



Energy Rating Label data and app

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Today

The Energy Rating Label

Information Failure

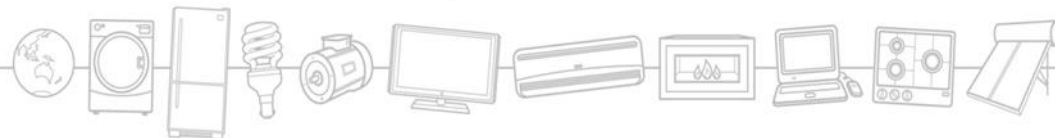
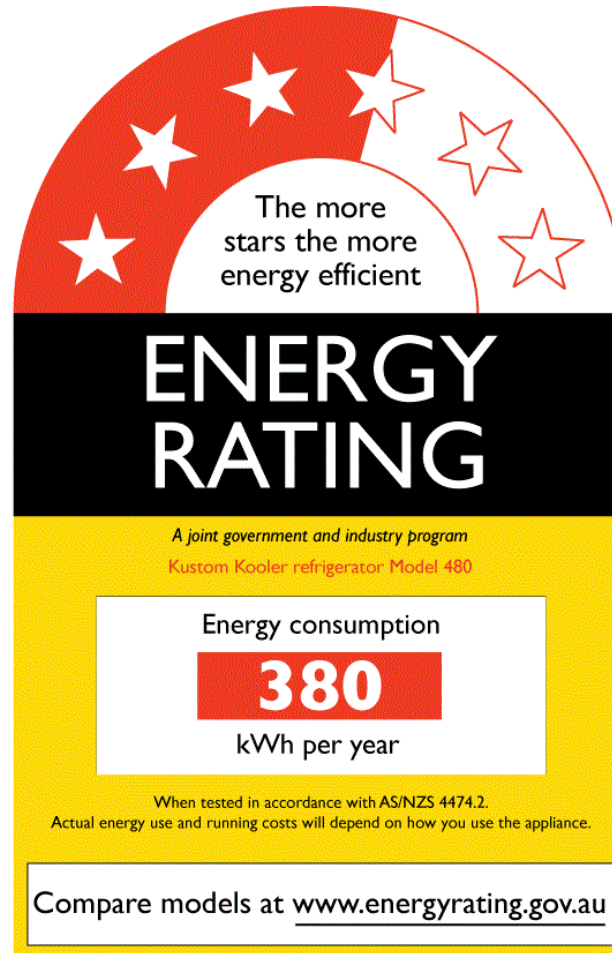
Tools and the rise of mobile

The Energy Rating App

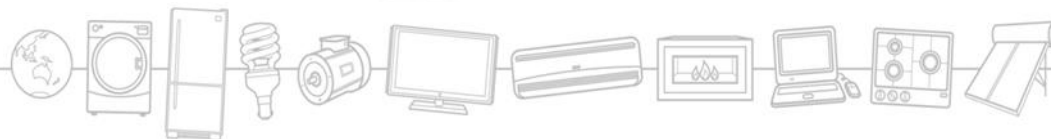
Opportunities



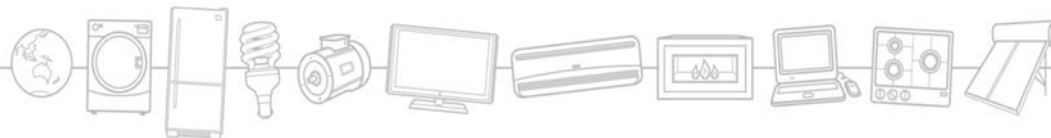
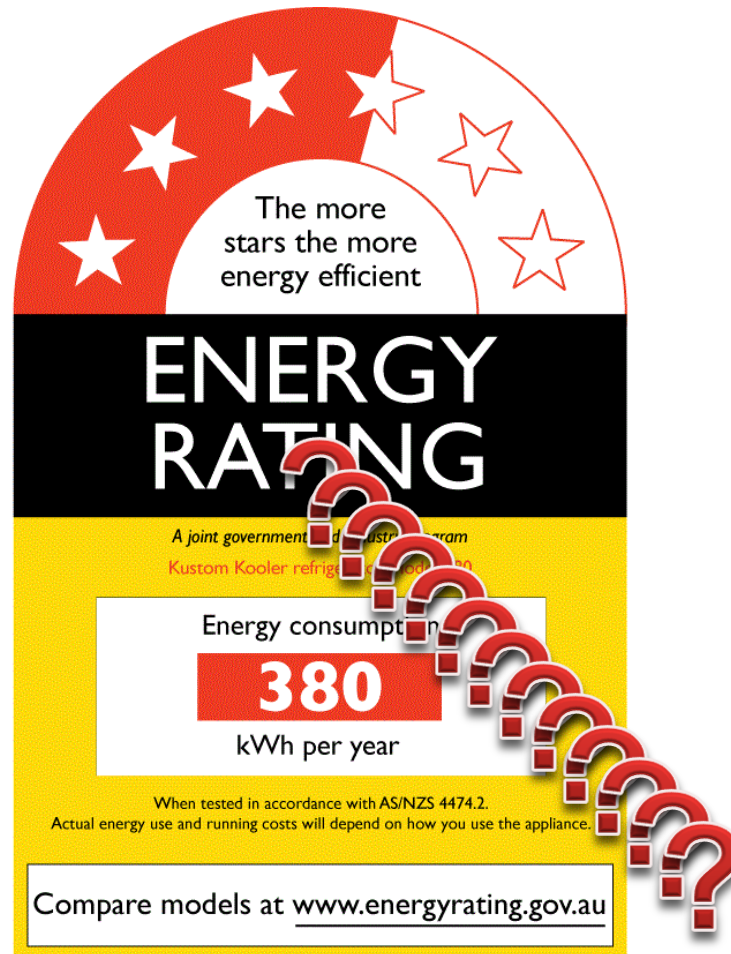
The Energy Rating Label



The Energy Rating Label



The Energy Rating Label



Desktop tool



840,000 p/a

Air Conditioners - AS/NZS 3823.2

Brand Name: Cycle Type: Installation Type: Output Range:

Model name/Number - type in all or part of the model number if known (optional):

Results per page:

Include run-out products that are no longer manufactured in or imported into Australia/New Zealand

Cost Calculator

Electricity Cost: c/kWh

Hours use/year Cooling:

Hours use/year Heating:

Show Energy Costs for: years

- [Help on headings](#)
- [Comprehensive detail](#)
- [Search for a different product type](#)
- [Download CSV](#)
- [Advanced Search](#)

Search Results

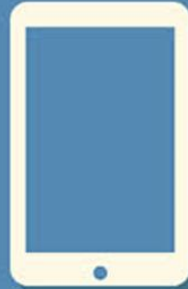
Calculator Result	Brand	Model	Installation Type	Indoor air distribution	Phase	Available	Country of Manufacture	Star Rating
\$539	DAIKIN	FTXZ25N / RXZ25N	Single Split System	Non Ducted	Single	Australia, New Zealand	Japan	7
\$544	LG	K09AWN-NM12/K09AWN-UM12	Single Split System	Non Ducted	Single	Australia, New Zealand	"Korea, Republic of"	6
\$544	LG	<u>K09AWN-NM12/K09AWN-UM12</u>	Single Split System	Non Ducted	Single	Australia, New Zealand	"Korea, Republic of"	6
\$865	DAIKIN	FTXZ35N / RXZ35N	Single Split System	Non Ducted	Single	Australia, New Zealand	Japan	7.5
\$544	LG	K09AWN-NM11/K09AWN-UM11	Single Split System	Non Ducted	Single	Australia, New Zealand	"Korea, Republic of"	6.5
\$704	DAIKIN	FFQ25C2 / RXS25K3	Single Split System	Non Ducted	Single	Australia, New Zealand	Czech Republic	6.5
\$218	FUJITSU	ASTG07CMCA/AOTG07CMCA	Single Split System	Non Ducted	Single	Australia, New Zealand	China	6.5
\$554	SAMSUNG ELECTRONICS	AQV09KWANAQV09KWAX	Single Split System	Non Ducted	Single	Australia, Fiji, New Zealand	China	6
\$591	SAMSUNG ELECTRONICS	AR09FSSDHWK/AR09FSSDHWKX	Single Split System	Non Ducted	Single	Australia, Fiji, New Zealand	China	6



Mobile technology in Australia

30 Million

Australia has one of the highest per capita ownerships of mobile devices in the world



1 in 3

One in three people currently use mobile internet while shopping

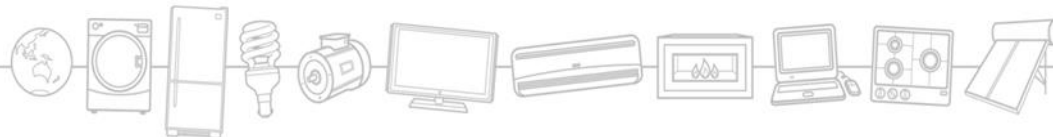


97%

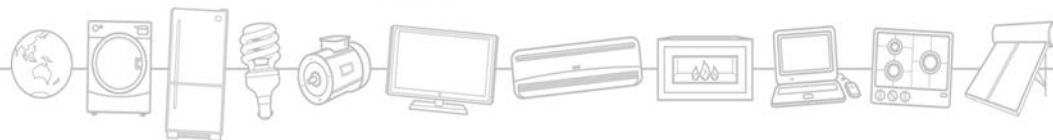
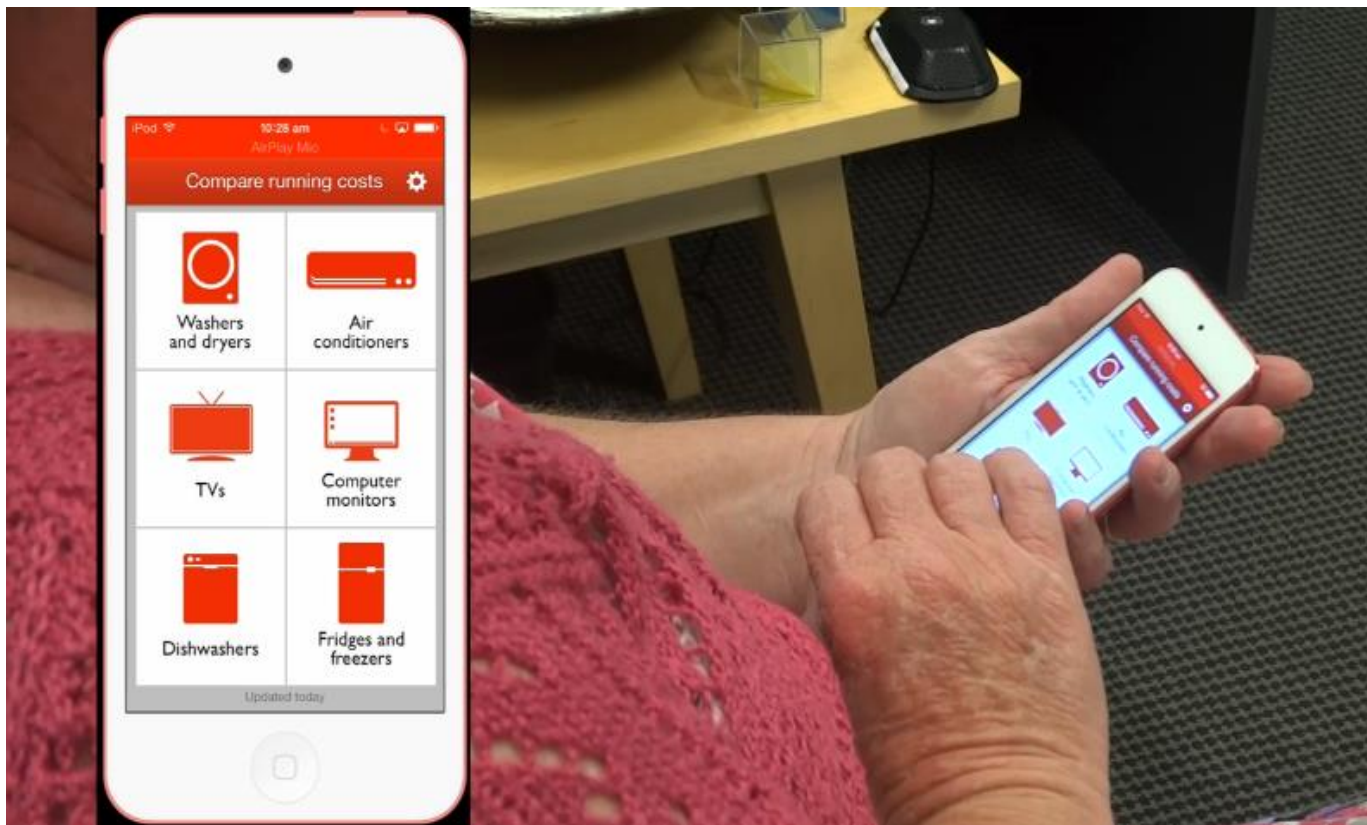
97 percent of consumers research household appliances on-line before deciding on which model to buy

Website comparison tool

- Total visits - 70,000 per month
- Mobile device visits - 1,000 per month



Compare running costs while you shop



Features

Back Washers and dryers

What do I need? I know my model

Type

Dryer - Timer

Dryer - Autosensing

Washer - Top Loading

Browse, Sort or Search

Back V-ZUG

\$200

Enter your notes here

V-ZUG
12003

Make Notes

Back BEKO

\$300

Enter your notes here

BEKO
DPU 7390 GX

Add Purchase Cost

Back My shortlist Edit

sort by power cost sort by total cost

V-ZUG I2003	power over 1 year: \$23 + quoted price: \$200 total: \$223
BEKO DPU 7390 GX	power over 1 year: \$26 + quoted price: \$300 total: \$326
V-ZUG I2002	power over 1 year: \$27 + quoted price: \$220

Compare Power Cost and Total Cost

Settings Cost of power

I KNOW HOW MUCH I PAY (CENTS PER KWH)

25.9

Customise Power Costs

Settings Done

SHOW POWER COSTS OVER

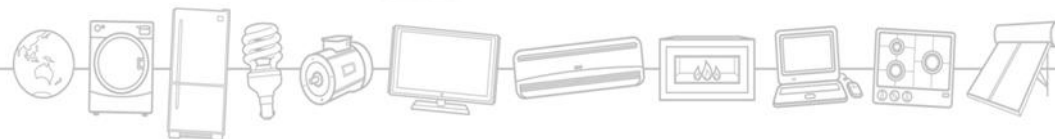
1 year

COST OF POWER (CENTS PER KWH)

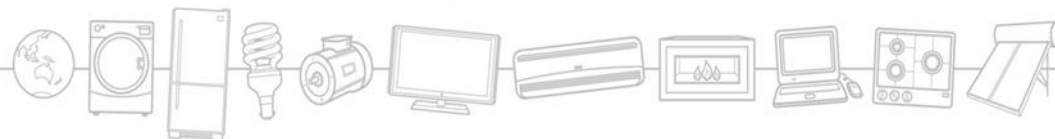
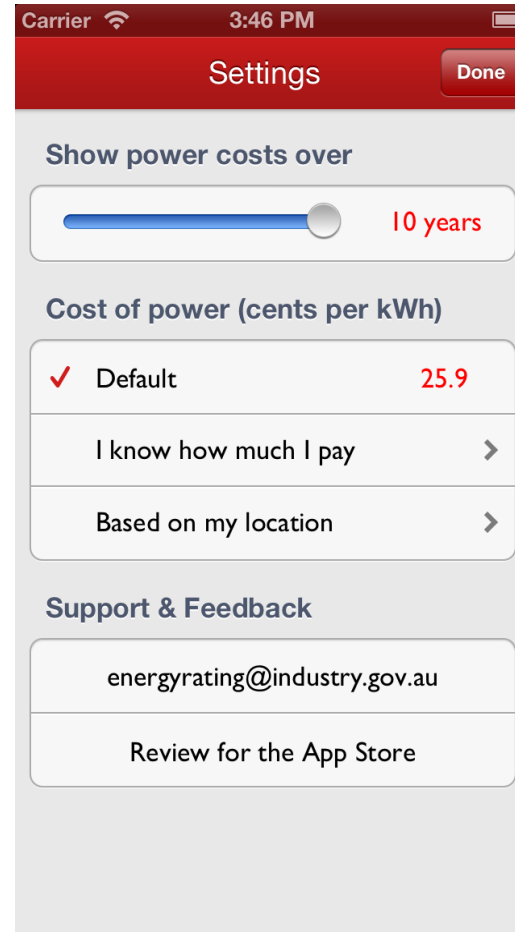
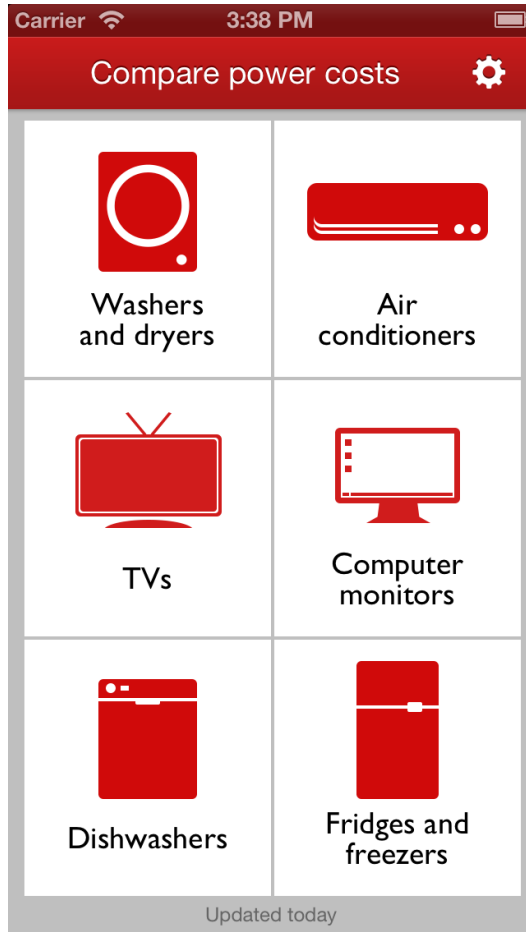
Default

✓ I know how much I pay 0.0 >

Distribute Power Costs



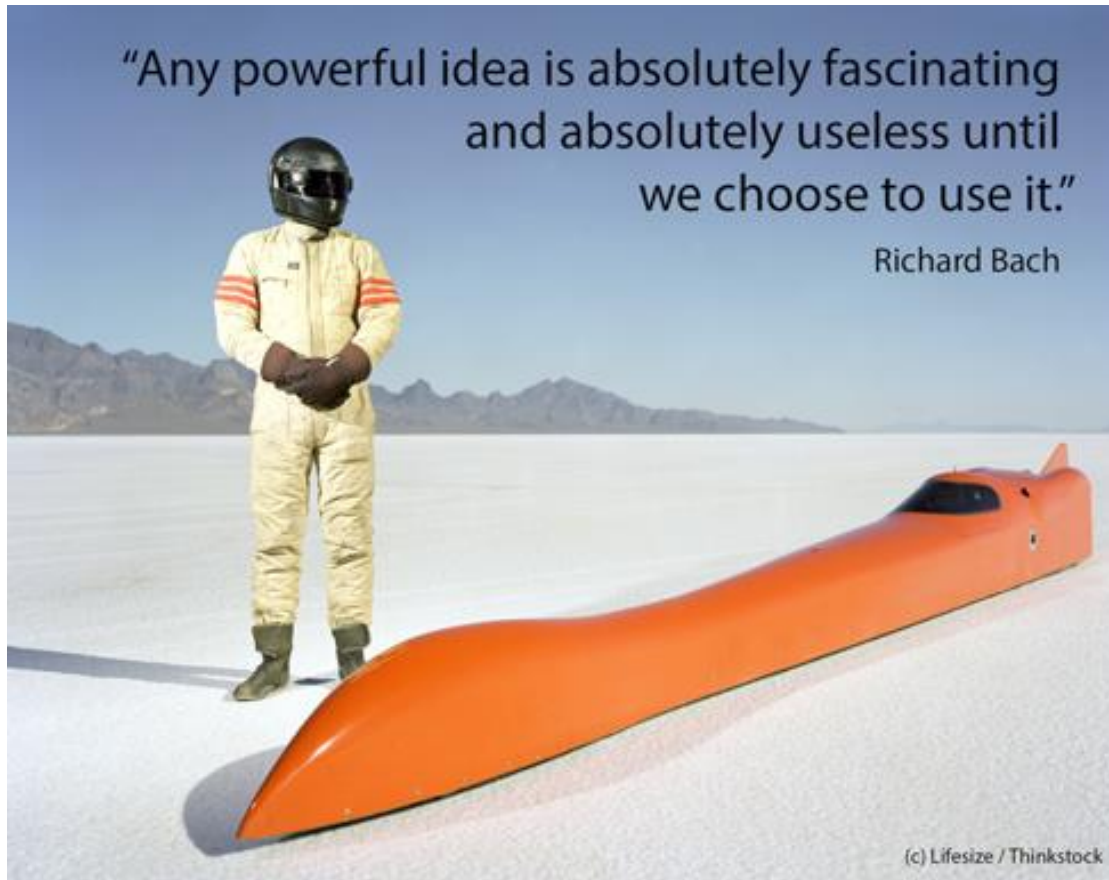
The Energy Rating App



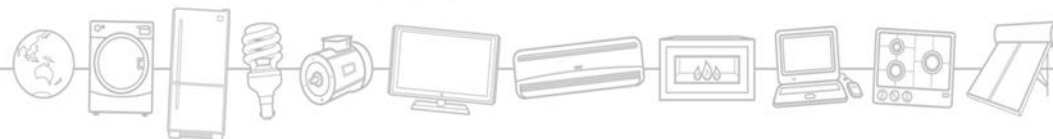
Opportunities

"Any powerful idea is absolutely fascinating
and absolutely useless until
we choose to use it."

Richard Bach



(c) Lifesize / Thinkstock



Online research



Narrow Results For Front Load Washers

Brands

- Asko
- Bosch
- Electrolux
- Euromaid
- Fisher & Paykel
- Hoover
- LG
- Samsung
- Siemens
- Simpson
- Smeg
- V-Zug

Dimensions

Depth



Width



Height

49 products in the **Front Load Washers** category Priced between \$409 and \$4990, Energy Rating more than 2.5 Stars

Lowest Price

Page: 1 2 →



Compare

5kg Front Load Euromaid
Washing Machine WM5

Save \$90 off RRP

Reviews: ★★★★★



\$409

[More Info](#) [Add to Cart](#)



Compare

7kg Front Load Euromaid
Washing Machine WM7

Save \$290 off RRP

Reviews: ★★★★★



\$459

[More Info](#) [Add to Cart](#)



Compare

7.5kg Front Load Samsung
Washing Machine
WF1752WPC

Save \$260 off RRP

Reviews: ★★★★★



\$539

[More Info](#) [Add to Cart](#)



Compare

5.5kg Front Load Simpson
Washing Machine SWF85562

Save \$181 off RRP

Reviews: Not Available



\$578

[More Info](#) [Add to Cart](#)

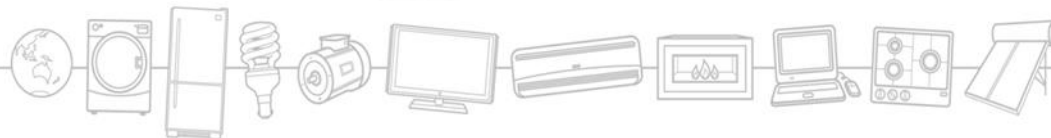


“Energy Rating” filter

- Retail sites use “energy rating” as a filter

The image shows a screenshot of a retail website's product filter and product grid. On the left, there is a filter sidebar with four sections: Depth (From 438 to 820 mm), Colours (Silver, Stainless Platinum, White), Capacity (From 4.0 to 10.0 kgs), and Energy Rating (From 3.0 to 6.0 stars). The Energy Rating section is circled in red. The main product grid displays six washing machines:

Brand	Model	Price	Special Offer
LG	Beko 8kg Front Load Washer (WMB81641LC)	\$696	None
BEKO	Samsung 9.0kg Top Load Washer (WA406DJHDWR)	\$697	None
Fisher & Paykel	Electrolux 8kg Front Load Washer (EWF12832)	\$737	NEW MODEL!
BEKO	Beko 8kg Front Load Washer	\$748	None
SAMSUNG	Samsung 9.0kg Top Load Washer	\$848 (YOU PAY) / \$748 (AFTER CASHBACK)	RECEIVE A \$100 CASH BACK
Electrolux	Electrolux 8kg Front Load Washer	\$794	None



New Opportunities

Reduce non-compliance breaches

A tool to assist retailers

Empower on-line consumers















Energy Rating Icon

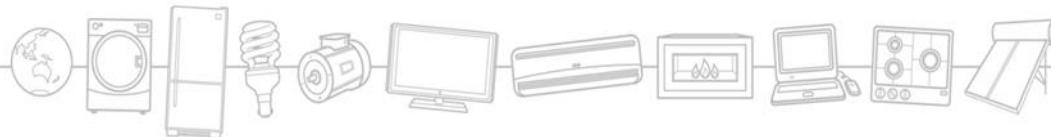
Depth 
From 438 to 820 mm


Colours 
 Silver Stainless Platinum
 White

Capacity 
From 4.0 to 10.0 kgs


Energy Rating 
From 3.0 to 6.0 stars


  \$696 MORE INFO BUY NOW	  \$697 MORE INFO BUY NOW	 NEW MODEL!  \$737 MORE INFO BUY NOW
Beko 8kg Front Load Washer WMB81641LC   \$748	Samsung 9.0kg Top Load Washer WA406DJHDWR  \$100 CASH BACK YOU PAY \$848 \$748 AFTER CASHBACK* 	Electrolux 8kg Front Load Washer EWF12632   \$794



When you're on a good thing

The more stars the more energy efficient

ENERGY RATING

A joint government and industry program
Kustom Kooler refrigerator Model 480

Energy consumption

380

kWh per year

When tested in accordance with AS/NZS 4474.2.
Actual energy use and running costs will depend on how you use the appliance.

Compare models at www.energyrating.gov.au

