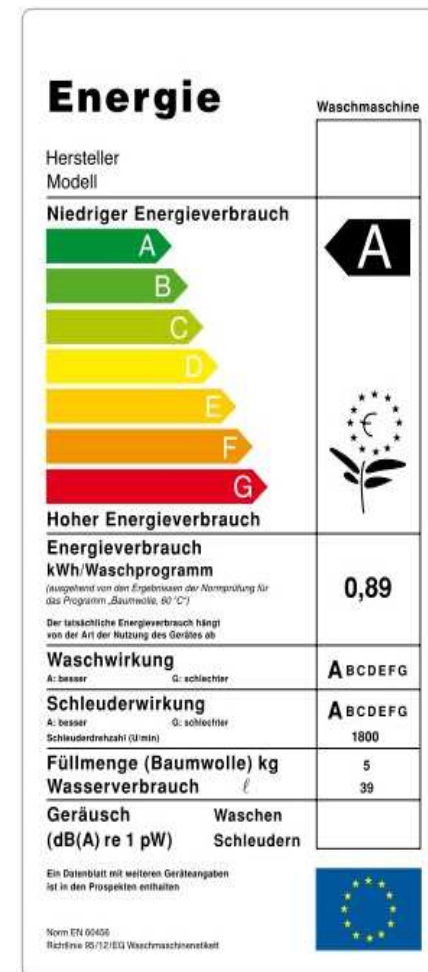




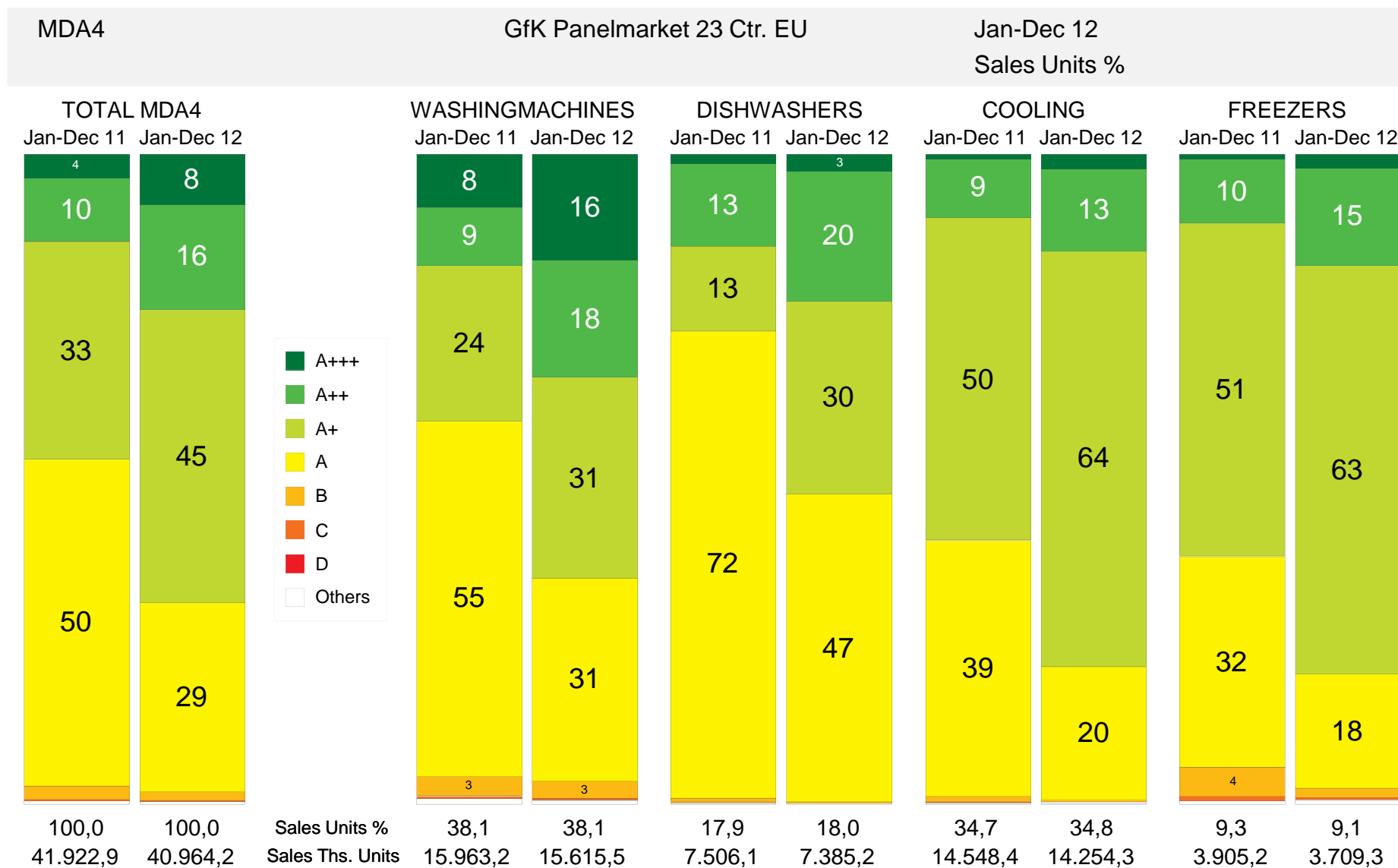
vs.



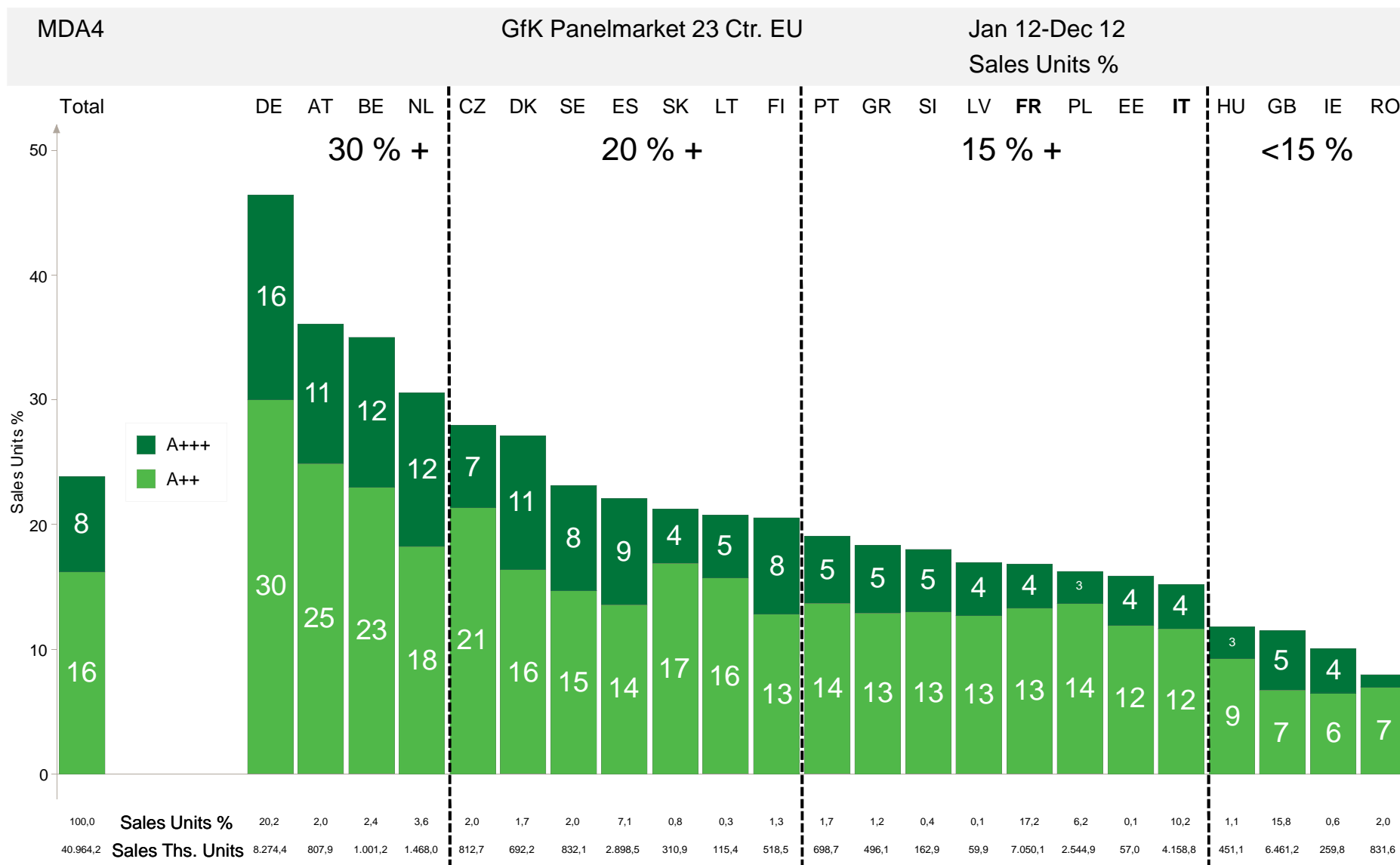
Comparing the acceptance of the new label with the old label
at the point of sale

DOES THE ENERGY LABEL
SUPPORT SALES OF HIGHLY
EFFICIENT PRODUCTS?

Already one fourth of appliances are labelled A+++ / A++.



Germany leading in energy efficient appliances.



DID THE ENERGY CONSUMPTION
REDUCE THROUGH THE LABEL
INTRODUCTION?

After the label introduction energy consumption could be reduced further. Even washing machines consume less despite higher capacities.

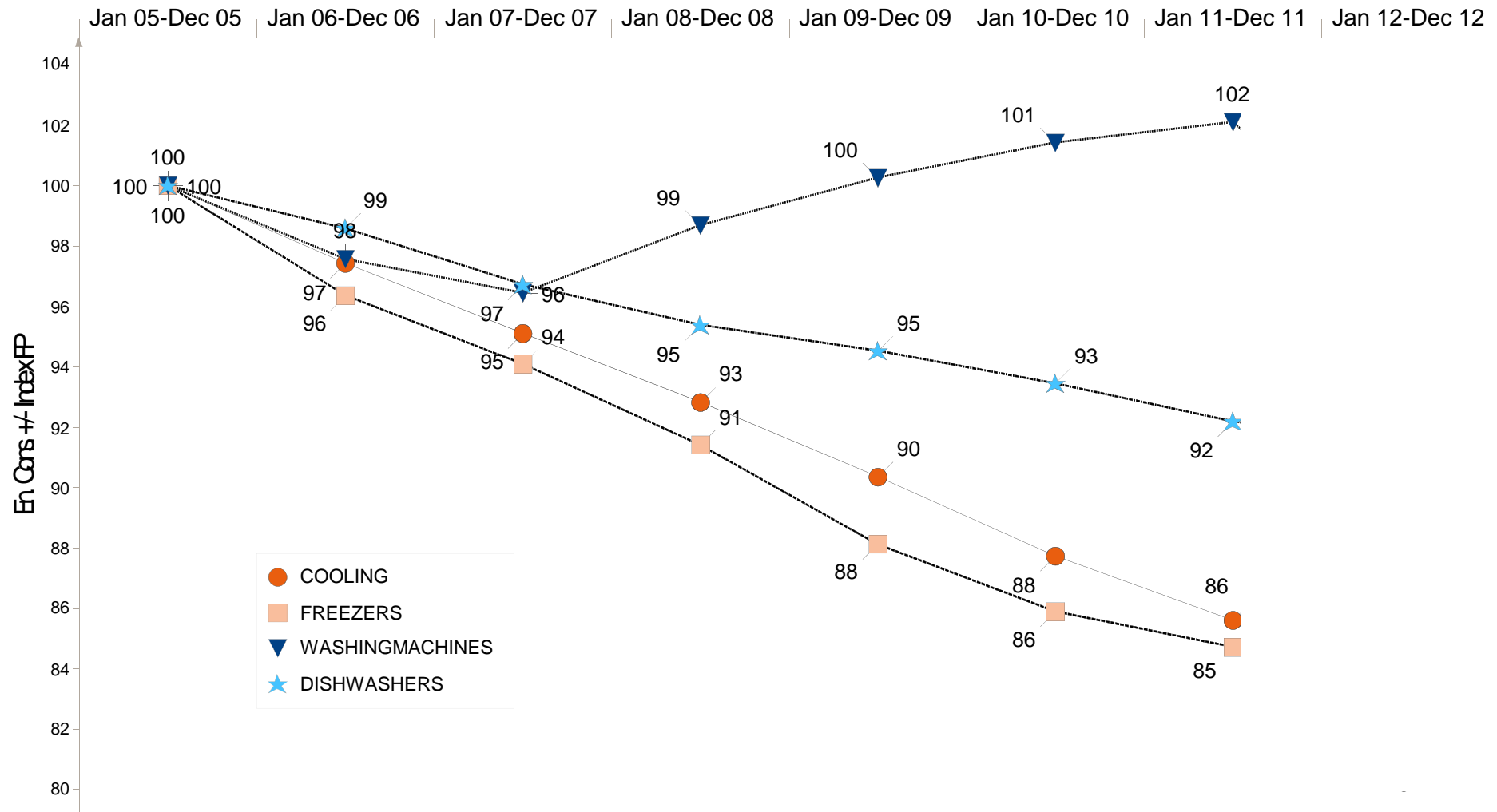


MDA4 (ECO)

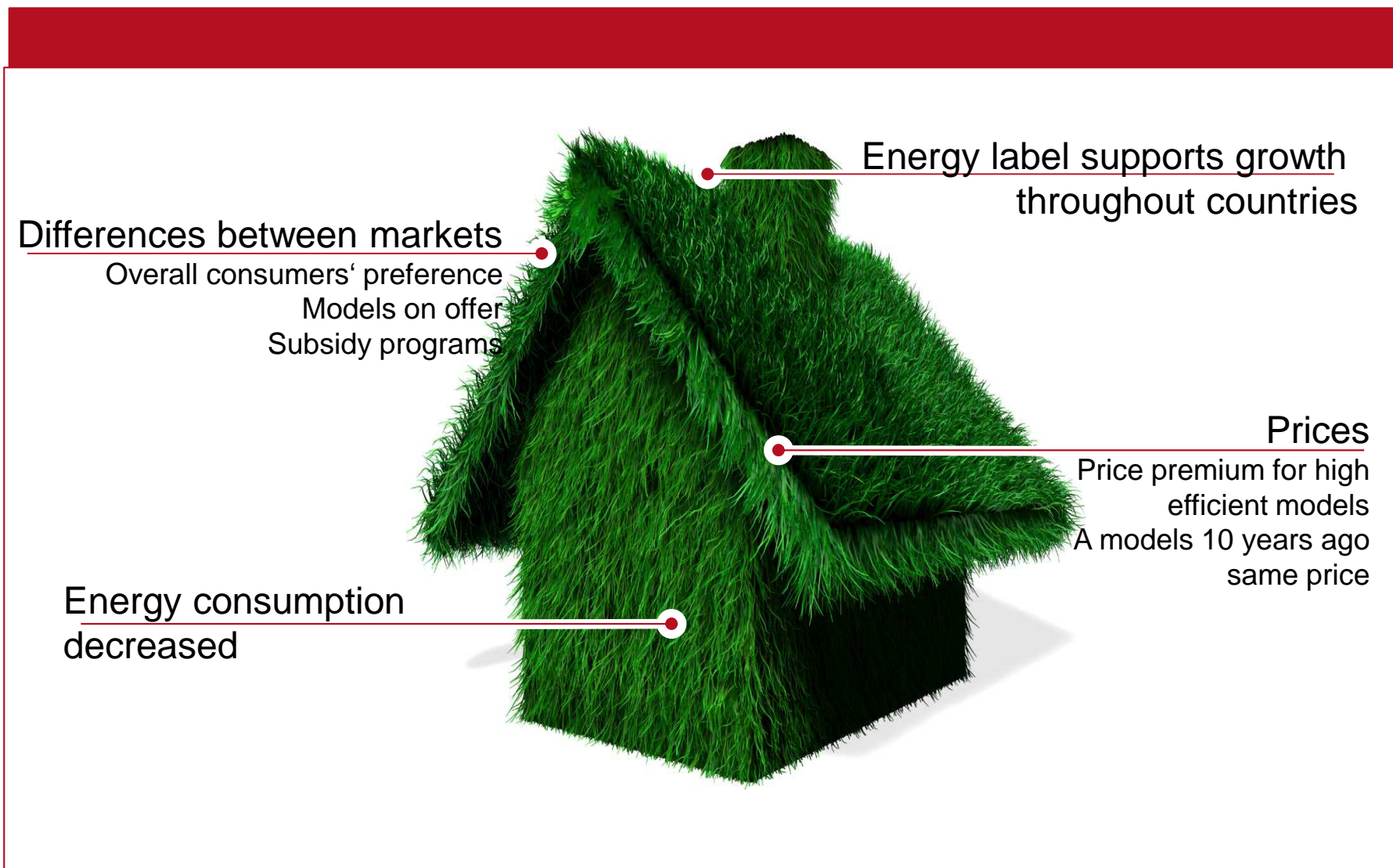
10C WE* GfK Panelmarket

Jan 05-Dec 05 - Jan 12-Dec 12

Eco Facts



Energy label is accepted by the consumer.



The background is a solid orange color with a subtle geometric pattern of overlapping triangles and polygons in varying shades of orange and yellow, creating a modern, abstract look.

IS THE NEW LABEL ALREADY OUT-
DATED?