

**DATE:** June 6, 2012  
**TO:** Panasonic Ventilation Field Sales  
**FROM:** Ted Cater, Product Manager  
**SUBJECT:** NEW Recessed Can Fan/Light

**Introduction:**

Panasonic is pleased to announce the launch of the WhisperRecessed™ ventilation fan. The recessed fan-light has an upscale designer look and was preferred by architects and designers compared to other recessed can-lights and over the competition during our focus group survey. We believe this to be a very viable alternative that will appeal to quality builders and designers.

**Features:**

- Super quiet operation at .1” (0.8 Sone) and .25” w.g. (0.7 Sone)
- ENERGY STAR qualified fan and light fixture
- Powerful performance at .1” w.g. (80 CFM) and .25” w.g. (66 CFM) with using industry standard 4” duct
- UL listed for tub/shower enclosure when used with a GFCI branch circuit wire
- Fits 2 x 8 construction
- Totally enclosed condenser motor for long life-rated for 30,000 hours of continuous run
- 3 year warranty

**Target Audience:**

- Designers
- Architects
- Builders
- Lighting Showrooms

**Description & Model Information:**

WhisperRecessed is a single-speed, medium-profile ventilation fan with an architectural grade, recessed can light appearance. This product is ENERGY STAR Qualified with a self-ballasted 18 Watt CFL GU 24 pin light. The recessed light has a plastic enclosure that is able to drop further down into the opening for higher interface with furring strip/joist/drywall applications. The fan is dual rated for 4” or 6” duct; the 4” – 6” dual duct adapter is included.

Model #	Description	Unit Sold	Weight	UPC Code	List Price
FV-08VRL1	WhisperRecessed 80 cfm fan/light, 0.8 Sone	1 Each	10.8 lb	8 85170 06180 4	\$233.00

**Competition:**

Broan model 744 & NuTone model 744NT (incandescent light) and Broan model 744FL & NuTone model 744FLNT (fluorescent light). **Currently, none of these models are ENERGY STAR Qualified.**

**Competitive Advantage:**

- Panasonic WhisperRecessed is the **ONLY** ESTAR Rated Recessed Fan Light on the market
- High-end designer quality versus traditional “builder-grade” design
- More Powerful (80 CFM vs. 70 CFM) and about half the sones ( 0.8 Sone vs. 1.5 Sonas)
- **Significantly more energy-efficient** (20.5 watts vs. 34.4 watts)
- 4” - 6” Dual Duct Adapter; included on the product

**Competitive Cross Reference:**

Model Cross Reference	FV-08VRL1		744FL – 744FLNT	
Static Pressure	0.1	0.25	0.1	0.25
CFM	80	66	70	55
Sones	0.8	0.7	1.5	N/A
Watts	20.5	19.5	34.4	32.3
Light Bulb	18 Watt CFL		14 Watt CFL	

**Samples and Availability:** Representative samples to arrive in mid June with stock available in late June. FV-08VRL1 is set up in our system and ready for customers to place orders.

**Sales Support:** Will be available June 25<sup>th</sup>.

Arch Spec	Available on <a href="#">website</a> and <a href="#">BlueVolt</a>
Submittal Spec Sheet	Available on <a href="#">website</a> and <a href="#">BlueVolt</a>
Sell Sheet	Available at <a href="#">RRD</a>
Installation Manual	Available on <a href="#">website</a> and <a href="#">BlueVolt</a>
Service Manual	Available on <a href="#">website</a> and <a href="#">BlueVolt</a>
Training Presentation	Available on <a href="#">BlueVolt</a>
Image and Logo	Available on <a href="#">Panasonic Artwork</a> and <a href="#">BlueVolt</a>

**Sales Promotion:**

No promotion planned for the launch of WhisperRecessed

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