

The Ground Expert

Dave Long is the founder of Staticworx, Inc., North America's leading manufacturer of flooring solutions for static-free environments. Under his leadership, Staticworx has experienced dramatic growth since its inception. Widely recognized as the foremost authority on electrostatic discharge (ESD) flooring, Mr. Long has 30-plus years of industry experience. He combines comprehensive technical knowledge of electrostatics with a practical understanding of how materials perform in real-world environments.

Using a hands-on approach, he solves complex problems where static charges can harm sensitive electronics, interfere with mission-critical equipment, and ignite flammable chemicals. A writer, speaker, and educator, Mr. Long has demystified an industry that has historically been confusing.

The Pioneer

An early innovator in the static-control business, he introduced the concept of testing materials for voltage suppression, a functional test of a material's ability to drain static charges from people or objects placed on those materials. He introduced the Swiss-designed WEZ container for material handling to North America. He also introduced a revolutionary container design for sensitive circuit boards that became the *de-facto* standard at most Fortune 500 electronics and aerospace companies. And he was first to recognize the unique ability of rubber flooring to inhibit static generation in places where using static-control footwear is impractical.

At Staticworx's home office in Massachusetts, Mr. Long oversees manufacturing and product development and manages partner relationships. He leads a talented team of customer service managers and technical representatives in helping clients solve unique problems.

The Educator

Mr. Long writes educational articles, an ongoing static-control blog, and he answers technical questions from people around the world. In addition, Mr. Long provides

static-control seminars for architects, business leaders, and Fortune 500 companies worldwide, and he has consulted for numerous corporations, including UTP, Freudenberg, Hi-Test, Florsheim, and the FDA.

Before starting Staticworx, Mr. Long owned and operated Protek Solutions, a manufacturer's representative firm. He began his career with Julie Industries, an early leader in industrial static control and provider of ionizing and static measurement equipment.

Mr. Long earned his B.A. degree from Boston College, where he graduated *summa cum laud*, was named to the Jesuit National Honor Society, and received the prestigious Doyle Award for academic excellence.

A resident of Newton, Mass., he is a member of the ESD Association, National Emergency Number Association, and U.S. Green Building Council. He is a certified program provider of AIA (American Institute of Architects) credits.



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