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## **GREEN TECHNOLOGY SAVES £££s**

***The updating of energy labels reflects the dramatic improvement in the energy efficiency of home appliances, which according to a new Time to Change case study can save £100 a year in running costs for a fridge freezer.***

A new case study by the Association of Manufacturers of Domestic Appliances (AMDEA), for their *Time to Change* [www.t2c.org.uk](http://www.t2c.org.uk) campaign<sup>1</sup>, has revealed how one family has dramatically reduced their electricity bill by switching to green technology. It compared the real life, in-home, usage of a previous generation fridge freezer, manufactured in the nineties, with a new, high efficiency model<sup>2</sup>. The experiment found it cost a staggering £101<sup>3</sup> a year less to run the new A+ fridge, compared with their 18 year old model – a 73% energy saving.

These findings coincide with the introduction of a wave of revised energy labels for large domestic appliances, which includes an A+++ rating for fridge freezers, replacing A++ as the top energy rating<sup>4</sup>. Major advances in green technology mean that very low energy rated (high consumption) appliances have long since been discontinued and the obsolete ratings E, F and G have now been removed from the new labels. This revision, which was launched across the EU in late November 2011, reflects how fridge performance has improved since the introduction of the original label in the mid-1990s, with the rating system straining to keep up with the ultra green credentials of the newest models. To achieve these advances, over the last decade manufacturers have poured a massive £6.6 billion into research to develop environmentally sustainable technology.

However, as energy costs soar many are failing to benefit from this technology as a means to save money and the environment. The family chosen to take part in the *Time to Change* case study were selected for being very representative – Mario Coutinho and his family of four have enjoyed typical usage of their fridge, in a busy kitchen, for nearly two decades. Worryingly, they were one of hundreds of families who owned up to still running a nineties guzzler, when AMDEA were canvassing for case study candidates.

By volunteering to help expand *Time to Change's* understanding of the real savings that new fridge freezer technology can bring, they ended up the proud owners of a high efficiency model, which at current average energy prices, is costing only £38 a year to run, against £139 for the old model. The high-performing fridge will also keep food fresher for longer, reducing their food wastage.

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Douglas Herbison, Chief Executive of AMDEA said, “This is our second case study and it reinforces *Time to Change*’s message that replacing a fridge that is 10 or more year old is a quick and easy way to cut running costs and save the environment. There are much older fridges out there than the Coutinhos’ 18 year old model, yet the study still resulted in dramatic savings. We welcome the fact that a fridge freezer spending just a quarter of the energy of its predecessor, will make a real impact on electricity bills and speed up the payback for replacing an old appliance. ”

**-ends-**

### EDITORS’ NOTES

<sup>1</sup> AMDEA’s *Time to Change* campaign encourages the replacement of 15.4 million old appliances in the UK, which are needlessly wasting energy. [The calculator](#) on the campaign website allows users to key in the age of their old appliance, to pull up an estimate of the electricity and carbon savings they can expect if they opt for a new appliance. Based on data supplied by the Energy Savings Trust, the calculator provides relatively conservative estimates. Keying in an 18 year old fridge freezer, like the Coutinhos’, the prediction is £60 a year annual savings, against the £101 the Coutinhos are now enjoying.

<sup>2</sup>The old fridge was monitored for 3 weeks and then replaced with a state of the art new [Energy Saving Trust Recommended](#) A+ model of equivalent size. This new model was also monitored for a further 3 weeks.

<sup>3</sup>The unit price of electricity used is 14.39pence per kWh. This is the current average UK value for all payment types according to the Energy Saving Trust.

<sup>4</sup>The revised EU energy labelling is illustrated on <http://www.t2c.org.uk/chilling/energy-labels/> with hover text explaining each icon.

### About AMDEA

AMDEA is the UK trade association for manufacturers of large and small domestic appliances; representing over 80% of the domestic appliance industry.

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