

AMDEA MEDIA NOTICE

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AMDEA's New Energy Labelling Toolkit – all the trade needs to know from A-to-G

AMDEA has created an easy-to-use, online toolkit for appliance manufacturers, distributors and retailers to ensure they are customer-ready for 1st March 2021 when new energy labelling will replace the old labels on all shopfloor and online displays.

The new energy rating affects dishwashers, washing machines, washer dryers, fridges and freezers and wine storage. These products will be rated simply from A to G, doing away with the current 'plus' system and making it easier for customers to compare products *and* allowing the industry space to develop eco-performance.

The online toolkit is a practical visual guide, designed to get busy retailers up-to-speed with the changes. It explains that vast improvements in energy efficiency have driven the need to rescale the labels. This information pack offers easy access to the background, a timeline of what needs to be done and when, a gallery of the new labels defining their key features, FAQs to prepare the industry to answer customer questions and an infographic highlighting the industry's eco-achievements over the last decade.

The toolkit's 3-minute training video offers retailers another efficient and fast way of brushing-up on all they need to know about the new labelling.

Paul Hide, CEO, AMDEA explains “Our training toolkit has been distributed to industry stakeholders and further [trade inquiries](#) are welcomed on this email.”

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Notes to editors

1. The attached images show the home page of AMDEA’s New Energy Labelling Trade Tool Kit and a new fridge freezer label from the label gallery.
2. [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.

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