

AMDEA MEDIA NOTICE

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WHY E IS EFFICIENT ON NEW ENERGY LABELS

SHOCK TO THE SYSTEM

Shoppers will notice a starkly different energy rating on all new dishwashers, washing machines, washer dryers, fridge freezers and wine coolers, as these products display the new A to G energy label. AMDEA (the Association of Manufacturers of Domestic Appliances) has marked this milestone by publishing an engaging guide [AMDEA New Energy Labels 2021](#) that unpacks the new rating scale and redesign, that might initially come as a shock to customers who are used to purchasing products rated A+, A++ and A+++.

METHOD BEHIND THE RESHUFFLE

The new simplified ratings, based on revised calculation methods, deliberately leave more room at the top of the scale for future energy-saving innovation and spread the classifications more evenly from A to G. With no plusses and a higher standard for each rating, initially the most energy efficient fridges and washing machines will primarily be classified between C and F. The same high efficiency models, just with different labels. The new system is driven by the vast improvements in sustainable technology over the decade and the need to create space for the future at the top of the familiar rainbow scale.

[AMDEA's Shopping for your appliance? Know your A to G](#) section, in the guide, gives a handy and straightforward scroll-through of what each label will look like and pulls out the key information that will help customers make smart purchases.

The new labels have undergone a well-thought-out redesign that improves the way shoppers compare the all-important energy efficiency of products but *also* compares other features that matter to customers as they juggle job, family, friends, activities and household chores - like the time it takes to run a full load on a washing machine or a dishwasher. These are now measured in values that are more relatable and are based on 'real-life' household usage, considering aspects like new lower temperature eco-programmes and average capacities.

SUSTAINABLE LIVING

[AMDEA's sustainable revolution](#) section, in the guide, explains how by choosing energy saving appliances and using new 'smart' features, customers can reap the benefits of the domestic appliance's [sustainable revolution](#), that has resulted in the most frequently

purchased fridge freezers now using 40%^[i] less energy than those in homes a decade ago, allowing householders savings of some £300 in running costs over the decade^[ii].

AMDEA's Chief Executive, Paul Hide welcomes the new label and believes it will be key in helping customers choose the most sustainable product for their needs, which is good news for the over 70% of shoppers who, according to a recent survey, believe that sustainability and environmental impact are important when choosing a domestic appliance^[iii].

Paul Hide said:

“New energy labels have simplified the search for the most sustainable appliances. They make it easier to compare products and include features like a QR code that allow customers to access useful product information and a new rating for noise - surely an important feature when many of us now have to conduct on-line business meetings when working from home!”

“This label revision has been driven by a sustainable revolution in appliances and provides room for further developments. It is part of the wider eco-design measures, which have been developed in consultation with our industry, and aim at cutting household energy use and bills. This includes the government’s new Right to Repair requirements which puts the emphasis on maintaining the availability of spare parts for up to 10 years. This all represents a bright future where energy saving appliances are part of the net zero carbon target solution.”

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Notes to editors

1. **AMDEA** is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members' products include most of the UK's top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

For further information:

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^[i] Appliance Average Consumptions 2020, Energy Saving Trust on behalf of AMDEA

^[ii] Appliance Average Consumptions 2020, Energy Saving Trust on behalf of AMDEA

^[iii] 3Gem Research conducted for AMDEA. Total sample size was 2,000 adults. Fieldwork was undertaken in February 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).