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Release: Immediate

## Energy savings online at retra

Users of the Radio, Electrical and Television Retailers' Association (retra) website now have energy saving information at their finger tips. This week AMDEA's *Time to Change* calculator went live on [www.retra.co.uk](http://www.retra.co.uk), allowing visitors to compare the running costs of old and new domestic appliances.

The new co-branded *retra/Time to Change* calculator lets consumers and retailers key in the age of their old fridge, freezer or washing machine and instantly pull up the savings they can expect to make if they invest in one of the latest high efficiency appliances. For example, replacing a fridge freezer manufactured in 1995 with an A+ rated model would more than halve the electricity bill and significantly cut the household carbon footprint. Visitors to the retra website are then able to search for their nearest independent retailer to discuss their needs further.

The new online facility reveals retra's strengthening ties with the Association of Manufacturers of Domestic Appliances (AMDEA) and its *Time to Change* campaign.

*Time to Change* [www.t2c.org.uk](http://www.t2c.org.uk) aims to encourage the replacement of the 15.4 million outdated fridges and washing machines, bought a decade or more ago, that are still in use in UK homes. Recycling these ageing models and swapping to the latest green technology could save 3.6 TWh of electricity a year; sufficient energy to light a large town - or a million homes - for an entire year.

Bryan Lovewell, Chief Executive of retra, said:

"We are delighted to offer this online resource, which can be easily accessed by consumers and retailers alike. Energy efficiency is becoming an increasingly important consideration when customers buy new domestic appliances, which is why it is important that retra provides as much useful advice on the issue as we can."

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The calculator uses 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 data models behind these figures are supplied by Defra's Market Transformation Programme and the Energy Saving Trust.

AMDEA's Chief Executive, Douglas Herbison welcomes retra's adoption of the calculator:

"retra was an early supporter of the *Time to Change* campaign and this is further proof that they share our members' (the manufacturers) concerns with sustainability. Crucially, it also shows that independent electrical retailers are in tune with their customers' need to balance the household budget, in the face of increasing energy bills — and our *Time to Change* calculator is a good place to start."

- 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. retra is the UK's leading trade association for independent electrical retailers and servicing organisations. Their members include electrical retailers, service engineers, custom installers, computer stores and electronic music shops.
4. To gain greater public exposure for Time to Change, AMDEA is in the process of syndicating the calculator to a range of UK retailers and manufacturers, who have already shown an interest.