE MARKETPLACE

Working with DIRECTAIR® provides engineering firms with the opportunity to differentiate themselves in the marketplace by partnering with a well-known and highly reputable compressed air provider. This association gives firms a competitive advantage over other engineers bidding on the same construction projects.



### COMMITTING TO GREEN INITIATIVES

Through a partnership with DIRECTAIR®, an engineering firm can demonstrate its commitment to sustainability by recommending an energy-efficient compressed air system. This partnership not only highlights the firm's commitment to sustainability but also promotes the use of green technology in industrial applications.

## After the Bid



### ENHANCED CUSTOMER SATISFACTION

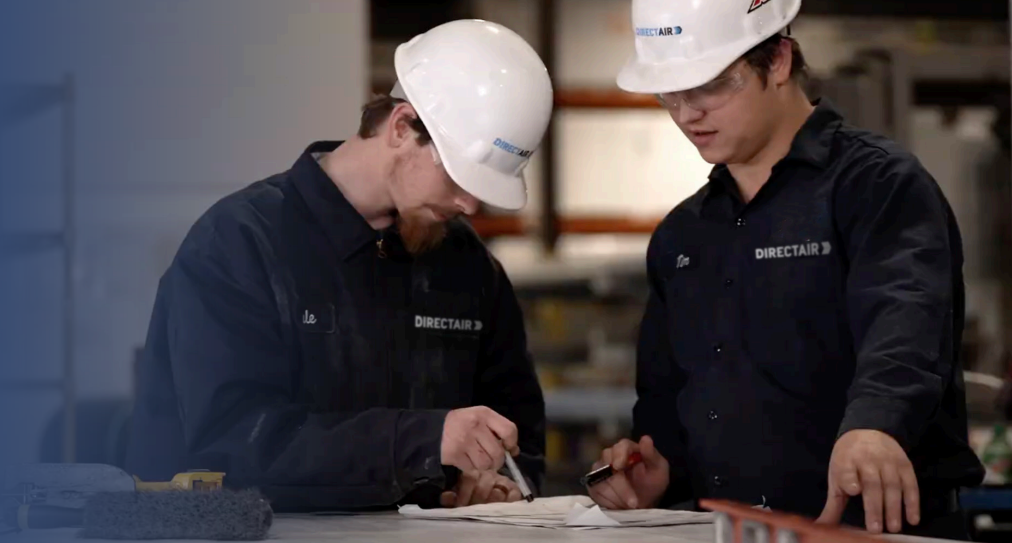
Like general contractors, the same goodwill that stems from highly satisfied customers can bring future business opportunities and referrals to engineering firms. This allows each firm to enhance their reputation through technical excellence and reliability, showing DIRECTAIR® collaboration is delivering a technically sound and customized solution for each customer.



# A Market Proven Business Partner for Contractors and Engineering Firms

Partnering with DIRECTAIR® offers general contractors and engineering firms a unique opportunity to enhance their project bids and secure more business while doing less work themselves and saving their customers' money. By leveraging the DIRECTAIR® worry-free, compressed air solution, you can ensure reliable, cost-effective, and environmentally friendly operations that meet your customers' needs.

Whether before, during, or after the bidding process, DIRECTAIR® provides the support and expertise needed to excel in today's competitive construction landscape. From significant budgetary savings and quick installation times to unmatched reliability and sustainability, DIRECTAIR® continues to stand out as your market-proven compressed air partner with a record of success that expands decades.



# Are you ready to transform your project bids and exceed customer expectations with DIRECTAIR®?

## Here's how you can start:

### 1. **SCHEDULE A CONSULTATION:**

Contact one of our DIRECTAIR® experts to discuss your project needs and learn more about how DIRECTAIR® can benefit your next project.

### 2. **REQUEST A CUSTOMIZED PROPOSAL:**

Let us provide you with a tailored proposal that highlights the cost savings, reliability, and advantages of DIRECTAIR® systems.

### 3. **VISIT A DIRECTAIR® CUSTOMER SITE:**

Speak with one of our current customers and see how DIRECTAIR® is benefiting their business.

## QUESTIONS?

Chat with a DIRECTAIR® Expert today:

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 **DIRECTAIR.com**