



The *Good* guide to Energy Star®

The blue mark for the world's most efficient appliances

It's no secret that everybody loves to save money. Saving money, however, need not only benefit your wallet. By choosing more energy efficient home appliances and office equipment you can save money while helping protect our environment.

As New Zealand's population and economy grows, our energy demands increase by two percent each year. Making the most energy-efficient choices will help decrease this growth.

The benefits of becoming energy efficient include reducing our carbon emissions, a more secure electricity system, and making energy more affordable for businesses and families. With power bills seemingly always on the rise, understanding which products are energy efficient—and will therefore save you money—is becoming increasingly important.

Raising awareness about energy use is the pride and passion of EECA (the Energy Efficiency and Conservation Authority), a Crown entity responsible for helping Kiwis become more energy efficient.

EECA provides information to help Kiwi consumers easily understand how energy-efficient (or not) products are. Choosing efficient appliances is important because we use them daily and tend to hold on to our appliances for a long time. The average life span for fridges and freezers in New Zealand is 15 years.

EECA also encourages smart, simple actions to cut appliance energy use, because energy efficiency isn't just about what appliance you buy—it's about how you use it every day.

When it comes to selecting the most energy-efficient products, EECA has implemented two important labelling systems. These systems allow you to assess the energy use of a product at a glance.

The Energy Star mark and the Energy Rating Label

If you've recently purchased a whiteware product, you'll probably recognise the Energy Star mark and the Energy Rating Label. It's important to distinguish between the two labelling systems, because they are very different.

The Energy Rating Label gives you information on how much energy a product uses, through a rating scale of six stars. The blue Energy Star is awarded to only the most energy efficient products.

“The Energy Star simplifies the purchasing process. It's like the Heart Foundation Tick. If a product has an Energy Star on it, then it's one of the most efficient products you can buy”

— Chris Green, EECA

The Energy Rating Label system makes it easy for you to compare the energy efficiency of both similar and different sized models of appliances. Put simply, the more stars on the label, the more energy efficient the appliance is compared to similar models, and ultimately, the more money you'll save on running costs.

Currently you'll find the Energy Rating Label on all whiteware appliances and heat pumps. It's important to make sure that when you're comparing the number of stars on the label, you're comparing similar products. For example, if you're comparing two-door 300L fridge-freezers, the one with the most stars will be the cheapest to run.

The Energy Rating Label has two ways to help compare the energy consumption of each model:

1. The more stars on the label, the less energy the appliance needs to get the same performance as a similar model. Every extra star equals a minimum 10 percent saving in running costs.
2. The number in the red consumption box tells you approximately how much electricity the appliance needs over a year. The lower the number is, the lower the running costs.

If you've been on the hunt for a new washing machine lately, you may have also noticed a separate label used to assess water consumption efficiency. The Ministry for the Environment is in charge of this label. It operates just like the Energy Rating Label. The more stars a product has out of six, the less



water it uses and therefore the more efficient it is. This label is found alongside the regular Energy Rating Label.

Looking at the number of stars is something you don't have to worry about when it comes to the blue Energy Star.

If you're holding this magazine, energy-efficiency and environmental responsibility are probably important to you. Energy Star gives the best of both worlds.

The blue Energy Star is an independent, international benchmark for energy efficiency, only awarded to the top 25 percent most-energy-efficient products in each category. The Energy Star mark cannot be purchased.

“The Energy Star simplifies the purchasing process,” says Chris Green of EECA. “It's like the Heart Foundation Tick. If a product has an Energy Star, then it's one of the most efficient products you can buy.”

Currently you'll find the Energy Star on televisions, home audio equipment, DVD players, computers, printers, copiers, heat pumps, dishwashers, washing machines, fridges and freezers. There are plans to expand the label to set-top boxes and CFLs soon.

A growing number of us want to purchase products that are efficient, offer value for money and are environmentally friendly. The Energy Rating Label and blue Energy Star systems make our purchasing decisions simple and easy, and encourage manufacturers to make their products more energy-efficient and environmentally friendly. And that can only be a good thing for consumers and the planet.

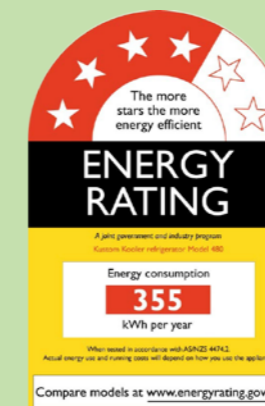


THE ENERGY STAR MARK

The Energy Star Mark is an independent, international benchmark for energy efficiency, only awarded to the top 25 percent most-energy-efficient products in each category.

An Energy Star-qualified washing machine is on average 50 percent more efficient than non-qualified models.

TVs with the Energy Star Mark are 30 percent more efficient than non-qualified models.



THE ENERGY RATING LABEL

The more stars on the label, the less energy the appliance needs to get the same performance as a similar model.

Each extra star equals a minimum 10 percent saving in running costs.

The red consumption box tells you approximately how much electricity is needed to run the appliance over a year. The lower the number is, the lower the running costs will be.

For further information on EECA and its energy initiatives see www.eeca.govt.nz

The Good Guide

BOSCH



Cleaning up on sustainability

Bosch: setting a global standard in energy efficiency

If you've been on the hunt for a new kitchen appliance, chances are you've spotted the Bosch brand of fridges, dishwashers and washing machines. Bosch designs some of the most efficient home appliances on the planet.

Bosch is made by the world's third-largest home appliance manufacturer, BSH Home Appliances, which was last year named the most sustainable company in Germany. The company is a bit of an old hand when it comes to environmental responsibility. It's been working on reducing the energy and water consumption of its appliances since the 1970s, and was one of the first major manufacturers in the world to eliminate CFCs (chlorofluorocarbons) from its fridges and freezers.

Like its parent company, Bosch adheres to a strict set of environmental principles to make sure its innovative products are energy-efficient, safe and economical to run. Designed to reduce environmental impact during their everyday use, Bosch dishwashers conserve energy by reducing water usage by up to 12 percent compared to previous models.

That's good news for us: household appliances are responsible for approximately half of the average home's power bill, so efficient models don't only help the environment, they save us money.

Bosch has a whole heap of Energy Stars to show for its efforts: 12 models of dishwashers, six washing machine models and a refrigerator all carry the prestigious blue mark, awarded to only the most energy-efficient appliances.

What has Bosch done to earn so many of these coveted Energy Stars?

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Its ActiveWater dishwashers are packed with state-of-the-art energy saving technologies that wring out every last drop of use from every single drip of water. The dishwashers carry a Heat Exchanger, which stores heat from the final rinse in its stainless steel walls and uses it to dry your dishes, saving electricity. Energy use is cut a further 20 percent by the AquaSensor, the machine's all-seeing eye that scans the water to determine how dirty it is; if you licked your plates clean and the water's stayed pretty clear, it will be re-used later in the wash cycle. With all these clever water-saving technologies, it's no surprise you'll



save more water using a dishwasher than washing those dirty dishes by hand—and we're always looking for an excuse to not do the dishes.

Whatever will they think of next? Well, BSH isn't stopping there. Its aiming to set global industry benchmarks for energy efficiency and innovation for products and production, pushing other appliance-makers to up their game—while no doubt remaining one step ahead.

For more information on energy efficient Bosch products, go to www.bosch-home.co.nz

The Good Guide

HEWLETT-PACKARD



More than just a PC term

HP: at the forefront of energy-efficient PC solutions

What's your next challenge when you're already the world's largest technology company, with a portfolio that spans printing, personal computing, software, services and IT infrastructure?

If you're Hewlett-Packard (HP), you set yourself the ambitious goal of reducing the energy consumption and associated greenhouse gas emissions of all your

consumption and associated emissions of HP operations and products to 25 percent below 2005 levels by 2010.

"Environmental sustainability across the entire product lifecycle is a fundamental part of our DNA at HP," says marketing manager Warwick Grey, of Hewlett-Packard New Zealand's Personal Systems Group. "New Zealanders are very conscious of the impact they're making on the environment

notebooks and Mini PCs to coincide with the launch of Microsoft Windows 7, all carrying the Energy Star seal of approval. Here's just a few to get you going: The HP ENVY13, HP Mini 311, HP Pavilion MS200 All-in-One Desktop PC, HP TouchSmart300 All-in-One Desktop PC and HP Pavilion dm1 and dm 3 notebooks. HP was also the first company to offer Energy Star qualified servers—no mean feat!

"At HP we're committed to adhering to the highest global standards in energy efficiency and environmental sustainability. The Energy Star mark assures our customers that we're delivering on our commitment," says Warwick.

Reaching beyond the stars, HP has also developed a nifty little application to help you work out your energy consumption. The HP Carbon Footprint Calculator allows you to compare products, estimate how applying power-saving technologies, upgrading to more efficient features, and consolidating devices can lower your energy use and carbon footprint (visit www.hp.com/go/carbonfootprint). HP's commitment to helping consumers reduce the environmental impact of HP products is also demonstrated by its Planet Partners Programme, which offers a return and recycling service for HP hardware.

With all this in mind, HP's pledge to deliver environmentally sustainable solutions, efficient products and creative recycling systems is well on its way to 'mission accomplished'.

For more information on HP products and environmental initiatives see www.hp.com/environment

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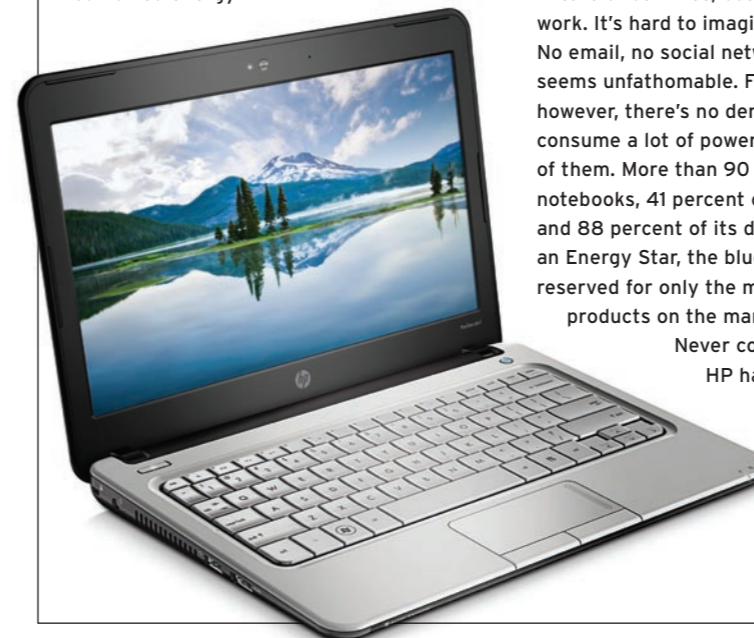
products to 40 percent below 2005 levels by the end of 2011. Phew!

The company's more than halfway there already. It's met its goal of reducing combined energy

and we want to help our customers to choose the best products to minimise this impact."

Computers have become a permanent fixture of our lives, both at home and at work. It's hard to imagine life without them. No email, no social networking—the thought seems unfathomable. For all their virtues, however, there's no denying most computers consume a lot of power—most, but not all of them. More than 90 percent of HP's notebooks, 41 percent of its desktop PCs and 88 percent of its display monitors carry an Energy Star, the blue seal of approval reserved for only the most energy-efficient products on the market.

Never content to slow down, HP has just released a new range of consumer desktops,



The Good Guide

ELECTROLUX

Appliances with ecological sensibilities

Electrolux: Swedish style and sustainability

Electrolux decided a long time ago that taking care of the environment could be a stylish affair.

"Long before the inconvenient truth of Kyoto, Electrolux recognised the importance of stewardship and sustainability," says John Henley, director of Electrolux New Zealand. "In many ways respect for the environment is in Electrolux's genetic code."

Water and energy represent 72 percent of the environmental impact generated throughout an appliance's entire lifecycle. With a percentage that high, it's no wonder reducing energy consumption is a key objective in product development at Electrolux. Sometimes that means finding ways to make existing technologies more energy efficient, or introducing different technologies entirely, such as induction cooking for hobs and heat pumps for clothes dryers.

And sometimes it means launching an eco-specific range of appliances, so that you know exactly where to look for your next fridge or washing machine. That's why Electrolux created its Eco-Range, a selection of energy- and water-efficient products designed with the environment in mind.

Electrolux has found itself in a unique position: its entire current range of refrigerators has been awarded the Energy Star mark for energy excellence. Fridges are traditionally among the largest energy users in the home, but most Electrolux Eco-Range fridges have five- and six-star energy efficiency ratings. Its refrigerators, freezers and fridge-freezers also use a non-synthetic refrigerant with lower global warming potential.

It turns out you can even teach Electrolux fridges a thing or two. Using what is termed 'adaptive defrost technology', your fridge automatically learns your usage patterns and



auto-defrosts to suit you.

Perhaps most impressive is the Electrolux heat-pump clothes dryer. Using clever heat pump technology, Electrolux has created a dryer with a 5.5-star energy rating—a feat that hangs many of its competitors out to dry.

Of course, sustainability is more than putting an energy-efficient washing machine in your home (even one from Electrolux, whose frontloading washing machines have all reached the Energy Star pinnacle). Before it was packed with your dirty laundry, your washing machine began its life in a factory—so it's good to know that Electrolux has taken all stages of product development into consideration, making sure the company's operations, from factory emissions to product performance, are as

sustainable as possible.

It's been recognised for its efforts by the prestigious Dow Jones Sustainability World Index, which includes the top 10 percent economic, environmental and social performers of the world's 2,500 largest companies.

Electrolux understands that energy efficiency isn't just about creating an appliance that uses less energy; it's also about educating consumers on how to use them. That's why there's a special section on its website full of handy tips and advice on how to save energy and water, so you can protect your wallet as well as our environment.

To find out more about Electrolux's Eco-Range, visit www.electrolux.co.nz

**THE WISE
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A NEW
STAR
THIS XMAS.**



It's easy to know which are the most energy efficient appliances – look for the ENERGY STAR® mark – it's New Zealand's only independent mark of energy efficiency.
www.energystar.govt.nz

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