EEDAL '09

Energy Efficiency in Domestic Appliances and Lighting

Estrel Hotel and Convention Center
16 – 18 June 2009, Berlin

EEDAL '09

Energy Efficiency in Domestic Appliances and Lighting

Domestic Appliances: progress & potential

Dr. Kurt-Ludwig Gutberlet

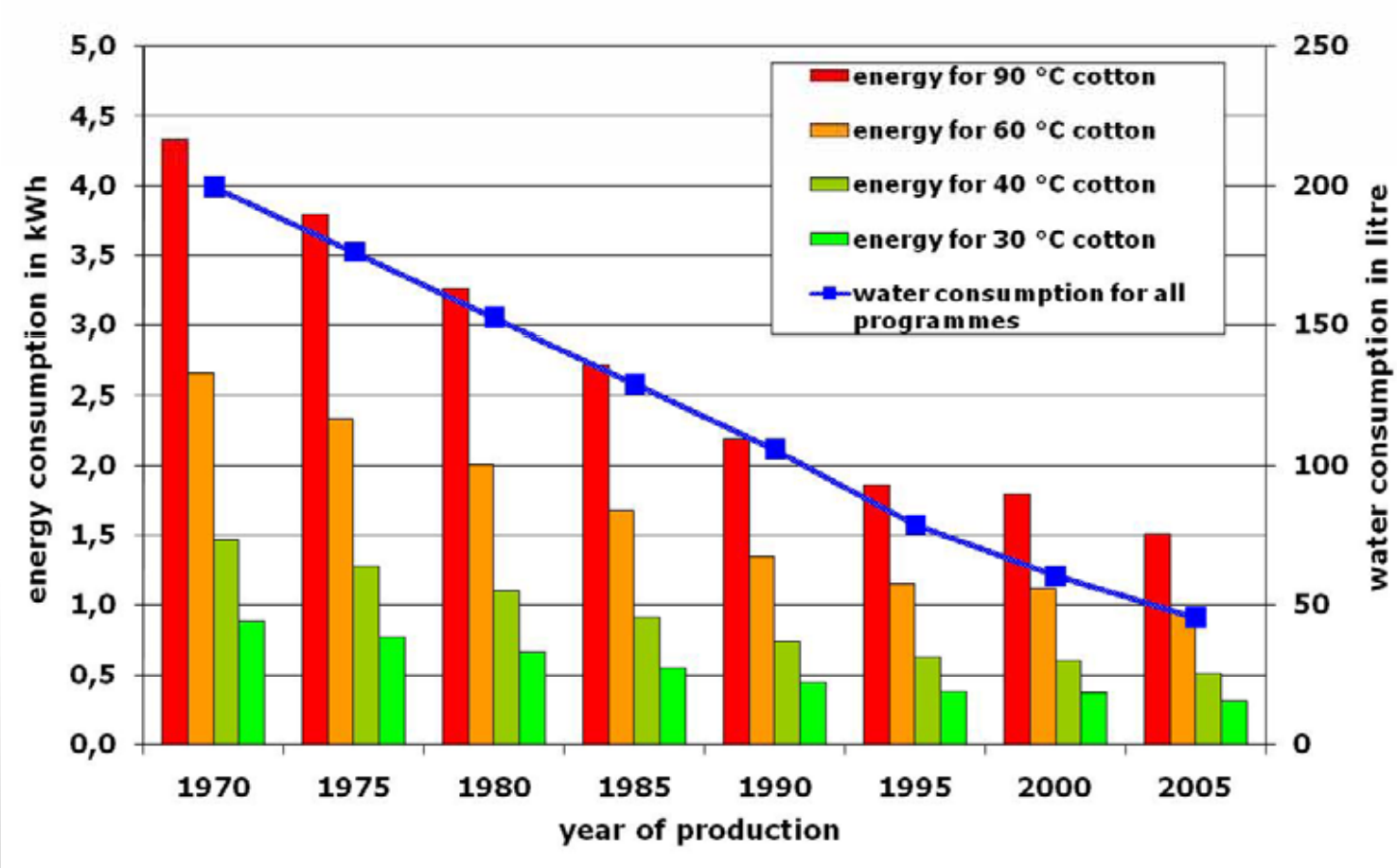
President CECED, European Committee of Domestic Equipment Manufacturers

ceced

Development of "best technologies"

EEDAL 2009

Each new generation of washing machine consumes less



Source: Prof. Dr. Rainer Stamminger, University of Bonn

Market penetration with open ended label

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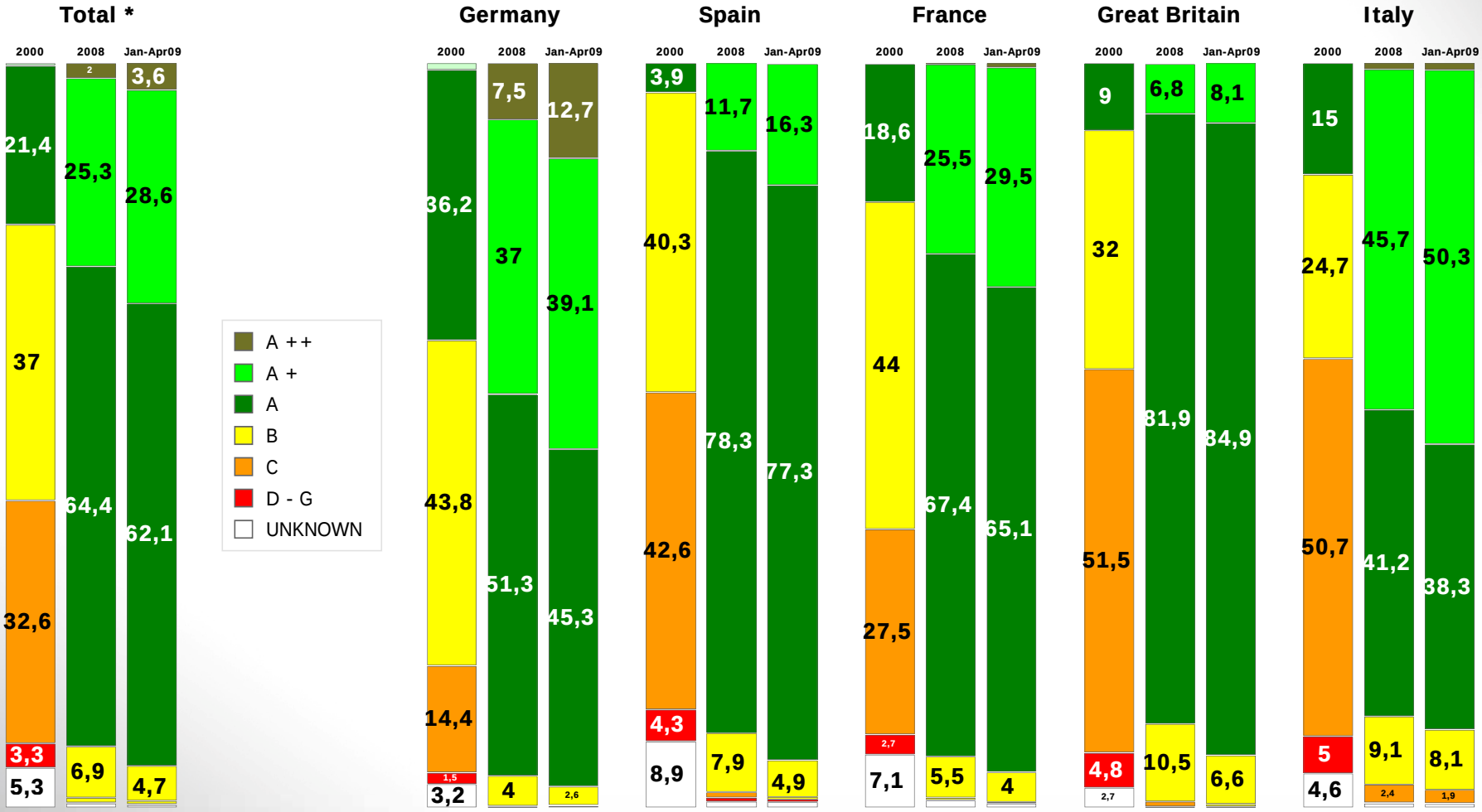
COOLING: Sales Units %
2000/2008/Jan-Apr 09



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*AT,BE,DE,ES,FR,GB,IT,NL,PT,SE

Closed label hides innovation message

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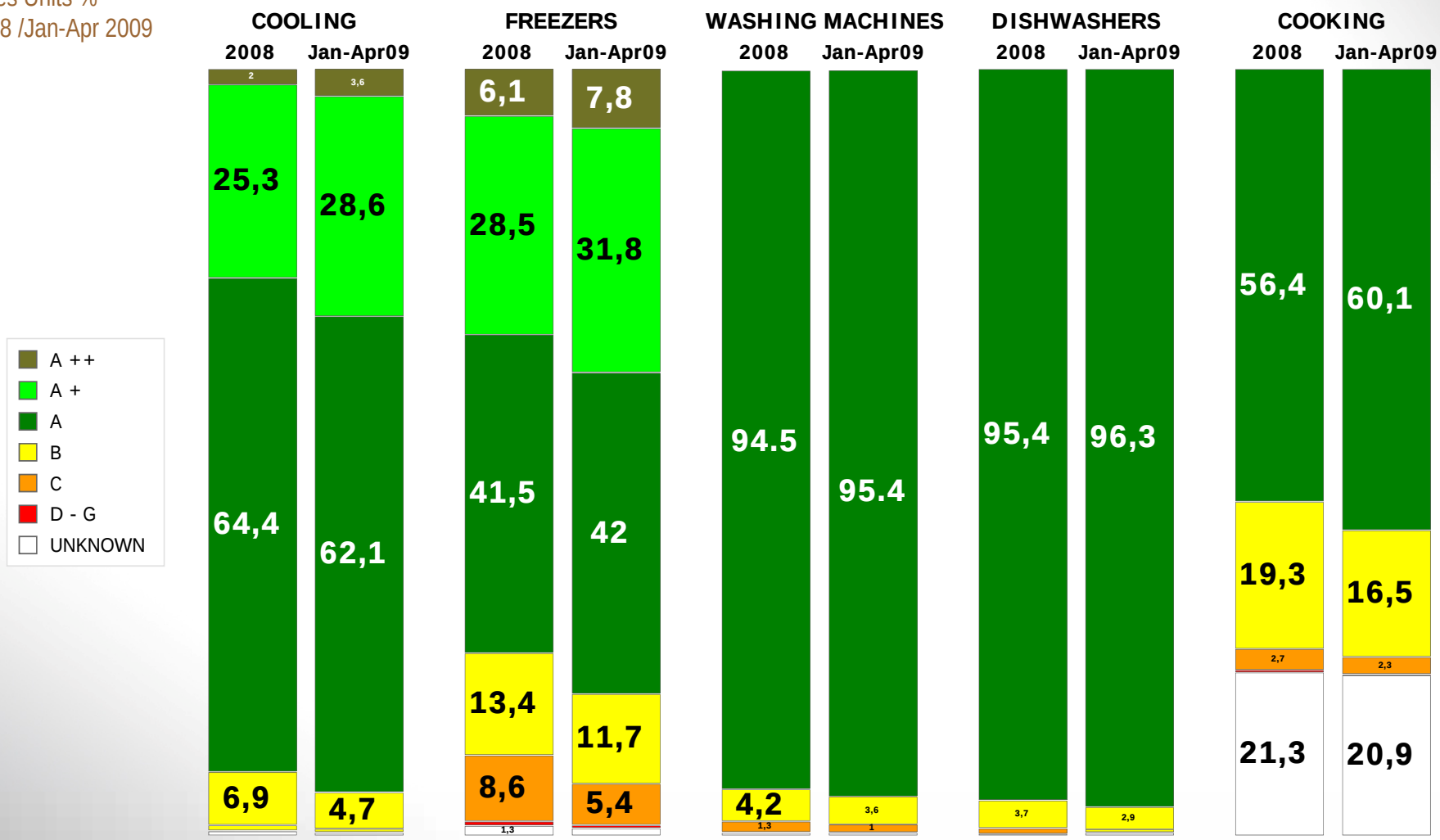
GfK Panelmarket 10C WE*

Sales Units %
2008 /Jan-Apr 2009



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*AT,BE,DE,ES,FR,GB,IT,NL,PT,SE

Australia goes for an open scale

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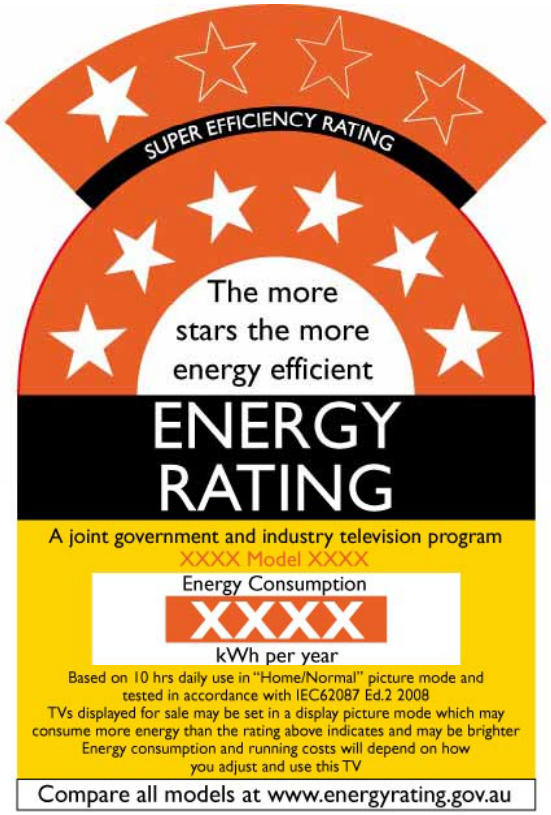
1-6 star label
Mandatory label

7-10 star label
Voluntary super efficiency rating



The new Australian energy label - TVs

Better products; 40% electricity savings

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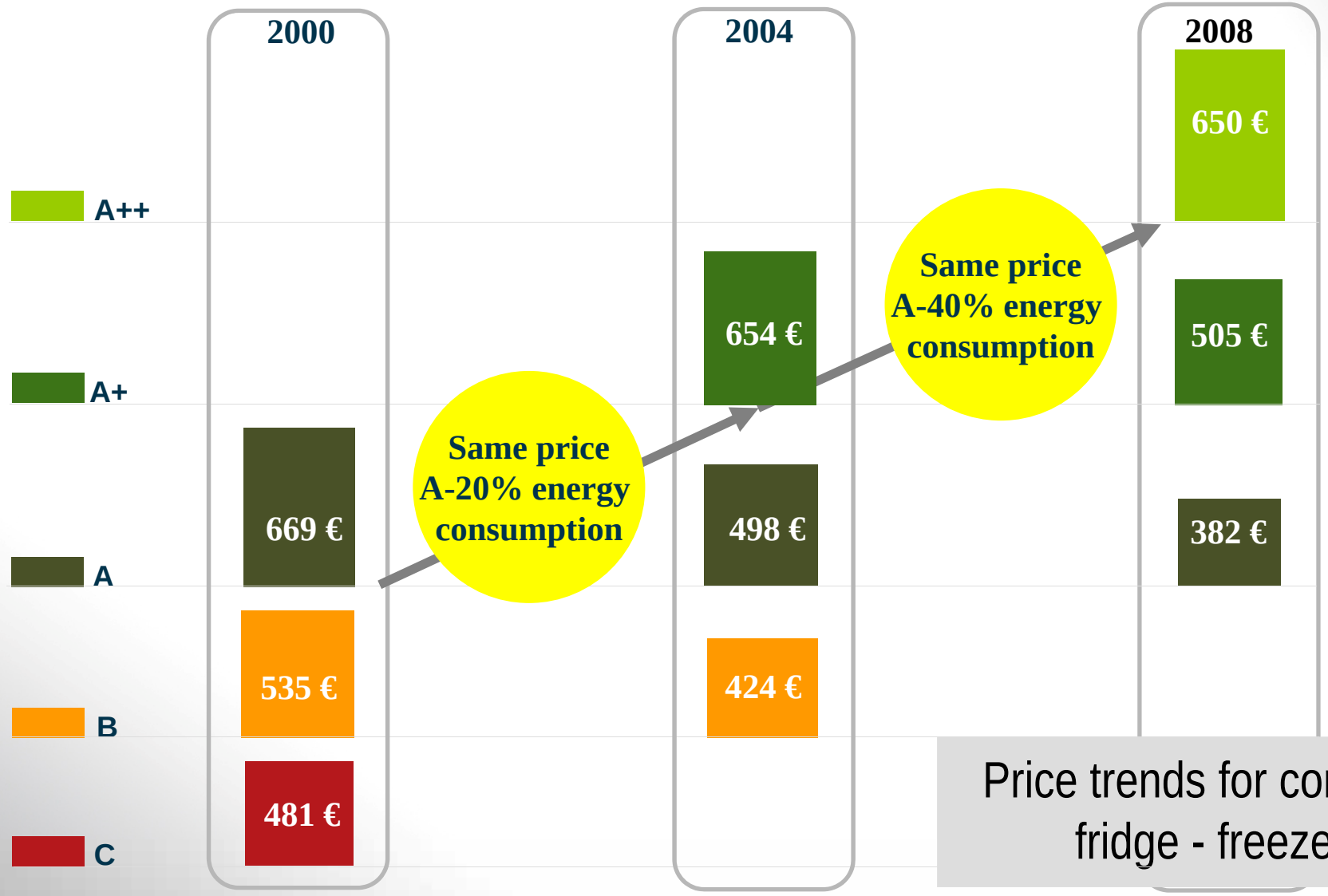

Price trends for combined fridge - freezers

Source: GfK Panelmarket 10 countries: AT,BE,DE,ES,FR,GB,IT,NL,PT,SE

Incentives transform market in Italy

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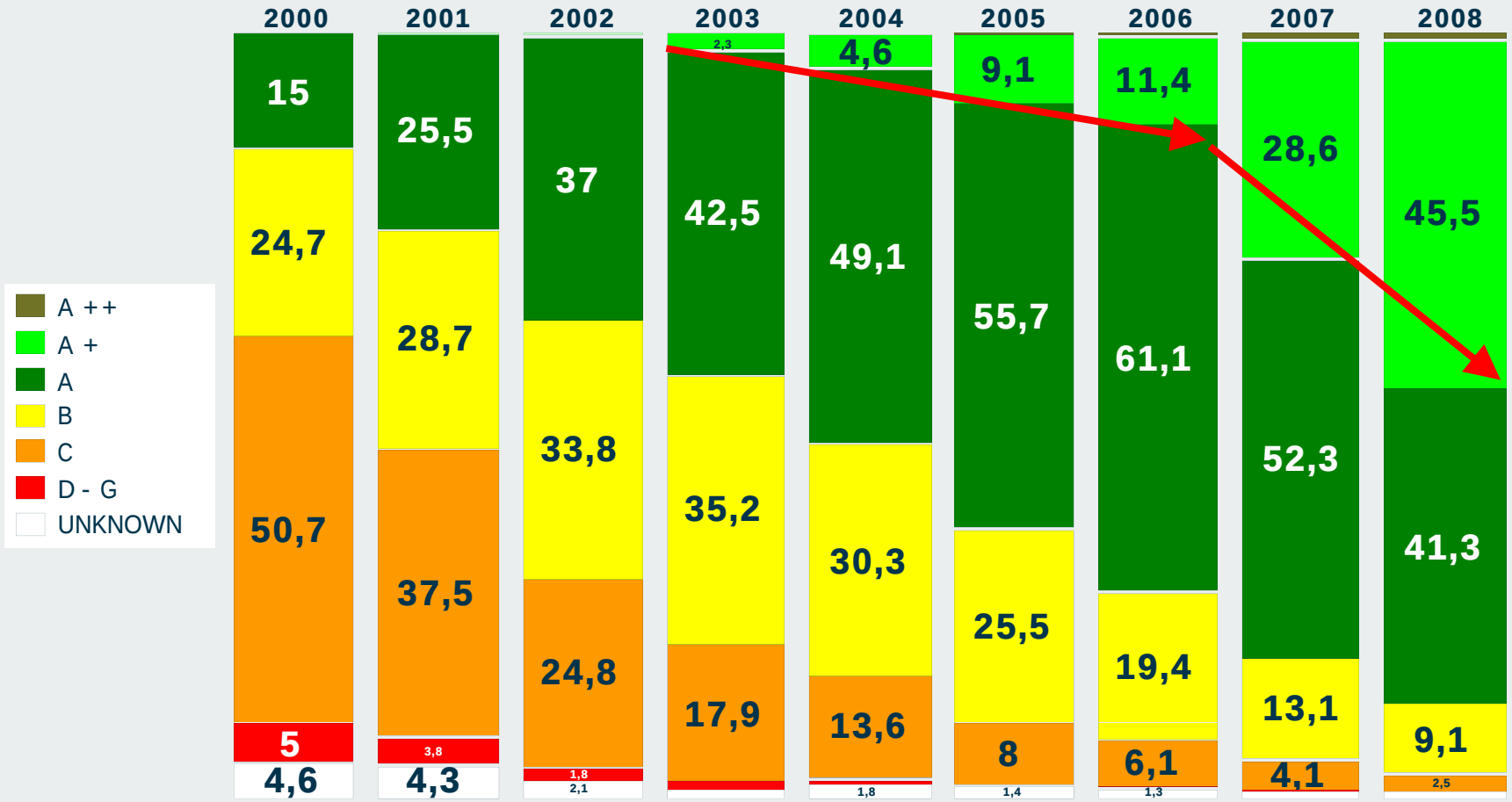
GfK Retail and Technology

COOLING
Sales Units %
2000 - 2008



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Ecodesign + Labelling potential savings

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Measure	Estimated savings (annual by 2020)
Freezers/Refrigerators	6 TWh
Washing Machines	2 TWh
Dishwashers	2 TWh
Electric Water Heating	140 TWh
Air Conditioning	30 TWh

Source: European Commission EuP studies

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Thank you for your attention

For additional information contact CECED
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