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Release: Immediate

## Time to Change forges link with Comet

AMDEA has joined forces with leading electrical retailer Comet to offer customers the Time to Change calculator, which allows consumers to estimate their potential savings if they opt for a high efficiency cold appliance or washing machine. Comet is the first retailer to adopt the Time to Change calculator which has been added to their new Go Green section at <http://www.comet.co.uk/shopcomet/advice/364/Go-Green>

AMDEA's Chief Executive, Douglas Herbison, welcomed this support: "This move is an encouraging indication that retailers are also concerned with sustainability and prepared to promote the benefits of the most eco-friendly appliances."

*Time to Change* [www.t2c.org.uk](http://www.t2c.org.uk) aims to effect the replacement of the 15.4 million outdated fridges and washing machines still in use in the UK. Replacing these aging models with high efficiency appliances could save 3.6 TWh of electricity a year; sufficient energy to light a large town - or a million homes - for an entire year.

Herbison sees syndicating the calculator to major retailers as key to consumer education: "Reminding customers, at point of purchase, of the advantages of the

greenest appliances is a crucial element in achieving market transformation. Having developed the technology, we need the message echoed right down the supply chain. Further online alliances are under discussion and we are also noting growing interest in training, to help retail sales staff to explain the environmental features to their customers. The calculator shows that replacing a fridge that is more than a decade old with a high efficiency model can at least halve energy consumption. As energy prices spiral, this has to be welcome."



The calculator allows Comet shoppers to key in the age of their old appliance to instantly pull up the monetary, CO<sub>2</sub> and electricity savings they could make if they install an equivalent, new A+ rated model.

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User-friendly results employ every day examples to illustrate the various forms of average annual savings. Replacing a 1995 fridge freezer with an equivalent A+ rated model saves enough electricity to leave a standard 60W light on, day and night, for eight months and sufficient CO<sub>2</sub> to fill 17,351 (5 litre) balloons. While replacing a washing machine of a similar age with a top performing model can save 3,653 (1.5 litre) kettles of water, every year. The calculator relies on data models supplied by Defra's Market Transformation Programme and the Energy Saving Trust.

-ENDS-



## EDITORS' NOTES

1. AMDEA is the UK trade association for the manufacturers of large and small domestic appliances; representing over 80% of the domestic appliance industry.
2. *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.
3. Print ready images of the savings calculator are available on request.

**Press contacts for images and further information:**  
**AMDEA Press Office**  
**Dee Fernandes, or Philippa Burton**  
**Tel: 020 7722 9034 e-mail: [amdeapress@bfipr.co.uk](mailto:amdeapress@bfipr.co.uk)**