



# MRBraz and Associates, PLLC

## COOL NEWS

January 2019: Issue 9

### MRBraz' Water Conservation Solution for Refrigerated Facilities



Everything that we use, from food and clothing to transportation and energy, requires an astounding amount of water. For instance, beef is one of the

more popular food choices, especially here in Texas, and it is also the type of animal product that requires the most amount of water to produce per pound (based on the animal's food and water intake as it grows and geographic location). One pound of beef takes on average about 450-2,000 gallons of water to produce. For reference, it takes 713 gallons of water to make one cotton t-shirt, 39,090 gallons to manufacture a car, and 36 million gallons a day leaks from the New York City water supply system.\*

As the world's population and consumption rise, water is becoming more and more scarce and valuable. Technology and action to conserve water is necessary to gain control of the situation. Enter our MRBraz Air Cooled Condensers:

*"Designed with water conservation in mind, facilities see significant savings in potable water usage. A typical refrigerated facility, using traditional evaporative condensers, can waste upwards of 15 million gallons of water a year. Comparatively, MRBraz Air Cooled Condensers, only waste a fraction of that resulting in a savings of about 11.25 million gallons of potable water a year. Plus no chemical residues that require treatment,"* Marcos Braz, P.E. and President, MRBraz and Associates.

\* Source- EPA.gov

Not only are water costs lowered, but we are also helping to make our clients' facilities safer by eradicating *Legionella Pneumonia* bacteria issues (a frequent health concern when dealing with evaporative condenser water retention). Additionally, maintenance costs are reduced due to less system corrosion. Since each fan is intelligent, and works independently with varying temperatures and humidity, our clients can also see savings in energy costs.

Combine all these savings with plug and play installation and maintenance, and our MRBraz Air Cooled Condensers are the perfect environmentally responsible solution to cooling.

Can you spot the difference our MRBraz Air Cooled Condensers make?



Our innovative design prevents millions of gallons of water from being wasted via evaporation each year.

### MRBraz Deliveries & Updates

Johnstown, NY:

#### Air Condenser Demolition and Start Up





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### World Water Crisis



Recently, the World Economic Forum listed water scarcity as one of the three global systemic risks of highest concern. Freshwater scarcity manifests itself in the form of declining groundwater tables, reduced river flows, shrinking

lakes and heavily polluted waters, but also in the increasing costs of supply and treatment, intermittent supplies and conflicts over water.

Future water scarcity will grow as a result of various drivers: population and economic growth; increased demands for animal products and biofuels; and climate change. It's important to understand that water scarcity affects everyone, even here in the United States.



It seems impossible that a powerful river, like the Colorado River, is beginning to run dry in places. It also seems like an exaggeration that a huge body of water like Lake Mead in Arizona might disappear, but these and other dramatic changes are facing the United States.

Researchers claim that Lake Mead, which currently supplies water to 22 million people, may be dry by 2021.\* Water scarcity is not just an issue for those who "never had" it, it's a problem that faces people where water seemed abundant. The challenge we now face as we head into the future is how to effectively conserve, manage, and distribute the water we have.

Here at MRBraz we are proud to do our part and lead the industry in water conservation through our innovative technology and design.

\*National Geographic.com

### Crossing Another Year, and Starting a New One!

I invite on this last day of the year 2018 that you research and find out where the actual calendar comes from. If you are curious like me, we have many cultures defining their own calendar. What we actually follow in USA is called the Gregorian calendar (Pope Gregorinan III) and it was accepted around the 1700's after being established in late 1500's. For instance, George Washington was born on February 11 on the Julian Calendar but we celebrate his birthday on February 22 based on the Gregorian calendar. It really shows a pursuit to identify cycles, seasons, special dates and ultimately the need to create a reference to track time. Time is an asset we all understand. You can run out of it quite fast and there is no return of the time spent. We measure our earnings in any business in currency per hour (\$/hr) and that is how we bid our everyday work. There are other costs but labor costs make a relevant bulk of the price in every project we deliver. Our projects are looked for by quality, delivery and competitive price, as we know. Since material costs are about the same for any company working in similar projects, labor is then the differentiator. Although it looks like it does not count, every minute of our work which is paid and hired by our clients is adding continually to result in the failure or the success of our projects. It also impacts our competitors. Effectiveness in our business is measured on time spent to complete tasks and differentiates success from failure. If we were competing in a tournament, the one that has effective technique, physical conditioning with focus and discipline will certainly win, or reach very close results. My point is that our talent to produce good quality work on time is a main differentiator to set ourselves for a successful 2019. Wishing all and each one of you a very successful 2019 as well to your families. May the LORD continue to bless us and provide for the year ahead. Enjoy the first day responsibly. Best wishes to all! — Marcos, Braz, President

### Birthdays And Anniversaries



1/12 Eric's Anniversary (2015)

1/15 Dan's Birthday

1/15 Claude's Anniversary (2014)

1/16 Justin E.'s Anniversary (2017)

1/30 Sayra's Birthday (1990)



*Happy New Year!  
Remember all of our  
locations are closed January 1.*

### Spotlight: Holiday Party



MRBraz and Associates had our end of the year Holiday Party downtown Fort Worth at the Petroleum Club. From pork loin to chicken parmigiana, to the great view of the city at night, it was truly magical evening!

### LOL Break

WHEN I SAID IT COULDN'T GET ANY WORSE



Me: I'm gonna start eating healthily  
Also me: treat yourself one last time, you deserve it

