SOUTH BAY HOT YOGA STUDIO

Project Background

South Bay Hot (SoHo) Yoga, focuses on physical, mental, and spiritual self discovery at their studio in Hermosa Beach, where 'hot yoga' classes are a major focus. The concept of hot yoga is simple: classes take place in a humidified, super-heated studio. The temperature in the studio is typically raised above 100°F, and the humidity in the room is raised to between 50 and 60%, causing the body to work harder to cool itself. "(This level of) humidity is the optimum level for the human body's VO2 uptake, the rate at which you process oxygen," says founder and General Manager, Pete Niva.



"Can't tell you how proud we are of the system and your quality of work. We can't wait to build the next project with MicroCool."

The Challenge: "green" humidification for hot yoga studios

"Typically many yoga studios' management recommend and use steam humidification," says Niva. "While steam is a good choice, as there isn't any cooling effect, it's more expensive to boil water with electricity than to use high pressure water fog and the canisters used for steam increase your environmental impact." Many room-focused steam systems employ a canister-based system to create clean steam and although initial costs are low, replacing canisters regularly can get expensive and they can't be properly recycled. With "green" practices at the core of SoHo Yoga's business philosophy, steam humidification was not an option. His initial problem was the price he was quoted from competing vendors for a fogging solution at the Hermosa Beach location. The sheer cost began to seem prohibitive—until Niva found MicroCool. When he built out his second location in Downtown Los Angeles (DTLA), MicroCool was the preferred choice for green humidification.

THE MICROCOOL SOLUTION

To meet SoHo Yoga's studio humidification needs, MicroCool proposed and installed a reverse osmosis water treatment system which included the FOCUS pump module and POD nozzle humidifiers. This solution works for yoga studios because it emits fog, through MicroCool's unique POD pulsing capability for exact humidification, only as necessary to reach the humidity set-point thereby reducing electricity and water use. The sound impact is minimal allowing yogis uninterrupted focus on their mind-body-spirit practice.

FOCUS pump, POD nozzle and Reverse Osmosis data sheets available upon request. Control Panels are UL508A Certified.

Customer Concerns

- Energy Efficiency
- Clean Steam
- Eco Friendly

The Result

The use of MicroCool's FOCUS humidification system provided humidity for the SoHo Yoga Hermosa Beach facility and was less expensive than other steam solutions. The quiet, clean and 'eco-friendly' solution was so effective that Mr. Niva installed an identical system in a second location.

Benefits

The specified FOCUS system

- provided humidity with cooling
- offered quiet operation
- proved energy efficient
- was cost effective and did not require on-going canister replacement

MICROCOOL

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