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Page 1 of 2

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## **NEW GREEN SUPER-LABEL POINTS THE WAY TO £££-SAVINGS**

***The EU has launched a new ‘super green’ label for a variety of large electrical household appliances such as [fridge freezers](#), [washing machines](#) and [dishwashers](#). The new label provides a wealth of useful information on how different electrical appliances perform in order to help consumers save money and encourage energy-savings when buying or replacing appliances.***

The familiar seven classification bands, from dark green to red, continue to be used on the new label, but with the addition of three new grades to the original A to G classification. For fridges these are A+++, A++ and A+.

In total, the hike in efficiency of these new top performing appliances can reduce energy spend by around 50%. At current energy prices this can represent around £30 a year. Over the 17 year average lifespan of a fridge freezer, with spiralling energy prices, the difference will run into hundreds of pounds.

This means that an appliance with an A+++ classification is now the best product in terms of energy efficiency and an appliance with a D classification is the worst. The greener the band on the new label, the lower the appliance’s energy consumption.

Small icons featured on the label provide an easy guide to the performance and useful characteristics of each appliance – such as fridge and freezer storage capacity. Noise levels – during a machine’s washing and spinning cycles – are also indicated in decibels.

Douglas Herbison, Chief Executive of AMDEA, says: “Manufacturers have spent millions of pounds in recent years making their fridges, freezers, washing machines and other appliances far more energy efficient.

“Almost all electrical appliances with the new label are now at least ‘A’-rated, showing they have taken quite a big leap in energy efficiency. The new EU label will help consumers to compare and purchase the most efficient appliance they can afford today, to save a lot of money over time and also help to reduce greenhouse gases.”

AMDEA’s [Time to Change website](#) shows that 11.7 million old fridges and freezers and 3.7 million washing machines<sup>5</sup> are guzzling resources in kitchens (and garages) around the country. 15.4 million<sup>6</sup> outdated appliances are still in use in households across the UK. They are at least 10 years old and are needlessly wasting energy and water. Replacing these old machines with today’s high efficiency models could save 3.6 TWh of electricity a year; sufficient energy to light a large town - or a million homes - for an entire year.

ENDS

## EDITORS' NOTES

1. Effective 20 December 2011, the new EU energy label for, washing machines and dishwashers became mandatory and the old label may no longer be supplied.
2. Fridge/freezers had an earlier deadline of 30 November. However, manufacturers could voluntarily supply the new labels before then and many of them were doing so throughout 2011.
3. Effective April 2012, it will become mandatory to mention the energy class in all communication material where energy-related price or technical information is disclosed.
4. Some appliances, including electric tumble dryers, combined washer dryers and electric ovens will continue to use the A-G label classification under existing EU directives until new regulations for these products are published. Regulations for vacuum cleaners and dryers are in the pipeline.
5. Source: Market Transformation Programme (MTP), advisors to Defra.
6. Source: MTP estimates that 15.4 million outdated domestic appliances are still in use in the UK.

### **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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