

MEDIA INFORMATION

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Time to Change @ www.t2c.org.uk New website points way to greener white goods

An estimated 15.4 million outdated domestic appliances are still in use in households across the UK. These fridges, freezers and washing machines 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.

Today, the Association of Manufacturers of Domestic Appliances (AMDEA) unveils *Time to Change*, its new initiative to encourage the public to replace the 11.7 million fridges and freezers and 3.7 million washing machines¹ that are guzzling resources in kitchens (and garages) around the country. The cornerstone of the campaign is a new website www.t2c.org.uk where the savings calculator demonstrates how, thanks to advances in technology over the last decade, replacing ageing products with new energy efficient models can result in personal savings and make a real contribution to the environment.

Keying in the type of appliance and approximate year of manufacture instantly pulls up how much electricity, money, CO₂ and water could be saved, if the old model was replaced with a new A+ appliance. Depending on the type of appliance, replacing an outdated machine can typically halve electricity usage, cut energy bills by around £36 a year, reduce household carbon emissions by some 180 kilos and reduce water consumption by a third. To make it easier to envision these savings, there are practical comparisons illustrating what the energy units or kilos of carbon saved equate to in everyday terms -- days of light bulb use, kettles of water, or balloons filled with carbon dioxide.

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¹ Source: Market Transformation Programme

Time to Change @ www.t2c.org.uk/2

Peter Mann, President of the Radio, Electrical and Television Retailers' Association (RETRA) welcomes the move, saying: "Climate change is a serious problem that affects us all. A simple yet effective way for people to reduce their carbon footprint and help the environment is to replace their old, inefficient household appliances."

Douglas Herbison, Chief Executive of AMDEA, adds: "In the last decade the industry has invested £6.6bn, across Europe, to develop high performance products that can make a major contribution to environmental targets. *Time to Change* aims to bring home to the public the positive effects these developments can have on domestic utility bills and household carbon emissions."

However, research published today by Allianz Insurance and AMDEA² shows that while many householders are keen to go green, the initial cost of replacement is holding them back. The research also shows that those who are older, or on lower incomes, find it hardest to reap the benefits of greener machines and reduced household bills.

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² Allianz Insurance Survey by GfK NOP and AMDEA YouGuv Survey (See second release: "Time to Change calls for green rewards")

Notes to editors:

- 1 To preview www.t2c.org.uk and try out the calculator, call or email the press contacts below for the security passwords.
- 2 **For further details of the Allianz and AMDEA Surveys published today, see AMDEA's second release: "Time to Change calls for green rewards".**
- 3 *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, large domestic appliances still in use across Europe.
- 4 AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances.
- 5 GfK NOP conducted a nationally representative telephone omnibus survey, for Allianz Insurance, amongst 1000 adults aged 16+. Fieldwork was conducted 31st August – 2nd September 2007. Weighting was applied to the data to bring it in line with national profiles.

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