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The Heat Is On To Be More Energy Efficient

By Duncan Pratt-Thompson, Head of Sales, Scott Brothers Ltd.

Retailers are often cautious when it comes to stocking air conditioners, due to the unpredictable British climate and prevalent concerns associated with global warming. In Britain, spring & summer temperatures are often disappointing, with odd exceptions such as the exceptionally high temperatures experienced in April 2007 and July 2006. However, the Met Office has predicted that following recent snows, temperatures this spring are likely to be above normal and if subsequent months follow this trend, summer temperatures look set to exceed the UK average.

As a result of Britain's unpredictable climate, British households are often unprepared for elevated temperatures, as fully installed air-conditioning systems are not justifiable or practical. Coupled with the growing need to be more energy efficient, people are cautious of investing in air conditioning units. Despite this, the British population is increasingly keen to invest in products to improve their comfort, and the market for portable air-conditioners is growing fast, particularly for home owners and smaller businesses. Retailers need to ensure they stock the best product to meet customers' growing requirements for an environmentally friendly solution to keep cool during summer.

An increased volume of carbon dioxide and other greenhouse gases has apparently caused temperatures to increase over the last 100 years. If this rise in temperature continues, more cooling options will be required in the future. Traditional refrigerative units have a significant impact on climate, and as a result, companies are especially conscious of green issues and environmental sustainability, and are developing energy efficient products, such as evaporative bioclimatic air-conditioning units, which use no refrigerant chemicals and are very environmentally friendly.

The air conditioning industry is diversifying dramatically due to climate change. There is a demand for energy efficient units to meet legislation and manufacturers need to offer a full range of environmentally friendly solutions. Scott Brothers Ltd is mindful of energy efficiency and sustainability, and its proven and innovative Convair range of high performance, portable evaporative air coolers provides an excellent solution for keeping homes, offices and commercial premises cool during spells of hot weather.

In Europe, home air conditioning is less common due to higher energy costs and more moderate summer temperatures. However with the UK market for portable air-conditioning units in the domestic and commercial realm rapidly growing, portable coolers offer a profitable investment for hardware, garden, electrical and conservatory equipment retailers. Market and Business Development predict that in 2011 demand for air conditioning equipment will increase by 2% to £731.8 million (at 2006 prices), representing overall growth of 8% in real terms compared with 2006 (1).

Gas and electricity rates are set to climb for a second time this year due to escalating wholesale costs, according to Energy Choices, a ConsumerChoices.co.uk web-site (2). Average energy bills increased by £128 during the last round of price increases, taking quarterly bills beyond £1000. The next round of rate rises, anticipated in the

autumn, will push average annual bills above £1100. Wholesale energy prices for 2008 increased from last year by 66% for electricity, and 60% for gas. With energy expenses expected to continually rise over the next few years, one of the major benefits of using Convair bioclimatic evaporative air coolers as opposed to traditional cooling units, is that they use less energy than a 100W light bulb. Additionally, Convair bioclimatic evaporative air coolers are dramatically more powerful than all other, cheaper evaporative products on the market made in the Far-East, which are both ineffective and simply do not cool.

As the market continues to expand and temperatures continue to rise, consumers are increasingly becoming aware of the alternatives to fixed refrigerative air-conditioning. Portable units are steadily becoming more common in the home and small commercial premises.

Side Bar

About Convair Coolers

Scott Brothers Ltd is the exclusive distributor for the Convair range in the UK and Ireland. There are two sizes of Convair Bioclimatic Evaporative Cooler - the Convair Magicool, which is designed for a room 10-12 m². There is also a larger unit, the Convair Mastercool for larger rooms measuring 17-20 m². In rooms larger than these sizes, Convair units work well as personal coolers.

The Convair portable evaporative air coolers are available in two colours, white and a new look, high-fashion titanium colourway and are packaged in newly designed full colour boxes (ideal for merchandising). All units are guaranteed for 2 years. All Convair products are supplied with full instructions and informative packaging and with a DVD showing how to use.

For more information regarding Convair Bioclimatic evaporative air coolers please contact Scott Brothers Ltd on +44 (0)1477 539 500, alternatively e-mail sales@scottmail.co.uk or visit www.scottmail.co.uk

References

- (1) www.mbdLtd.co.uk
- (2) www.energychoices.co.uk

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