



Max fun with Maxxfan, the best-selling product worldwide

Discovering Maxxair, the company that has become a major supplier to RV manufacturers and the aftersales market in North America. More recently, its fans have also been available on the European aftermarket and are now being offered to OEM sector as well..



Maxxair Maxxfan Deluxe open and closed

Words John Rawlings

Maxxair has specialised in ventilation products for every type of leisure (and commercial) vehicle (RVs, caravans, campervans and motorhomes) since 1988. During this time, it has developed a successful range of 12v rooflight fans, covers for roof vents and replacement shrouds for air conditioning units. These are now being used on more than two million RVs. Its covers have been developed to fit over roof vents so they can be left open in all weathers to prevent rain entering, even when travelling, while still providing ventilation. Maxxair's range of fans help airflow in or out of the interior.

Acquisition

When Maxxair was acquired by Airxcel in 2012, it was still only supplying the aftermarket in North America, but had an ambition to supply OEMs as well. The acquisition provided the investment and expertise it needed to develop new products and fulfil this objective for the Maxxair brand. Maxxair's sales to OEMs now exceed those to the

aftermarket sector in North America and it now wants to repeat this success in Europe. Airxcel may be a new name for European OEMs, but it was founded in North America in 1991 and is a leading supplier to the RV industry and manufacturer of gas appliances and ventilation systems (e.g. heating, cooling, ventilation, cooking, window covering, side wall and roofing materials). Rather than entering a new market sector or region from scratch, Airxcel's growth strategy has always been to acquire market-leading brands with synergies to its existing portfolio and then develop them beyond their existing potential. The Airxcel portfolio now includes: Aqua-Hot, Maxxair, United Shade, Coleman Mach, Suburban, Vixen Composites, Dicor Products and CAN. In 2019, Airxcel acquired the Italian kitchen appliance manufacturer, CAN S.r.l. This was Airxcel's first step in its plans to expand into Europe and give it a strategic foothold in the European market with a well-established brand, management, distribution and customer support network.

Former director of CAN, Paolo Moresco, is Managing Director of AirxEU, with full responsibility for pricing and everything associated with managing the European market. He brings a wealth of experience of the caravan and marine industries.

Maxxair ventilation fans and rooflights are part of a range of products AirxEU is now offering OEMs in Europe.

Paolo Moresco commented: "We have had a flurry of activity to get everything up and running. It's been full steam ahead, and we're starting to get more interest and enquiries from OEMs and the aftermarket sector."

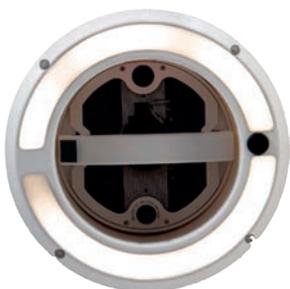
AirxEU is based in northern Italy, where it has offices, a warehouse and a manufacturing facility currently producing CAN cooking tops. It has the capacity to add future product lines, such as Airxcel's Aqua-Hot heating and hot water systems which are currently being developed to suit European caravans, campers, motorhomes and other vehicles.

Maxxair in Europe

There are three Maxxair products that have been enhanced specifically for the European market: the Maxxfan Deluxe and Maxxfan Dome Plus fans, plus the Maxxair Skymax LX rooflight.

AirxEU has already met OEMs and aftermarket suppliers in Europe and has Maxxair products being tested by various manufacturers. Unfortunately, these tests have mostly been put on hold temporarily while caravan and motorhome manufacturing has stopped across Europe due to the restrictions imposed by the coronavirus pandemic. The Maxxfan Deluxe works via a 12v fan and

Maxxair Maxxfan Dome inside view



Open



Closed





About Airxcel

Facilities:

8 across North America, Europe and Asia.

Sr Mgmt. Team:

- Jeff Rutherford, President and CEO
- Debi Jones, Chief Financial Officer
- Paolo Moresco, Managing Director, Europe

Airxcel began in 1991 when the Coleman company divested their Coleman RV Air Conditioner division to a group of company executives. Since that time, the company has continued to grow through innovative product development, market expansion and strategic acquisitions. The Airxcel RV Group provides industry-leading products in recreational vehicle heating, cooling, ventilation, cooking, window covering, side wall and roofing materials under the brands: Aqua-Hot, CAN, Coleman-Mach, Dacor, United Shade, Vixen Composites, Maxxair, MCD, and Suburban.

The Airxcel Commercial/Industrial Group provides highly engineered cooling and ventilation solutions for telecommunications, energy development and storage, and education/multi-tenant housing industries under the brands: Marvair, Eubank and Industrial Climate Engineering (ICE). Airxcel's employees are based in eight facilities across the U.S. Europe, and Asia, and design, manufacture and distribute products all over the world. Airxcel is majority owned by the global private equity firm, L Catterton. Learn more about these trusted brands at www.Airxcel.com.

thermostat so it can either bring in fresh air or remove warm, moist or stale air from the interior. Its built-in rain cover means it can be left open at all times. It fits a roof opening of 36 x 35 to 40 x 40cm and weighs 6kg, is available with a black or white lid, and opens manually or by an electric remote control.

Piar Adams, Vice President of marketing and sales at Airxcel Inc, commented: *"The Maxxfan Deluxe is unique in the European market. It has been developed to be a simple but effective way to circulate air inside the vehicle (even when the cover is closed), so is perfect for when it is left unattended, if pets are left inside during warmer weather, or when it is travelling."*

For maximum air circulation, two Maxxfan Deluxe rooflights can be fitted – one to bring air into the vehicle, and the other to take air out at the other end of the vehicle. The Maxxfan Dome and Dome Plus are compact 12v extractor fans designed to be fitted to roofs or sidewalls with a locking lid and single handed, push button operation. The Dome Plus adds white LED lighting. The Maxxair Skymaxx LX is a large (700mm x 500mm) tinted rooflight to let in lots of light and give a great view to the sky above. It can be opened in four positions and has an integrated flyscreen and blind. It has passive ventilation and is also available as an LX Plus model with LED lighting. It is suitable for 23mm to 60mm roof thicknesses.

Aftersales

To give OEMs and end users the reassurance of an aftersales service, AirxEU is utilising the existing CAN network of repairers.



Piar Adams

Looking ahead

AirxEU is pleased that the OEMs in Europe were able to resume caravan and motorhome production while complying with new social distancing measures. It is also confident that, despite the disruption to production and testing, more and more Airxcel product brands will soon be fitted.

More to come

AirxEU has other Airxcel products already in the pipeline in addition to CAN kitchen cooker units and Maxxair ventilation units. These are being modified for the European market and, for efficient distribution, will be produced at AirxEU's facility in northern Italy.



Maxxair Skymaxx

Airxcel family of brands for the RV industry

