

'Faster, harder, better, stronger: the new appliance A+++ rating'

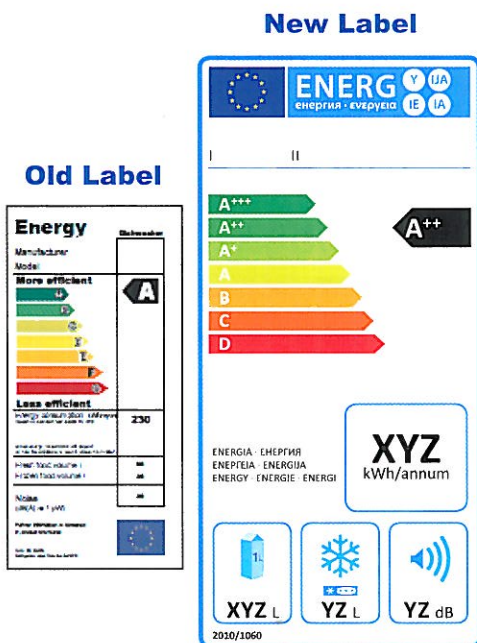
From 20th December 2011, washing machines, dishwashers, televisions and refrigerated appliances will have to display the new energy label under EU law. The revised label is designed to emphasize the product's energy consumption, and enable consumers to calculate its running costs and so choose the most sustainable product.

The new label contains other useful information, including the appliance's noise level, drying efficiency and storage capacity. It's designed to be easy to understand, using minimal language. The label's new A+ ratings and discontinuation (on some appliances) of the ratings E, F and G reflect how appliance performance has improved since the introduction of the original label in the mid-1990s. Retailers are obliged by law to display the new label.

Severn Wye Energy Agency, a not-for-profit independent charity, is working on a pan-European project called Come on Labels. This EU funded project is reviewing retail and manufacturing compliance on the new label, and raising awareness of the importance of labelling domestic appliances.



At Severn Wye, we want to ensure consumers have enough information to make informed decisions when buying new domestic appliances and products with the energy label. To help achieve this we have designed a leaflet for consumers explaining how the label works, and it also includes a buyer's guide. Our top tips are:



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1. Always look for the most efficient product by ensuring the label's colour band is the darkest green;
2. An A++ class product costs less to run compared to an A rated appliance (e.g. an A++ fridge costs around 50% less to run than a an A rated unit);
3. Under the WEEE (Waste Electrical and Electronic Equipment) directive if you're buying a new appliance, the retailer is obliged by law to either accept your old appliance in store free of charge or tell you where it can be recycled for free and many retailers can collect your old appliance from your home, although they are not obliged to do this
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To learn more about the EU energy label,
download our leaflet by visiting our website:
www.swea.co.uk/energylabels

To discuss the project please contact Severn Wye on 01452 835060

For more information on labelling, visit www.direct.gov.uk/energylabel



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To advertise telephone Catherine on **01452 741508**