

Energy Star Ceiling Fans

- Two Thirds of American Households have Ceiling Fans
- Average Fan used 3-4 Hours Daily
- Average Fan consumes 300 kwh/year
- ES models cut consumption to 120 kwh/year
- ES Fans 40% more efficient than conventional models
- ES Fans move air from 14% to 20% more efficiently
- Efficiency can climb to 70% if used with ES light kit
- Savings per year can be \$25 annually per fan
- ES Fans offer 30 Year Warranties

Barriers to Selling Energy Star Ceiling Fans

- Initial Cost can be slightly more, however when promoted with savings can be overcome
- Light Kits cost considerably more, however this can be used in promotional advertising and marketing plans
- Explaining the differences between ES Fans and Conventional Fans can be more difficult for untrained employees
- Rebates and Incentives are not available or not making their way to the consumer
- Differences must be explained not printed
- Consumer Education should begin with Utility Companies partnered with Showrooms for best integration of this product