



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

Comfort Zone at the 2016 National Hardware Show – World and Main booth #5935

Cranbury, NJ—May 3, 2016

Comfort Zone®, a World and Main, LLC brand and a leading manufacturer of residential and commercial heaters and fans, displayed its 2016 new fan product collection at the National Hardware Show in Las Vegas, NV. The Comfort Zone 2016 new product collection includes ten portable fans with smart functionality in trend-setting colors, and value priced for retailers. The new collection is boxed in consumer-friendly packaging to support retailers 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 lifestyle. With 3 new USB/Battery powered desk fans, Comfort Zone has the perfect solution for any consumer:

- 5” Oscillating Desk Fan (Item 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.



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- 4" Clip/Desk Fan (Item 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 (Item 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 (Item CZHF1WT) made 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, 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 (Item CZ6XMWT) in white or (Item 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 (Item 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 (Item 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 (Item CZ9BWT), now available with stylish teal and purple translucent fan blades, complete the 2016 Comfort Zone assortment of new product personal fan introductions.

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.

Visit Comfort Zone at www.comfortzone-us.com.

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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. Visit World and Main at www.worldandmain.com.

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