



BRADFORD PUBLISHING GETS A HISTORIC MAKEOVER IN COOL

The home of Bradford Publishing in Denver's trendy LoDo district has a distinguished past. But, for Bradford Publishing's employees, certain aspects of that nostalgia made for less than ideal conditions at work. Coolerado gave the company a fresh approach to cooling its offices with new technology to combat the inefficient design elements of a historic building.

At 1743 Wazee Street, the four-story building is on the National Register of Historic Places. It was designed by Frank Edbrooke, a well-known architect with many Denver buildings to his credit, including the Brown Palace Hotel and Tabor Grand Opera House.

In 1982, the owner of Bradford Publishing purchased the historic building to house the company and lease to several other businesses. Though the building's floor-to-floor, single-pane windows create a beautiful façade, they caused the building to heat up significantly in the summer, especially on the top floor.

"The fourth floor had three small swamp coolers," said John Ruple, vice president of finance at Bradford. "If it was over 90°, those coolers were running perpetually during the day. They generated a lot of humidity."



CUSTOMER

Bradford Publishing Company

LOCATION

Denver, Colorado

PROPERTY TYPE

Four-story historic office building

COOLERADO SOLUTION

Custom rooftop air conditioning unit

RESULTS

- Cools without adding moisture or blasting cold, refrigerated air
- Helps the building maintain its historic status by preventing the need to replace single-pane windows
- Requires minimal maintenance



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John Ruple,
Vice President, Finance

In 2004, Bradford Publishing installed a Coolerado custom rooftop air conditioning unit to cool one office suite on the top floor. Unlike swamp coolers that add moisture to the air in the cooling process, Coolerado’s indirect-evaporative technology keeps fresh air feeling dry and more comfortable.

Bradford Publishing’s employees immediately noticed the difference in air quality and temperature. What’s more, they quickly realized that the unit could cool the entire floor, allowing other offices to turn off their evaporative coolers. Now, the entire 5,000-square-foot floor enjoys fresh, cool, more comfortable air.

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Even when outside temperatures reach the mid 90s, the air inside remains consistently comfortable. And, unlike refrigerated air conditioners, the Coolerado unit doesn’t freeze the employees seated close to the ducts.

“You don’t feel this blast of air like some of the refrigerated units,” Ruple said. “The comfort level is more consistent and you don’t notice the system coming on and going off as much.”

Bradford Publishing also appreciates the minimal maintenance of the system. Five years later, the air conditioner is still running strong with little upkeep.

“We don’t get deposits on the filters like in other coolers,” Ruple said. “Maintenance-wise, the Coolerado unit has been extremely good.”

ABOUT COOLERADO

Coolerado Corporation produces and sells the most efficient air conditioners made. Coolerado products create a healthier living environment by providing fresh, filtered, ideal-humidity air. Coolerado air conditioners are used for commercial and industrial applications throughout the world. For more information, visit www.coolerado.com.