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FEATURE

ONE HOME AT A TIME

Support Earth Hour with greener appliances

Did you know that a modern dishwasher can use as little as 12 litres of water for a full load? That's almost nine times less than the average amount of water used when merely washing hands.

In line with its mission to 'create a greener world, one home at a time,' and in conjunction with the upcoming Earth Hour, Electrolux is urging Malaysians to make the energy efficient and environmentally friendly appliances their choice.

Supporting the message that we need to be more prudent with energy consumption, which the Earth Hour initiative advocates, Electrolux Malaysia urged all recently in favour of making energy-efficient home appliance a priority to create a long term, positive environmental impact.

ELECTRIC GUZZLERS

Studies have shown how home appliances are the major guzzlers of electricity and water, which inevitably leave massive carbon footprint globally. This is why Electrolux is committed to delivering greener products to the homes around the world.

According to the Tenaga Nasional Berhad, a 1200 watt refrigerator, operating the whole day utilises over RM60 worth of electricity per month; an air conditioner of 750 watt operating for seven hours a day would use over RM20 per month, and a washing machine of 850 watt used for 30 minutes once a week would make your wallet some RM50 poorer. The total electricity expenditure on these three appliances alone would exceed a whopping RM130 each month.

Therefore, doing right by the environment, fortunately also means doing right by our own wallets, especially considering the recent hike in electricity costs of 73 cents for every KiloWatt Hours (kWh) unit of power.

"Climate change is the defining issue of our age. And in order to tackle it, a twinned approach of energy efficiency and a focus on function is clearly our only option. Our approach to design reflects a product's life cycle. We address the impact

of manufacturing, product use, recycling and reuse of material. A particular focus is paid to the use-phase, because close to 80% of a product's environmental impact occurs during this period, including the water and/or electricity use," says Koh Soh Hoie, General Manager, Electrolux Malaysia, Singapore and Brunei.

SMALL THINGS GO A LONG WAY

It's also the small details that can make a big difference. Purchasing washing machines and tumble dryers that have a 'delay start' feature helps redistribute energy use away from peak load times.

Automating the washing machines with 'load sensors' that guide the selection for the perfect cycle for each load, saves energy and water time after time, while predetermined wash options with 'Time Manager' ensure that the wash is based on how soiled the clothes actually are, with no water or electricity wasted on over-washing.

When it comes to fridges, some are purely designed to hold large stocks of food. With an estimated 20% of global greenhouse gases linked to the food chain, this represents a significant opportunity for change. It's time to look for energy efficient fridges that also feature humidity control and targeted air circulation to help food retain its freshness and flavours longer, thus reducing food waste that most household are battling with.

These environmentally friendly fridges also come with adaptive defrost feature thanks to which the fridge automatically learns your usage patterns to cut down on the auto defrost cycling and the resulting electricity costs.

Finally, the inverter-type air-conditioners are a lot more environmentally friendly than the conventional, non-inverter types. The inverter technology allows air conditioners to be more powerful whilst being more energy efficient at the same time. The compressor of an inverter air-conditioner works at a variable speed, allowing the rotation speed of the inverter motor to reach the required temperature rapidly, and to keep it stable. This gives remarkable



Salsa 2DoorTop Angled Lux

advantages in terms of energy savings and optimal temperature without sudden changes, while presenting a very quiet air-conditioner unit.

"While owning stylish and budget friendly household appliances, we can reduce our impact on the world's resources at the same time. Isn't that a fantastic combination that deserves our attention", concludes Koh. **BT**

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