

Consumer Trends

The real savings of energy efficiency

With the uncertainties in costs of natural resources, home owners are finding it increasingly difficult to keep up with warming their homes to a comfortable level during long winter months without seeing a hike in their heating bills. Most do not realize that heat is wasted as soon as the central thermostat is flicked on. From the time the furnace is sparked, 37% of heat is already lost through routing around the home.

For the average house in Ontario operating an older, natural gas furnace, that translates to about \$558.70 per year lost in central heating inefficiencies. Consumers can increase the warmth of a room without losing excess heat through warming the entire house by placement of personal heaters in selected rooms instead.

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Industry Need to Know

According to weather forecasts, this year's overall temperature throughout most of North America, with the exception of the northern territories, is expected to be warmer than historic records.

New Products

Footwear dryer / Mitt & hat accessory

Just in time to see you through the winter season, the Footwear Dryer will help reduce waiting time of drying wet boots and shoes. If you're looking for the same treatment for your gloves and hats, the Mitt & Hat Accessory conveniently attaches to the Footwear Dryer to speed up drying time.



*Exclusively at
Canadian Tire

Ceramic tower heater with remote

Sleek, tower design ceramic heater is equipped with a remote control for easy, across the room access, perfect to use (and showcase) in the living room.



Halogen heater

Innovative halogen tubes radiate and heat is reflected from the back panel to quickly and efficiently warm up the room.







Super Electric Corporation Market News

* As of October 2006

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How to select the right heater for your house ?

Heater Type	How does it work?	Benefits	Is it right for me?
Fan Forced 	Coils located inside the heater are warmed up and a built-in fan draws air from the back of the unit. This air passes through the heated coils and warm air is produced.	Fan forced heaters are generally equipped with a fan only function. This feature makes for great value for personal heating during the winter and cooling during the summer by circulating air around the room.	This type of heater is typically used for warming smaller, personal spaces versus an entire room. The smaller units can be placed in work spaces, such as under a desk.
Ceramic 	Ceramic plates are heated once the unit is powered on. Aluminum inside the casing absorbs the heat and a fan draws air from the back of the unit.	Ceramic heaters provide a considerable amount of heat compared to their size. Since the element retains its heat, it allows for additional energy savings when the heater is cycled on/off using the thermostat.	Small and large spaces can be warmed up evenly and rapidly with ceramic heaters. Ceramic heaters come in a variety of shapes and styles and are considerably compact for its heating abilities.
Oil Filled 	Each fin on the heater is filled with oil. The oil is then heated once turned on and the metal fins act as heat conductors to produce warmth.	This type of heater is easy to use and clean. Since the fins are permanently sealed, the oil inside never requires changing. Also, because the interior oil elements are heated, they will continue to produce heat even after the unit is turned off.	Oil filled heaters are ideal for evenly heating an entire room (depending on area) and are offered in varying sizes to accommodate the area to be heated.
Radiant 	This type of heater has tubes or wires that heat up and glow red. This heat is then reflected off the back panel and is projected outwards at a specific target.	Radiant heaters provide "spot heating" by warming nearby objects directly. Once turned on, this form of supplementary heating is quick to start working.	This can be a more efficient form of heating if rapid warmth for those who are near the unit is desired, rather than heating of an entire room.

List of Retail Partners

Look for our heating products at these participating retail outlets:

- Canadian Tire
- Wal-Mart
- Rona-Lansing
- Sears
- Shopko
- Shoppers Drug Mart
- Staples
- Tenaquip
- Tru-Serve

Packaging

Since revamping our corporate image in spring 2005, we have updated the look of our packages in time to launch with this year's heaters. The packaging is designed to help our product savvy consumers save time by allowing them to quickly identify the benefits Super Electric has to offer. Use of clear images, easy-to-spot icons, fresh breaths of colors and informative text against a clean white background are all tools we have incorporated in our new look to help our consumers shop for what they need, every step of the way.



Value, Service and Innovation Since 1947

