



**BIG ASS
FANS**

CASE STUDY

LISTENING NEVER FELT SO COOL

**18 MONTH
RETURN ON INVESTMENT**

When warehouse associates at one of the world's largest retailers complained of unbearable heat, leadership didn't just fix the problem, they transformed the culture. Turning discomfort into data driven action and choosing a partner capable of scaling with its goals, the retailer redefined thermal comfort for thousands of workers.

REAL LISTENING SPARKS REAL CHANGE

Where Employees Are Seen and Heard

A U.S.-based international retailer got complaints from their associates about uncomfortable warehouse conditions. Leadership didn't ignore them or settle for quick fixes. Instead, the company built a culture where associate feedback is heard, welcomed, and acted upon.

Today, that response to a specific problem has grown to a company-wide commitment to operational excellence, and a standard of associate comfort and care across U.S. facilities.

A Strategy to Improve Thermal Comfort

Nearly 70% of the retailer's workforce spends each day

in warehouse environments. When those associates reported the impact of heat and humidity on their comfort and productivity, leadership knew it was time for bold action.

Even in air-conditioned facilities, airflow is essential. Stagnant air leads to discomfort, and in high-activity zones, especially during seasonal heat, traditional HVAC systems struggle to keep up.

The Thermal Comfort Improvement Solution

The retailer implemented a more strategic approach: pair existing systems with high performance Big Ass Fans®. The result? Enhanced cooling, reduced energy consumption, and improved associate satisfaction across the network.

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The company's goal today is simple and ambitious because the results are evident: Fans in every space where associates work. Today, Big Ass Fans® provides this customer with: HVLS Fans (High Volume Low Speed), directional fans, dock door fans, and controls.

Data That Drives Standardization and Growth

Each warehouse has unique airflow challenges: obstructions, equipment, inventory layouts, and work zones all influence comfort. Using its proprietary SpecLab® software, Big Ass Fans® created detailed 3D airflow models of the retailer's varied facilities to determine precisely where and how fans would deliver the greatest benefit.

The SpecLab® data became the foundation for a repeatable operational standard, which today the company uses to ensure consistent comfort, efficiency, and performance.

It Takes a Partner

"You're not a vendor. You're a partner." These are the words spoken by a corporate leader to his Big Ass Fans' account manager.

Big companies with large challenges need more than a vendor, they need a partner who listens, innovates, and grows with them; a partner whose mission aligns with their own commitment to associate safety, wellbeing, and operational excellence.

To support a corporation of this scale requires more than high quality engineered products. It requires a dedicated, knowledgeable team that understands the company's internal processes and expectations.

Big Ass Fans® Corporate Account Program

So Big Ass Fans® built that team: a dedicated internal group designed to deliver turnkey sales, installation, and support for their partner; complete with project management, customer service, and mechanical, electrical, building management systems, and freight logistic services expertise.

Today, Big Ass Fans® provides a similar one-contact support team for each of its corporate accounts.

Through seamless collaboration and a shared commitment to associate wellbeing, the partnership continues to thrive. The retailer relies on BAF for equipment, expertise, data-driven planning, execution, and custom designed solutions. The company's trust in the partnership with BAF has grown so strong that a plan is in place to systematically replace other fans across all locations.

The Return on Listening

The retailer calculated a mere 1.5-year payback on its total fan investment, driven by reductions in associate downtime due to heat related discomfort.

- Associates feel heard.
- Thermal comfort is dramatically improved.
- HVAC costs decrease.
- Productivity increases.
- Listening to associates impacts the bottom line.

When associates are seen and heard, everyone wins. Big Ass Fans® is proud to play a part in helping its partners deliver on their commitment to their associate's safety, comfort, and excellence.

TRUST IS EARNED

A NEW CONSTRUCTION MANAGER WAS HESITANT TO TRUST A MANUFACTURER WITH FULL PROJECT EXECUTION: PERMITTING, INSTALLATIONS DURING CONSTRAINED DOWNTIME, MECHANICAL WORK, ELECTRICAL COORDINATION, AND MORE.

A TRIAL PROJECT THE RETAILER MANAGED THEMSELVES COST THEM FAR MORE THAN IF BAF HAD MANAGED THE PROJECT. SINCE THEN, THE SAME LEADER TELLS COLLEAGUES: "JUST LET BAF DO IT ALL FOR YOU."



**GET IN
TOUCH**

For more information on Big Ass Fans Corporate Account Program,
Contact: 859.469.0485

