

Consumer Trends

Gearing up for summer

After months of enduring Jack Frost's bitter chills, Canadians are finally starting to see signs of life sprouting. For many consumers, these increasing temperatures force them to either endure the heat or indulge in powering the central AC or purchasing a fan. This summer, explore methods of staying cool and comfortable while saving on energy bills at the same time. The key is to cool areas which are heavily used instead of attempting to blast cold air through the entire home. Use of fans, ceiling fans, window or portable air conditioners can help accomplish this.

Fans

Using a fan during the summer time provides an inexpensive and flexible solution. They're easy to use and can make the area feel as much as 3°C cooler through air circulation. When choosing from the array of styles, brands and colors, look for ones with a combination of features that can match your needs.

A. Personal desk fans are lightweight and small in size. They come in styles ranging from mini tower fans to smaller versions of table fans providing personal comfort while taking up minimal desk space.

B. Table fans are available in diameters of 9", 12" or 16". Unlike personal desk fans, these are ideal for use on larger tables and counters. Designs range from plastic finishes to high-end metals, stylish transparent blades and intricately designed bases to match your decor. Features of table fans typically include oscillation and tilt with 1, 2 or 3 speed settings.

C. Pedestal fans are taller versions of table fans and are located on floors. They have support columns which are adjustable in height. Upgrade features can include any of the following: digital controls, timers, patterned breezes and/or remote control.

D. Tower fans are commonly available in heights ranging from 29"-40". Because of their tall, slim designs, they take up minimal floor space. Tower fans use concealed turbine blades and are easy to maintain. Features include oscillation, mechanical or digital control. Some models are equipped with timers, breeze settings or remote control.

List of Retail Partners

Look for the fans below at these participating retail outlets:

Canadian Tire	BMR
Wal-Mart	Costco
Rona-Lansing	Staples
Sears	Tenaquip
Shopko	Tru-Serve
Loblaws	Bargain Shop
Canac Marquis	Co-op Atlantic
Peavey	HBC-Zellers &
Patrick Morin	The Bay
Shoppers	
Drug Mart	
The Shopping Channel	

HELPFUL FEATURES TO LOOK FOR	RECOMMENDED FAN TYPES
<ul style="list-style-type: none"> Models which include a clip allow the fan to be clamped to the edge of a table or desk to save space. Tilt or oscillation enables the fan to better distribute and circulate air. 	<p>9DAFCL: 9" Personal desk fan w/ 2 speeds. 6DCAFSQ: 6" Personal desk fan with bonus (* See below for product images)</p>
<ul style="list-style-type: none"> If a fan is only needed for a short period, a timer feature is recommended for it to turn off automatically. Wind modes are meant to simulate natural breeze patterns, cooling and relaxing at the same time. 	<p>38TFORS: 38" Tower fan with oscillation, sleep modes, timer & remote control.</p>
<ul style="list-style-type: none"> Tower-style units with oscillation and its slim pillar design provide efficient all-round air circulation without added clutter. Timers which reach 8 hours can be set and will turn off automatically at the end of the work day. 	<p>33TFAHOTRLED: 33" Tower fan with oscillation, timer and remote control.</p>
<ul style="list-style-type: none"> A wall mounting bracket can elevate the fan to cool at a higher level and free up floor space. Oscillation can better disperse heat emitted from cooking appliances. 	<p>16WMRS: 16" wall mountable fan with remote control and LED readout. 12DFOT: 12" Table fan with easy-use dial control right at base.</p>



9DAFCL



6DCAFSQ



38TFORS



33TFAHOTRLED



16WMRS



12DFOT



16PFORT



18FCAS



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* As of May 2007

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-3.00	-0.07	-0.24	+0.79
Gold	Copper	CAD(US)	Crude Oil
\$687.40	\$3.73	90.524	\$62.26

HELPFUL FEATURES TO LOOK FOR	RECOMMENDED FAN TYPES
<ul style="list-style-type: none"> Remote control can easily adjust the settings of the fan without needing to leave your seat. TIP: Look for fans with built-in remote control storage to minimize lost remotes. Slim, pillar designs take up less space and blends in easily with home decor. 	I6PFORT: 16" Pedestal fan with black pearl finish, timer and remote.
<ul style="list-style-type: none"> Industrial fans with stainless steel construction are more durable and can keep up with heavy use. Wide tilting angle so the fan's high velocity output can be aimed at targeted areas from the floor level. 	I8FCAS: 18" High velocity industrial fan with 3 speeds.

Ceiling fans

The growing popularity of ceiling fans is attributed to its energy saving ability while serving as a room's decorative centerpiece. Modern designs are finished with sleek looking metals such as brushed nickel, pewter and steel. For those who opt for traditional interior themes, oil rubbed bronze, antique gold or even neutral whites may be suitable. Ceiling fans are permanent fixtures, many of which are beneficial in warm and cool seasons. In the summer, they can make the room feel 5°C cooler by circulating hot air away and saving up to 8% off of cooling costs compared to powering the central air conditioner. In winter seasons, a ceiling fan with forward and reverse modes can be set to reverse to reduce heating bill by up to 2% by re-circulating heat which would otherwise escape through the ceiling.

Prior to purchasing a ceiling fan, here are some helpful tips to consider:

A. **Size** Ceiling fans range from 30"-54" diameter spans. To determine which to use, measure the size of the room and the ceiling clearance. It is important that the room has a ceiling with a sturdy and high enough clearance to support its weight. Super Electric includes hardware pieces for mounting to different ceiling heights and slopes. For spaces such as basements with little clearance space, a hugger-mount ceiling fan may be more suitable to install.

B. **Control type** Normally, speed and direction of the ceiling fan is controlled by pull chains. If the room has a considerably high ceiling, it is worthwhile to select a model with a remote for convenient access. Living rooms and foyers are good examples of places to install a ceiling fan with a remote. Models with standard pull chain and wall switch control are sufficient for bedrooms and kitchens since very seldom does it require speed adjustments after the desired comfort level is set.

C. **Areas of intended use** If the room naturally has more moisture (for example in a bathroom or kitchen) choose ceiling fans with plastic blades or wooden types sealed with acrylic to slow the wearing process from excess humidity.

D. **Lighting** Will the ceiling fan be replacing the room's current light source or will it serve as supplementary lighting to what exists today? Many ceiling fans include light kits with decorative light shades in varying wattages. If desired, a light dimmer can be installed on the wall or from the remote control, adding to the room's ambiance. Choice of light shades range from frosted to crystal glasses and from intricate to simple designs. Units with light kits are perfect for living rooms and dining rooms which normally use ceiling lights or chandeliers.

E. **Style** Considering that powering a ceiling fan is equivalent to that of a 100W light bulb, every room in the house can benefit from the use of a ceiling fan. Ideally, choose one that compliments the room's current furnishings. Look for blades that have dual finishes which can be easily flipped over for a completely different look and feel.

What's new ?

U42WT5B1LDU



White ceiling fan blends in seamlessly with most ceilings. Includes a single frosted glass shade and light kit for two 60W light bulbs (not included)

U42OB5B1LDU



42" Ceiling fan with oil rubbed bronze motor housing and 5 reversible blades (walnut & mahogany). Includes a single frosted glass shade and light kit for two 60W light bulbs (not included)

RUT483SP3ILT



48" ceiling fan with satin steel finish, remote control and integrated halogen light kit.

Available exclusively at Canadian Tire



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Air Conditioners

Window and Portable air conditioners are a lot less expensive to install and operate compared to central air conditioners. Ideal for cooling smaller areas such as a specific room or apartment, they cool the air by drawing hot air from outdoors, passing it through coolant in a compressor and removing moisture in the air with a built-in dehumidifier. In choosing the style and features of the air conditioner, the most important step is getting the correct measurements of the area to be cooled. A unit which is not powerful enough will waste energy and not cool, while a unit which is oversized will cool the air but fail to remove moisture from the air. Other questions to consider when deciding on the correct size is the number of people which will be occupying the room and if the room is in direct sunlight or has other sources of heat.

COMMON FEATURES:

- A. Fan-Only: This feature can be turned on and adjusted to any 3 speed settings without the air conditioner compressor running for an economical way to circulate air when it is not very hot.
- B. Sleep: To save energy, this function can be set to gradually increase the temperature setting while you are sleeping.
- C. Timer: 24 hour timers can be taken advantage of when programming the air conditioner to turn on or off automatically at a set time (i.e. an hour before returning home to reduce waiting time).
- D. Removable filter: Effective in trapping airborne particles, filters are easy remove, wash and re-install.

AC Type	Unique benefits	Recommended for
<p><u>Window Air conditioners</u> 10000BTU window AC comes equipped with a remote control and a 24 hour timer</p> 	<ul style="list-style-type: none"> • Moderate installation through windows can be set up without professional help. • Removable for storage during winter seasons to save space. 	Bedrooms and apartments which are not on the ground level.
<p><u>Portable air conditioners</u> Rolling casters on this 9000BTU portable AC make it suitable for use in any room.</p> 	<ul style="list-style-type: none"> • Light installation required to set up the exhaust hose. • Rolling wheels which enable them to be relocated from room to room as necessary. 	Kitchens and small office areas with space accommodation for drainage.
<p><u>Split air conditioners</u> Stay cool and save space with this 12000BTU split AC</p> 	<ul style="list-style-type: none"> • Professional installation required to set up the indoor and outdoor compressor unit. • From the inside, only a panel evaporator is visible for an aesthetically pleasing appearance. • Ultra quiet operation due to outdoor compressor location. 	<p>Living rooms and bedroom</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><u>Where to shop for AC's:</u></p> <ul style="list-style-type: none"> • Canadian Tire • Metro Richelieu • Tenaquip </div>

Industry need to know

According to a consumer's home appliance report, 65% of portable fans are distributed through mass retailers, compared to only 34% in 2002. Where fans used to be traditional looking home appliances with 3 standard blades and buttons, manufacturers are focusing on design to appeal to greater audiences. Completely revamping the once dated market, floor fans such as pedestals and towers make up 50% of category share by offering the most in design and technologically advanced features.



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