

Energy advisors primed for coolest savings advice

Representatives from Energy Advice Centres across the country, from Nottingham to Devon, have been taking a close look inside the latest generation of energy efficient fridges and freezers. As electricity prices soar, they took part in a full day workshop to explore technology developed over the last decade that can more than halve the cost of cooling food and drink for many of their local customers.

There are an estimated 11.7 million ageing fridges and freezers still in use in homes around the country and the workshop was organised by the Association of Manufacturers of Domestic Appliances (AMDEA) in collaboration with Severn Wye Energy Agency (SWEA). A packed programme, presented by technical experts, compared the environmental performance of A+ rated fridges with appliances that are ten or many more years old. It also provided very practical information on when to change, how to dispose of the old model, how to choose and how to use appliances most effectively. The Energy Saving Trust was also on hand to explain how A+ rated models earned the Energy Saving Recommended label.

The event took place at the Miele Experience Centre in Abingdon, Oxfordshire and many of the leading brands were represented along with energy suppliers and retailers. Commenting on the task ahead Kaye Welfare, Assistant Director of SWEA, Chair and facilitator of the workshop said: "We have our work cut out for us. A recent survey of Europe and Scandinavia presented to us at the seminar, showed that we in the UK are still the least likely to take energy efficiency into account when purchasing a major domestic appliance."

The workshop is just one part of AMDEA's *Time to Change* campaign which has published a calculator at www.t2c.org.uk which allows the public to check out their savings by keying in the age of the old fridge or freezer they are currently running.

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Image 1: From left to right: Douglas Herbison, Chief Executive of AMDEA, Simon Grantham, Chief Executive of Miele, Kaye Welfare, Assistant Director of SWEA addressing advisors.

Image 2: Douglas Herbison, Chief Executive of AMDEA, addressing advisors.