



WOW's green initiative is designed to "improve the work environment and boost productivity, while saving energy and helping the environment at the same time."

Matt Oswald
Executive Vice President, WOW Logistics

An Issue of Efficiency

Based in Appleton, Wisc., WOW Logistics proposed a corporate green initiative to make their 25 public warehouses, totaling nearly 7 million sq. ft. and including ambient, refrigerated and freezer facilities, more energy efficient and environmentally friendly. This green initiative meant finding a viable solution to aid in employee comfort and preserve the integrity of their stored contents.

Sustainable Solution

Big Ass Fans® create energy-efficient cooling breezes throughout these facilities during the summer and efficiently circulate warm air from the ceiling to the floor during the winter to destratify the space—making them a superb year-round air movement solution.

In their initial phase to reduce energy costs and create more environmentally green warehouse and distribution centers, WOW replaced its lighting with a new energy-efficient fluorescent lighting system and replaced ineffective and expensive floor fans with 43 Powerfoil® fans from Big Ass Fans.

Effective Result

The installation of Big Ass Fans resulted in an initial saving of \$134,000 and savings of 59% on the company's average heating expenditure before the ceiling fans were installed. As a result, the fans paid for themselves in less than two years.