

staticWorx[®]
GroundSafe[®] ESD Flooring



Architects' CEU Workshop
(an AIA-IDEC accredited course)

Antistatic Flooring - **The Basics**

“Dave Long’s... seminar may be the best AIA presentation I’ve sat through over the past 10 years. I recommend it to any architect or engineer that may have projects with static-control flooring.”

**Brian Frels, AIA, NCARB
Principal ARIUM/AE**

Our customized workshop on ESD flooring is easily adaptable for facilities owners and managers, contractors, or flooring installers.

The Problem

Every ESD flooring application is different. Detailed technical knowledge helps specifiers choose the right static-control floor for each application.

The Impact

If a floor does not meet the proper technical parameters, it will perform poorly and could leave static-sensitive electronics with inadequate static protection.

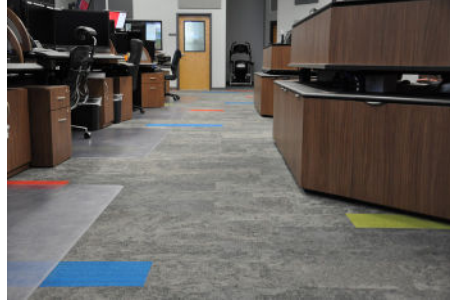
The Answer

Serve your clients better, and help protect their valuable equipment, by learning how to specify the right static-control floor for their application.

How to Choose the Right Floor for Every Application



Electronics Manufacturing and Handling



Mission-Critical Spaces



Cleanrooms and Labs

plus data centers, university labs, medical facilities, and more.

Technical background not required. This hands-on CEU eliminates confusion by breaking down complex technical information into easily understood components. Key concepts include:

- *what static-control flooring is, how it works, why it's important*
- *why applications differ and what this means for you*
- *what key industry terms mean and why you need to know them*
- *how to identify and use industry standards and tests*

"All professionals involved in specifying flooring should know about the potential consequences of not specifying the right product and ensuring it is installed properly. Dave's information can help us better protect our clients and avoid potential lawsuits."

**Michael James McKeon, AIA, LEED AP, MCPPO
Kaestle Boos Associates, Inc.**

What You'll Learn

- Who needs static-control flooring and why;
- How to choose the right static-control floor for different applications;
- How to write ESD flooring specs that meet current industry standards, including ANSI/ESD S20.20, FAA 019f, AATCC134, ASTM F150, and Motorola R56;
- How to minimize the risk of electrostatic discharge (ESD) by specifying static-control flooring based on the application and specific risks in a given environment;
- How to assess the installation environment using industry-approved static-control test methods and instruments.

Why You Should Attend

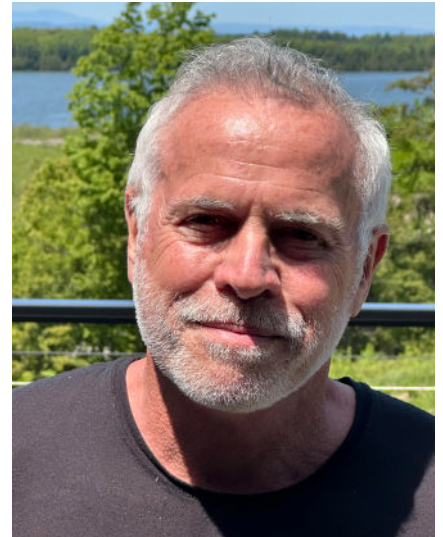
- Beef up your technical knowledge with important info, such as why conductivity is only half the solution, and when it's crucial to use low charge-generating materials;
- Gain research-based evidence for your static-control projects, including approved standards and test methods;
- Learn how to reference the proper grounding standards, as well as how to ground a static-control floor;
- Become familiar with key terms, such as conductive, static dissipative, and low charge generating;
- Find out why a static-control floor must be tested after it is installed.

AIA-IDEC Accredited Course

Length: 1 hour/ AIA/CES credit: 1 learning unit/ Cost: free

Facilitator

Dave is founder and CEO of StaticWorx, Inc., a U.S.-based supplier of static-control products that protect electronic components from harm caused by electrostatic discharge (ESD). Under Dave's leadership, StaticWorx has grown from a one-person, home-based operation to a nationally recognized organization with offices in Vermont, Maryland, Florida and California. StaticWorx has been recognized multiple times as one of the fastest-growing companies – in the Boston area, by *Boston Business Journal*, and nationally by *Inc. Magazine*, most recently in 2023.



As an educator, Dave has led hundreds of ESD tutorials and trained engineers, facilities managers and technical service reps across the U.S. The FDA hired him to teach FDA auditors how to evaluate static-control protocols in the medical device industry. He's also worked with the Army Corps of Engineers and trained DOD contractors on best practices for static prevention.

Dave has written extensively about ESD and static control flooring, with published articles appearing in respected industry journals, such as *Conformity Magazine*, *Controlled Environments*, *the Construction Specifier*, *Emergency Number Professional*, *Compliance Engineering*, *In Compliance Magazine*, and *Data Center Journal*, among others.

In his AIA-accredited ESD flooring workshops, Dave combines comprehensive technical knowledge with a practical understanding of how static-control materials perform in real-world environments. Using a hands-on approach, he teaches architects to solve complex problems in applications where static charges could harm electronics, damage mission-critical equipment, and pose safety risks.

Dave graduated from Boston College and lives with his family in Vermont.

Call today to book your AIA-accredited CEU workshop:

617-923-2000. Or email: info@staticworx.com

About StaticWorx

StaticWorx manufactures the highest quality ESD flooring products available today. Our company has installed tens of millions of square feet of ESD flooring throughout the U.S., Canada, Mexico, Australia, Singapore, New Zealand and the U.K.

Some of our clients include EMC Corporation, BAE Systems, Benchmark, Flex, Lockheed Martin, Microsoft, Philips Healthcare, Amazon, Apple, Intel, Google, and Facebook.

All StaticWorx products are made in ISO-9000 certified factories and undergo rigorous testing by independent laboratories prior to shipment.

For clients who prefer a worry-free project, StaticWorx will help choose the best floor for the specific application, match your project with our best flooring installation team, oversee the installation, and test your new floor's electrical properties to be sure the floor meets your specifications.

“The hands on testing Dave showed our team was extremely beneficial. Dave's presentation piqued a lot of interest and as our team members review the wealth of information on your web site they have come to realize there is a lot they did not know. . . I expect we will have additional questions in the future..”

U.S. Army Corp of Engineers

To schedule a Zoom ESD training session or AIA (architects') CEU workshop, please contact us at info@staticworx.com
Or call: 617-923-2000

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