

**BIG ASS
FANS**



OUR TEAM HAS HAD FAR LESS DAYS OFF BECAUSE OF THE HEAT, MAKING US FAR MORE PRODUCTIVE OVER THE SUMMER MONTHS.

WE HAVE HAD SO MANY OF OUR CUSTOMERS TO THE SHED AMAZED AT HOW QUIET THESE FANS ARE AND THE SHEER VOLUME OF AIR THEY MOVE.

Troy Nelson | Brand Manager

CASE STUDY

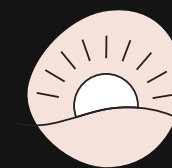
PUTTING FORWARD A PERSONALISED AIRFLOW SOLUTION FOR EVERY SPACE.

Mackay Building Supplies is a local hardware business that has been servicing trade customers around Mackay for over 30 years. Just over 3 years ago, CSR purchased Mackay Building Supplies in an effort to grow their market and focus more specifically on plasterboard and interior construction systems. Today, Mackay Building Supplies (CSR) is a thriving hardware store with huge potential for growth.

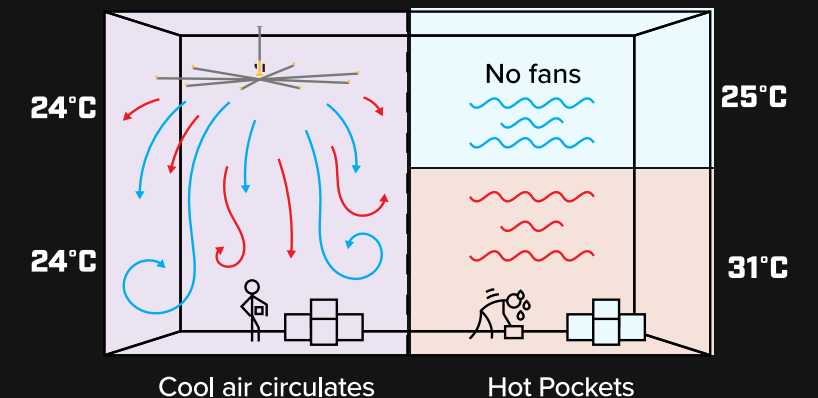
Branch Manager, Troy Nelson, expressed concerns around their metal warehouse and the risk of extreme heat exposure for their employees - averaging between 37 - 47 degrees in summer. Being in one of the most humid areas in Australia (Mackay), our engineers were eager to put our fans to the test and find a solution that would help increase the airflow and reduce the heat felt by employees. Troy expressed the importance of safety within his business and said "once we read the reviews on Big Ass Fans and saw some in

action there was no other contender for the job".

As with any business, the organisational needs and demands are all different. We wanted Troy and his team to have full control of their space. With that we came to the conclusion that Big Ass directional fans would be the most effective choice. With staff working in and around multiple different workstations, whether that be loading dock, or warehouse, the ease of having a mobile fan would ensure airflow directly to the source.

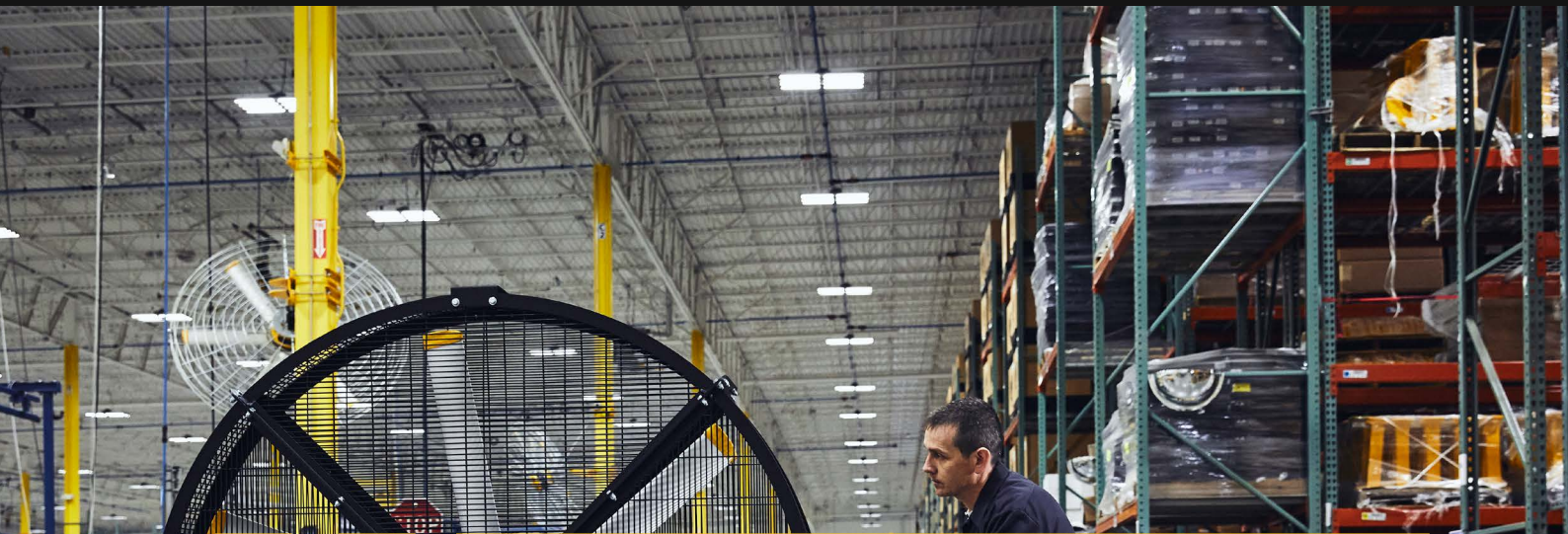
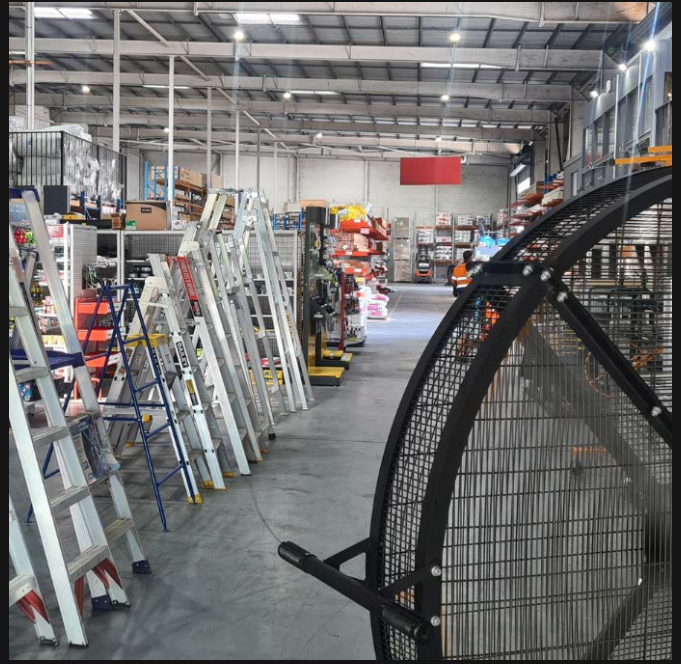


SUMMER HEAT



This decision solidified our mantra here at Big Ass Fans, that fans don't cool spaces, they cool people. Having the fans directed to areas where people were working created a consistent breeze over the employees skin and as a result, an effect known as evaporative cooling occurred, where the body is made to feel cooler even when temperatures feel high.

The Mackay Building Supplies team have since seen "a much happier and more energised team". Troy has seen a huge change in company morale and says that his employees are more open to doing jobs out in the loading dock, now that they have a Big Ass Fan directed in that area. Big Ass Fans are now effectively circulating airflow directly to areas that need it.



THANK YOU FOR MAKING THIS PROCESS SO EASY AND HELPING US UNDERSTAND WHAT FANS WOULD SUIT OUR NEEDS. THE KNOWLEDGE AND DEDICATION TO OUR QUERIES IS WHAT HELPED US GET THIS PURCHASE OVER THE LINE SO EASILY AND QUICKLY. FROM THE ENTIRE TEAM HERE AT MACKAY BUILDING SUPPLIES WE THANK BIG ASS FANS IMMENSELY.

Troy Nelson | Brand Manager