

Comfort Zone® Introduces 2016 New Portable Fan Collection with Smart Functionality, Cool Colors at Sharp Pricing for Retail Partners

Comfort Zone at the 2016 International Home and Housewares show, Booth L12312

CRANBURY, NJ. March 5, 2016 - Comfort Zone®, a World and Main, LLC brand and a leading manufacturer of personal heaters and portable fans, unveiled its 2016 new portable fan product collection at the 2016 International Home and Housewares Show, Chicago, IL. The Comfort Zone Spring 2016 new product collection includes ten portable fans with smart functionality in the hottest selling colors, and value priced for retail partners. The new collection is boxed in consumer-friendly packaging to support its trade partners in attracting consumers.

“The new personal fan introductions from Comfort Zone were designed to bring the latest innovations, like USB powered fans, to the market with sharp pricing for our retail partners,” said Barry Jacobs, Senior Director, Home Environment. “Cool, sleek designs and hot, trendy colors plus an eye on materials, all contributed to the broad assortment and attractiveness of this new collection,” said Jacobs.

Today, Consumers want desktop cooling that also provides the portability to match their on-the-go work style. With 3 new USB/Battery powered desk fans, Comfort Zone has the perfect solution for any consumer:

- 5” Oscillating Desk Fan (CZ5USBAS) – Available in black, red, white and blue, this retro style desk fan offers 2 speeds and oscillation. It can be powered with the included USB cable, or with 4-AA batteries.
- 4” Clip/Desk Fan (CZBT4AS) – Brand new and offered in exciting blue, green, pink and gray colors, these new fans feature great looks and incredible flexibility. A combo desk/clip base can be used on a desk, in a car, or practically anywhere cooling is needed. With a swivel cradle, the fan can face in any direction and be powered with the included USB cable or with 4-AA batteries.
- 4” Folding Desk/Portable Fan (CZBT1AS) – This folding fan can be used on a desk or folded and taken wherever cooling is needed. Available in black and white, it has a single quiet speed, and can be powered by the included USB cable or by 4-AA batteries.

The High Output Hybrid Fan (CZHF1WT) makes its debut at the International Housewares Show with great fanfare. Boasting thirty percent more air flow than a tower fan, with a powerful air stream that reaches 25 feet, the High Output Hybrid Fan’s Eco Mode Smart Cooling technology optimizes fan speed to reach a comfortable temperature while keeping energy consumption in check. The sleek design includes such convenient personal touches as washable filter, adjustable louvers, and eight-hour timer with sleep mode and a carry handle with a smart space to store the unit’s remote control.

The 6" 2-in-1 Combo Fan (CZ6XMWT) in white or (CZ6XMBK) in black, is extremely versatile with its two-mode base. The clip base can be used by itself or "clipped into" the desk base for use on any flat surface. The 6" High Velocity Turbo Fan (CZHV61TAS) brings high design and high velocity together. Its sleek, high-gloss fan body color and clear molded cradle is beautifully designed and available in black and blue. A 9" Portable Twin Window Fan (CZ319WT) is the only window fan available with a patented fabric cover to keep out hot, humid air when not in use. And the general purpose 6" Box Fan (CZ9BWT), now available with stylish teal and purple translucent fan blades, complete the 2016 Comfort Zone assortment of new product personal fan introductions.

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ABOUT COMFORT ZONE

The full line of Comfort Zone fans includes personal, table, pedestal, tower, window, box and wall-mounted models. Comfort Zone fans include unique, patented features such as the space-saving Quad-Pod™ folding base and window fans with removable covers. For more than a decade, Comfort Zone has built a reputation as a trusted brand, recognized nationally in the commercial heating and cooling category. Comfort Zone Industrial fans and heaters are high performance, heavy-duty products, purpose-built for durability and reliability. Comfort Zone Industrial products are built for high duty-cycle applications. Fans feature all-metal construction and copper motor windings for durability and performance. Heaters utilize 208/240V AC to deliver industrial strength heat output. All Comfort Zone Industrial products are designed and tested to meet or exceed strict global quality standards including UL®, ETL®, SAA, CE, CSA and NOM. www.comfortzone-us.com

ABOUT WORLD AND MAIN

World and Main, LLC brings together a unique combination of product development, merchandising, global sourcing, and distribution solutions across the home, hardware and building supply categories. The company is headquartered in Cranbury, New Jersey, and has offices in Houston, Texas; Moody, Alabama; and Wuxi, China, along with five North American distribution centers. Through its Retail Distribution, Wholesale Distribution, and Retail Products divisions World and Main stocks and distributes over 75,000 SKUs of branded and owned brands across 25 product categories. This broad basket of products, coupled with World and Main's exceptional distribution capabilities to all retail and commercial channels, enables the company to deliver on its value proposition: Delivering Simplicity. Facilitating Success. www.worldandmain.com

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