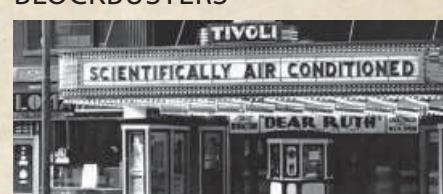


5 COOL FACTS ABOUT AC

In the 1930s, cinemas across the US invested in air conditioning to draw in viewers seeking relief from the summer heat, thus paving the way for the emergence of "Summer Blockbuster" releases.

AC HELPED CREATE SUMMER BLOCKBUSTERS



AC TRANSFORMED ARCHITECTURE



In 1902, Willis Carrier invented air conditioning not for human comfort, but to control humidity in a printing plant. This helped prevent paper from wrinkling and ink from smudging.

Before AC, buildings were designed with high ceilings, thick walls, and large windows to promote natural ventilation. With air conditioning, architects could design taller skyscrapers and windowless office spaces, revolutionising urban landscapes.

IT WAS ORIGINALLY INVENTED FOR PRINTING PRESSES



INCREDIBLY EXPENSIVE AC UNITS



Packard Motor Company introduced the first air-conditioned car in 1939—but it was too expensive and impractical. The cooling unit took up half the trunk space, and there was no thermostat—the driver had to turn off the system if it got too cold!

In the early 1900s, air conditioning was incredibly expensive, and only the wealthiest people and businesses could afford it. The first air-conditioned home was built in Minneapolis in 1913—it cost \$10,000 at the time (over \$300,000 today)!

THE FIRST AIR-CONDITIONED CAR CAME IN 1939



Pick the perfect AC for your space

FROM PAGE J1

Residential space

When buying an air conditioner for residential use, one of the most important factors to consider is capacity, measured in tons or British Thermal Units (BTUs).

A general rule of thumb: 1 ton (12,000 BTU) is suitable for around 120 sq. ft. However, room size isn't the only factor. Sunlight exposure, ceiling height, insulation, number of occupants, and even proximity to the kitchen all impact cooling efficiency.

Ariful Islam, Deputy Executive Director and Head of Research and Innovation for Residential Air Conditioners at Walton, has emphasised the importance of checking the specifications beforehand, stating, "You must ensure you're choosing the right AC for your home, as selecting the appropriate BTU capacity is essential for both performance and cost-effectiveness."

For larger homes or open areas, consider multiple units or a high-capacity inverter AC. An undersized AC will struggle to cool efficiently, while an oversized one will waste energy by cycling too quickly. The right capacity ensures balanced cooling, lower maintenance, and better energy efficiency for long-term comfort.

Commercial space

For business owners in Bangladesh, air conditioning is a necessity that impacts both productivity and customer satisfaction. However, high electricity bills can be a major concern, making it crucial to select the right AC system for your commercial space.

Like residential areas, factors such as square footage, number of windows and doors, local climate, and occupancy levels all play a role in determining the ideal cooling solution.

Smaller shops and offices (under 1,000 sq. ft.) should opt for 2-3-ton units from cost-effective brands, while larger spaces (over 1,000 sq. ft.) benefit from high-performance commercial systems suited for large offices or boutiques.

For large commercial spaces, central air conditioning is ideal, distributing cooled air through ducts. For smaller commercial spaces, ductless systems offer flexibility by cooling specific areas independently.

FEATURES THAT TRULY MATTER
Modern air conditioners come loaded with features, from Wi-Fi remote start to precision sensors detecting room hotspots. Here are the key factors to consider.

A ROUGH GUIDE FOR RESIDENTIAL AND COMMERCIAL SPACES

Residential spaces

- » Up to 120 sq. ft. (Small bedroom) 1 Ton
- » 120-180 sq. ft. (Medium bedroom/living room) 1.5 Ton
- » 180-260 sq. ft. (Large bedroom/living room) 2 Ton

Commercial spaces

- » 500-1,000 sq. ft. (Small Office) 5-10 tons
- » 1,000-3,000 sq. ft. (Retail Store) 10-30 tons
- » 3,000+ sq. ft. (Large Office) 30+ tons (preferably Central/VRF systems)

Window vs split

While split ACs dominate today, window ACs were once popular. Choosing between them depends on installation, design, cooling capacity, and aesthetics. Window units suit single rooms, while split ACs offer greater capacity for larger spaces.

Energy efficiency

Unlike traditional ACs that turn on and off repeatedly, inverter ACs adjust their speed seamlessly to maintain a steady temperature.

"Inverter ACs sip electricity. Unlike their non-inverter counterparts, they don't gulp power in one go. Instead, they gracefully modulate their cooling capacity based on your room's needs," says Md Julhak Hossain, National Sales Manager, Electromart Ltd. This reduces carbon footprints and lowers electricity bills.

Additionally, two key efficiency indicators to consider are COP (Coefficient of Performance) for heating and EER (Energy Efficiency Ratio) for cooling. It is imperative to note that the higher the COP or EER, the more efficient and energy-saving the AC tends to be.

For commercial spaces, opting for an AC unit with a high Seasonal Energy Efficiency Ratio (SEER) ensures maximum efficiency, meaning the AC uses less energy to provide the same amount of cooling compared to units with lower SEER.

ratings.

While energy-efficient models may have a higher upfront cost, they reduce electricity bills in the long run—making them a smart decision. Look for Energy Star-certified units to ensure optimal energy savings and environmental benefits.

A wealth of smart features

Innovative features include a sleek digital display, offline voice control in both Bangla and English, Bluetooth-enabled operation, air filters, noise reduction systems, and an AI Doctor system that improves air quality by killing bacteria and controlling humidity levels, while also providing maintenance alerts.

"The Jamuna Smart Inverter AC includes a PM2.5 filter that uses high-pressure ionisation and nano cold catalyst dust-collecting technology to eliminate even the tiniest airborne particles, ensuring cleaner indoor air. Its Cold Plasma Technology enhances air ionisation, reducing mental fatigue, preventing infections, and boosting vitality," says Monika Islam, Group Director, Jamuna Group.

Other essential factors include cooling speed, noise levels, gas type, spare parts availability, and Coatec Technology, which enhances durability by protecting against rust and corrosion, ensuring long-lasting performance.

Warranty

Whether buying an AC for residential or commercial use, prioritising after-sales service and warranty is crucial. Opting for a brand that offers a comprehensive warranty and reliable customer support can protect you from surprise repair expenses and minimise system downtime.

Professional installation

Correct installation by trained professionals is crucial to ensure your AC performs at its best. Expert technicians optimise airflow and system efficiency while avoiding common pitfalls—such as improper sizing—that can result in higher electricity bills and faster wear and tear.

An expert from Transcom Digital notes, "Commercial spaces generally require an HVAC system (Heating, Ventilation, and Air Conditioning), and its usage is increasing over time." Professional teams conduct site assessments before installation, informing buyers about potential additional costs for pipes, lines, or other add-ons beyond the AC unit itself. Investing in professional installation ensures optimal performance and longevity of your AC system.

SUMMER SAVOUR



A SNAPSHOT OF BANGLADESH'S AC INDUSTRY

Expected revenue in 2025: US\$ 103.19 million | Expected revenue per household in 2025: US\$ 3.01 | Annual growth rate (anticipated): 20%

AC Sales in the Last Two Years

SOURCE: WALTON

2024	650,000
2023	450,000

Market Share of Local and Global AC Brands (in %)



Export of Air Conditioners (in BDT Million)

2018-19	79.21
2019-20	32.824
2020-21	539
2021-22	76.07

Import of Air Conditioners (in BDT Million)

2018-19	8,844
2019-20	11,211
2020-21	9,397
2021-22	12,705

SOURCE: STATISTICAL YEARBOOK BANGLADESH 2022

TRANSCOM DIGITAL

EID Sale

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