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Release: Immediate

Cutting the carbon and the jargon on old fridges and washing machines

Saving £45 a year on electricity bills and reducing food waste are two of the practical benefits of modern technology now explained on www.t2c.org.uk, the savings calculator and information website that presents the environmental case for changing ageing appliances for energy efficient models.

Updating the *Time to Change* calculator to reflect current (August 2008) energy prices, the Association of Manufacturers of Domestic Appliances (AMDEA), has taken the opportunity to illustrate the wider eco-benefits of the latest generation of appliances and how they work better on less.

Over the last decade the domestic appliance industry has spent £6.6 billion developing technology that allows fridges and washing machines to use a fraction of the energy and water to keep food fresher longer and clean laundry better.

Pages dedicated to fridge and washing machine features now provide illustrative guides explaining how each function maximises the machine's eco-efficiency. Hovering the cursor over the image of a fridge or washing machine reveals how intelligent technology contributes: fridge door alarms that avoid accidental energy wastage; fast freeze and temperature controlled zones that conserve food longer; timer delay washing cycles that take advantage of off-peak rates and steam clean for faster, better results.

UK homes are still running an estimated 15.4 million fridges and washing machines that are ten or many more years old. Compared with the performance of the latest A + rated models, the wasted electricity could light a large town for an entire year.

The Time to Change calculator encourages visitors to key in the age of their old appliance to instantly estimate their personal household savings, while other important concerns such as the carbon impact of manufacture and disposal are also addressed in plain English. All the data presented are derived from recognised independent sources.

www.t2c.org.uk Savings Calculator Facts

Replacing a 1995 fridge freezer with an A+ rated model can save:



54% of the energy =
£45 a year



The equivalent of leaving a light on, day and night, for 2½ years.



Enough CO₂ to fill 17,680 five litre balloons

Replacing 15.4 million old appliances still in use could save enough electricity to power a million homes

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Douglas Herbison, Chief Executive of AMDEA, believes that as the public is watching its energy bills, switching to an energy efficient appliance will in the long-term save both energy and money:

“Our industry is now highly carbon conscious and our high efficiency appliances are a testament to this. The public has also become much more environmentally aware, but if the Government is truly committed to achieving emissions targets, a cut in the rate of VAT may not be sufficient to encourage the switch. It should offer more persuasive financial incentives as is already the case in a number of Member States in Europe, including Italy.”

-ENDS-

EDITORS' NOTES

1. *Time to Change* is the UK segment of a pan-European programme, organised by the European Committee of Domestic Equipment Manufacturers (CECED), to encourage the replacement of 188 million old, energy-hungry, large domestic appliances still in use across Europe.
2. AMDEA is the UK trade association for the manufacturers of large and small domestic appliances; representing over 80% of the domestic appliance industry.
3. Fridge features are on <http://www.t2c.org.uk/fridges.html#features> and washing machine features on http://www.t2c.org.uk/washing_machines.html#features . In addition to the hover text the information is available to download in list form.
4. The Italian incentive scheme is government backed. It offers an income tax rebate of up to €200 for each Italian customer replacing an old domestic fridge with an A+ or A++ appliance. It started on 1 January 2007 and has now been extended until 31 December 2010. In 2007 approximately 600,000 high efficiency models were sold, more than doubling year on year sales.

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