



# MEDIA ALERT

6 October 2008

## Revolutionary eco-friendly ceiling fan with retractable blades launches today

Beacon will release the revolutionary Evo I from Fanaway throughout its nationwide store network today. The award-winning Fanaway Fan is Australia's first ceiling fan that functions as both a light and a fan and features retractable blades. It's modern, stylish and very energy efficient.

The Evo I from Fanaway was developed by Australian inventor Joe Vilella and won the People's Choice award on the ABC's The New Inventors program in October 2005. Soon after, Beacon struck an exclusive deal with Joe and the two parties have worked together to bring the Fanaway Fan to the Australian market.

"We're really excited to be releasing the Fanaway Fan today," said Glen Robinson, Beacon Lighting's General Manager – Merchandise. "This fan is truly unique. It functions as both a fan and a light. When it's turned on the blades open out gracefully to circulate air around the room then when it's turned off the blades retract, reverting to a stylish pendant light."

The Fanaway Fan has obvious aesthetic benefits because the fan blades don't dominate the room when it's not in use. The pendant itself is slim and modern so it suits a broad range of interiors, and of course because the blades retract they don't collect dust which is a very attractive feature.

Beacon was drawn to Joe's invention not only because of the unique retractable function but also because of the product's environmental credentials, a priority for the national lighting retailer.

"The blades are manufactured using fully recyclable plastic allowing an aerodynamic design that requires less energy to create more air flow than traditional fans," explained Glen. "And of course the light globe is a low-energy T5 fluorescent, again reducing the overall energy consumption when in use."

Glen said that Beacon encourages the use of ceiling fans as a cooling method because they reduce the need for air conditioning and therefore household energy consumption.

The Fanaway Fan features four blades, three speeds and an optional remote control. It's easy to install, easy to keep clean and comes with a two-year in home warranty. Fanaway Fans are available in chrome, brushed chrome and white and the recommended retail price starts at \$369.

<http://www.beaconlighting.com.au/fanaway.php>.

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For further information and interviews, please contact:

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Call 131 595 for the nearest store



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