

# CASE STUDY



Dehumidified  
**AIR** Services  
*TRUST THE EXPERTS*



**BRIGHTON**  
SWIM ACADEMY

**REFERENCE FOR  
SWIM SCHOOL  
MARKET**

# CASE STUDY



## CUSTOMER INTRO

In 2019, the entrepreneurial couple and avid swimmers, Lance and Carlie Ogren, identified a significant gap in their locale for a specialized swimming instruction facility. With no adequate swim schools catering to their young child, they leveraged their joint expertise as certified coaching professionals and Lance's accolades as a world record holder, to establish Brighton Swim Academy.

The institution is situated in Mount Pleasant, South Carolina and signifies their resolution to address the gap in accessible, quality swim education for children ranging from 4 months to 12 years of age. Brighton Swim Academy employs a robust team comprising 25 individuals, all united by the common ethos of instilling a passion for aquatic sports and enhancing water safety knowledge.

As testament to their leadership and the organization's collective efforts, the establishment proudly reports an impressive annual revenue exceeding \$1 million.



## PROBLEM STATEMENT

Brighton's newly commissioned pool dehumidifier presented a unique predicament – the absence of dedicated factory technicians to oversee its maintenance.

The significance of this issue cannot be understated, particularly as this was a newly purchased unit, and having proper care and control from the onset would ensure reliable performance and operations for many years to come. Lance expressed concern, noting, "Our principal challenge stemmed from the lack of factory-direct personnel to maintain our new unit." This lack of specialized knowledge posed potential risks, not just in the immediate term, but also in forecasting the longevity and performance of their equipment.

Local contractors, though competent in their own rights, demonstrated discernible discomfort when dealing with the complexities of an indoor pool dehumidification system fueled by their unfamiliarity with the specific nuances and expertise required.

Despite successfully installing the unit, Brighton expressed reservations regarding a contractor's capacity to provide the intricate maintenance that the unit likely necessitated. The implications of this risk exposure could be severe, with the possibility of errors in troubleshooting and diagnosis, premature unit failure, or inefficient operation—all of which could culminate not only in substantial financial losses and operational disruptions to the business but also pool closures for the academy members.

## SOLUTION

"Many contractors will encounter such a complex equipment only a few times in their career, if they're lucky", said Matt Vasaturo, the Service Account Manager for Brighton.

Lance and Carlie recognized the unique business

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– MATT VASATURO

Service Account Manager  
BRIGHTON SWIM ACADEMY

value in securing a specialist who is well-versed with Dectron dehumidification systems and partnered with Dehumidified Air Services, the factory-direct service division of the manufacturer.

The implemented solution included ongoing quarterly maintenance, access to emergency repairs, priority phone-based technical support, and remote monitoring and troubleshooting services essential for addressing any immediate concerns.

To ensure an awesome customer experience, Brighton's contract includes free filters for the year, a dedicated Service Account Manager, and a 25% parts discount.

## RESULTS & BENEFITS

Partnering with Dehumidified Air Services has proven tremendously beneficial for co-founders Lance and Carlie. In Lance's own words, there's now a significant sense of assurance that resonates within them.

The proactive structure of maintenance visits

promises optimal performance of the unit as well as reliability and efficiency. The dehumidification system's exceptional regulation of temperature and humidity has rendered the facility safer, healthier, and more productive.

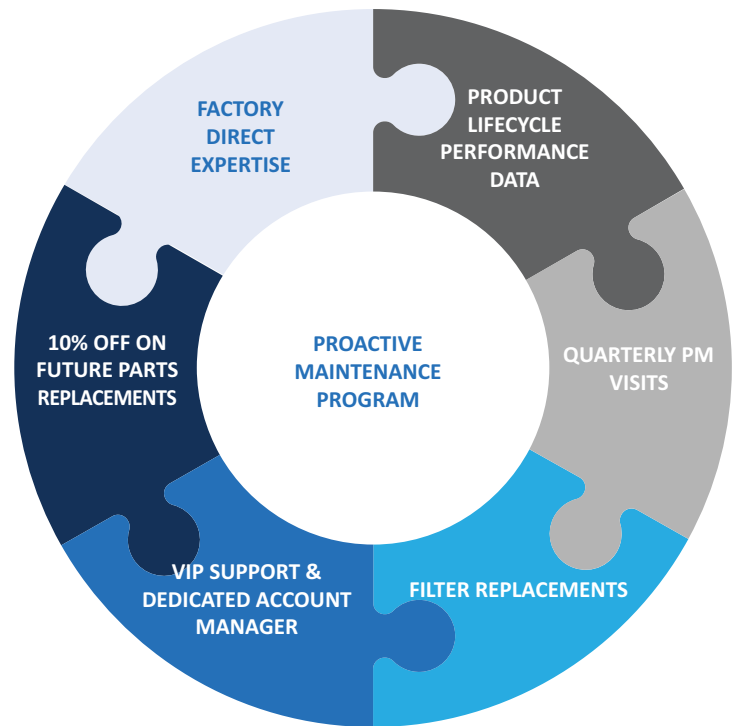
This equilibrium greatly enhances the learning space, making it highly conducive to the swim instructors' pedagogic practices and the students' aquatic experience. The culmination of these desired outcomes advances the foundational operations of Brighton Swim Academy.

Lance has advice for peers in the swim school industry: Prioritize and establish relationships with professionals trained explicitly in relevant systems.

His collaboration with Dehumidified Air Services has afforded him not only a seamless operational experience but also peace of mind stemming from the knowledge that he is never without support.

This trust in a competent partner has been a cornerstone of his journey towards enduring success. ■

## MAINTENANCE PROGRAM TOPOLOGY



### ABOUT DEHUMIDIFIED AIR SERVICES

Dehumidified Air Services is North America's largest manufacturer-direct dehumidifier service organization, with a true vested interest in helping you get the most out of your top-of-the-line units. As part of the factory that builds Dectron, PoolPak, and Seresco dehumidifiers, nobody knows dehumidifiers like we do – because we're the experts – We design them, we build them, and we service what we manufacture! With an install base of nearly 50,000 dehumidifiers across North America, Dehumidified Air Services is the only coast-to-coast company with the scale and expertise to deliver and operate trouble-free, state-of-the-art, pool dehumidification systems.

### PARTNER WITH US!

We are on a mission to make the world safer, healthier, and more productive! Whether it is employee well-being, customer experience or competitive advantage, we do air better than anybody else and are equipped to help pool owners achieve their goals. Talk to one of our experts today to unleash the transformative power of air for your pool facility.

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