



Now You See It – Now You Don't

The Revolutionary FANAWAY® Retracting Blade Ceiling Fan

Beacon Lighting has launched a revolutionary and innovative retracting blade ceiling fan in association with Aussie inventor, Joe Villella.

FANAWAY® appeared on the 'New Inventors' TV show on ABCTV on October 5th 2005, and won the Peoples Choice for that episode. Soon after, negotiations were entered into with Beacon Lighting to develop the product for the global market place.

The idea for Fanaway came to Joe when he was trying to buy a ceiling fan for his own house. None of the fans on the market had retracting blades and Joe didn't want to have to look at fan blades when the fan wasn't in use. He thought there had to be a better way to design a ceiling fan.

Beacon Lighting has the sole rights to sell FANAWAY® in Australia and is in discussions with many distributors around the world to get the product into the market internationally.

The Product:

FANAWAY® is an advanced ceiling fan with unique aesthetics and energy efficient design. Switched off, the traditionally intrusive fan blades automatically retract and conceal, and visually the unit transforms into a slim, modern light pendant. Turning the fan on creates a centrifugal force which deploys the blades to circulate air within a room. It creates open space in the room environment, accumulates less dust, and is unobtrusive and versatile to visually integrate into most building interiors.

FANAWAY® comes with a 2 year in home warranty and is available in chrome \$389, brushed chrome \$389 and white \$369

The Functions:

FANAWAY® functions both as a light pendant and a ceiling fan. The unit effectively hides the blades from view when not in use. When the fan is turned on, the blades gracefully open out and start pushing air as required. When switched off and the motor starts slowing, the blades slowly retract into the unit and are hidden from view. It provides three speeds for varying air flow for consumer comfort and the light switches on and off separately. By hiding the blades when not in use, the space around the normally obtrusive blades is cleared creating a less cluttered overhead environment.

Apart from providing a clutter free environment, FANAWAY® provides a very different aesthetic to standard ceiling fans or lights. Using quality materials and finishes, FANAWAY® sets its own standard from an interior design and styling perspective.

The awards so far:

Interior Design Awards 2008, interior product design finalist;

Best Homewares & Kitchen Product or Range, Finalist - Home/Lifestyle, The Gift Awards 2008

Most innovative Product or Service, Finalist - Conscience & Creativity, The Gift Awards 2008

Best Home wares & Kitchen Product or Range, Finalist – Australian Designed and/or Manufactured, The Gift Awards 2008

Next [Big Thing] Award 2008, Environmental category finalist

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For further information or interviews with any of the above please contact Sharyn Lowe On 0413 747 633, or Vanessa Partridge on 0412 218 408.