

# [ ENTREPRENEUR PROFILE ]

## Brian Battle

*Co-owner, DeHumidification Technologies*

By: KATIE MACALUSO  
Contributing Writer

Years after a stint as an assistant golf professional, Brian Battle is still playing hard — but working even harder. While attending the University of Houston, golfing was a paycheck for Battle, but now is just a hobby outside of his thriving business, DeHumidification Technologies (DH Tech).

Battle and his business partner Ken Armstrong purchased the 10-year-old company in November 2002 and joined 10-year employee Rusty Burch “to start a new era in the company.” Armstrong actually hired Battle as an outside salesman in July 1998 at a different corporation, just months after Battle’s college graduation.

DH Tech offers rental and sales of desiccant and refrigerant humidifiers. Rentals are available on a short-term or long-term basis. It also has a wide range of dehumidification equipment (200 to 20,000 cubic feet per minute) and heating and cooling coils. The use of precise psychometrics, material density date and the known effects of ambient conditions enable DH Tech to handle any project.

“I decided to join Ken and purchase

DH Tech because I wanted the opportunity to have more control of what I can offer to my customers,” Battle said. “At DH Tech we decide what our company can do to make our customer’s project more successful,” Battle said.

Some large corporations tend to have strict policies on handling situations, but the philosophy at DH Tech is to do what’s in the client’s best interest.

DH Tech will set up the equipment at the project site to ensure that proper power supply and air movement calculations are correct along with daily consultations and monitoring, if needed, until the job is completed. They also offer reliable 24-hours-a-day, seven-days-a-week service.

The company also saves its customers money by offering different sources for power, including electric, gas (propane or natural) and steam in order to run the dehumidifier in a more economical way.

DH Tech also has a water damage division, recognizing the destructive effects of uncontrolled water or moisture. The elimination of excessive moisture is no longer an art, but is now a very precise and predictable science.

Battle and Armstrong celebrated their first full year of owning DH Tech in January, an event that they both said was one of the most memorable in their careers. Not that they were worried about how the company would progress. Battle knew DH Tech would make it “the day we started.”

Battle and his business partners are known as the best in the industry. Specifically, Battle has written specifications for using dehumidification during blasting and painting for petrochemical and municipal-based engineers. He keeps abreast of news in the industry by staying involved in associations like the Houston Area Coating Society, The Corrosion Society (NACE) and the Society for Protective Coatings (SSPC).

Armstrong is one of the founders of the dehumidification business. In the blasting and coating industry, he has shared his expertise by authoring NACE and SSPC technical papers. Also part of the team, Burch designed the equipment for the largest steel water tank in North America, and is recognized as one of the most knowledgeable in desiccant dehumidification equipment.

Besides expertise in the field, Battle cites motivation, persistence, organization and the

ability to speak in front of groups of people as keys to performing his job successfully. On a personal level, he credits his success to hard work and desire.

“A turning point in my career was working with another salesman that showed me that if you enjoy your job and work hard at it, failure is not an option,” Battle said.

As a business owner, Battle has learned some valuable lessons.

“If you don’t follow up with your customers, they will go somewhere else,” he said. “I also learned to deal with problems immediately after they happen, because if you wait they will get worse.”

The lessons Battle has learned contribute to his vision for DH Tech.

“I want our company to make our customers feel confident and secure when they call us,” he said. “I would like them to think ‘I use DH Tech because I believe my project has a better chance to be successful by using someone I trust.’”

Outside of business, Battle spends time playing golf and cheering on the Houston Texans. More recently, however, he and his wife, Amanda, have had their hands full with their 4-month-old daughter, Taylor. □



Brian Battle, Co-owner  
DeHumidification Technologies