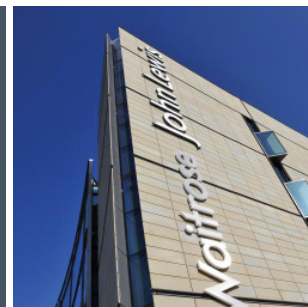


Lifetime energy running costs

Large laundry products



John Lewis Partnership



Introduction

John Lewis is committed to providing customers with clear and detailed product information. As part of our commitment to Bringing Quality to Life we want to do what we can to help customers live more sustainable lives.

We are already providing customers with information on the energy efficiency of products, through the EU energy label, and advice on how to be more energy efficient, for example washing at 30 degrees.

Our latest initiative to help customers live more sustainable lives and to inform them about energy efficiency is giving them information about the lifetime electricity running cost of every washing machine, washer dryer and tumble dryer.

This Jobaid Card will give you the background to this initiative and an understanding of what the lifetime electricity running costs mean, how they have been calculated and how to explain them to customers, so that you can deliver the level of service customers expect.



Helping customers live more sustainable lives

To date, the main source of information for customers on the energy efficiency of washing machines, tumble dryers and washer dryers has been the EU energy label (A+++ to G rating and colour coding). This has enabled customers to make comparisons across different products but it has its limitations. It is hard for customers to really understand the difference in running costs and energy usage between, for example, purchasing an A++ or A+++ rated machine.

By giving customers information on the lifetime running cost of laundry products we can help them to make more informed comparisons between products. This specifically helps when weighing up the higher upfront cost of purchasing a more energy efficient product with the lower running costs.

Because we want to understand the impact on sales of providing this information to customers we are initially running this as a 6 month trial. The trial will run from September 2013 until the end of February 2014, in selected John Lewis branches but not online.

In your branch each washing machine, tumble dryer and washer dryer will now feature the lifetime electricity running cost on the new ticket as shown below.

The product tickets are supported by in-store posters which are aimed at drawing customers' attention to the availability of this information. They also explain the assumptions we've made in order to calculate the lifetime electricity running costs of each product.

The purpose of the posters is to increase the likelihood of customers using this information in their purchasing decisions.

Miele T8860WP tumble dryer

£960

- Max drying load 8kg
- 12 drying programmes
- 8 programmable options
- Reverse tumble, anti-crease tumble
- Delay start up to 24 hours
- H 85cm 33½" W 59.5cm 23½" D 58.7cm 23"
- **Freestanding tumble dryer installation £8**
- **Guarantee 2 years**
- **Express delivery, please ask for details**

Want extra peace of mind?

Buy a John Lewis Service Plan

It provides additional years of protection and extra benefits such as accidental damage cover and unlimited repairs.

To find out more, please ask one of our Partners or visit johnlewis.com

Need help installing an appliance?

We can install many different appliances and can disconnect and dispose of old ones too.

Experts on Hand

Lifetime electricity running cost £310

11-08-13 08:07:10
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Lifetime electricity running costs explained

To estimate the lifetime running cost of each machine we've had to use a series of assumptions, including how frequently the machine is used.

The lifetime running cost of each product has been reached by multiplying the following factors:

- ▶ Energy consumption per cycle
- ▶ Average number of cycles done in a year
- ▶ Price of electricity
- ▶ Average product replacement cycle

Here are the assumptions we've made and the sources of information:

Energy consumption per cycle:

- ▶ Sourced from the manufacturer

Average number of cycles per year:

- ▶ This is the same data as that used for the EU energy label - for washing machines 220 cycles/year; tumble dryers 160 cycles/year; washer dryers 200 cycles/year

Price of electricity

- ▶ The average UK 2012 energy price - £0.13 per kWh

Average product replacement cycle

- ▶ Sourced from WRAP (an environmental advisor to Government) – 9 years

For example

Washer dryer - AEG L87695WD

9kg Wash/7kg Dry Load
A Energy Rating
1600rpm Spin
White

Lifetime electricity running cost: 6.12kWh per cycle*
200 cycles a year*
0.13 £/kWh*

9 years = £ 1,432

John Lewis JLTDDH16 condenser tumble dryer

£449

- Rated A for energy efficiency
- Max drying load 7kg
- 15 sensor including delicate & quick programmes. Cooling down phase
- Reverse & anti-crease tumble
- Stainless steel drum
- Delay start up to 20 hours
- No venting or plumbing required
- H 84.4cm 33¼" W 60cm 23½" D 58cm 22¾"
- **Freestanding tumble dryer installation £8**
- **Guarantee 3 yrs**
- **Express delivery, please ask for details**

Lifetime electricity running cost £304

Want extra peace of mind?

Buy a John Lewis Service Plan

It provides additional years of protection and extra benefits such as accidental damage cover and unlimited repairs.

To find out more, please ask one of our Partners or visit johnlewis.com

Save £50

Offer ends 26.8.2013
• Saving already applied to ticket price

Need help installing an appliance?

We can install many different appliances and can disconnect and dispose of old ones too.

Experts on Hand

Explaining lifetime electricity running costs to customers

The lifetime running cost is only an estimate but since the running costs have all been estimated on the same basis, it will at least enable customers to compare the running costs of different products.

The real lifetime electricity running cost of each machine will depend mostly on how many cycles the customer does, but also on the lifetime of the machine and the cost of electricity.

You should advise the customer that the running cost may be higher or lower than that stated on the ticket if they do more or fewer cycles per week/year than we have assumed.

The high quality of the laundry products we sell also means that they are likely to last longer than 9 years and therefore the running cost over the lifetime of the machine will be slightly higher.

We have had to use an estimate of the cost of electricity which will also fluctuate.

Advising customers on the running costs based on number of cycles

The number of cycles the customer does a week will affect the running cost. We have based our assumptions on:

- ▶ Washing machines 220 cycles/year
- ▶ Tumble dryers 160 cycles/year
- ▶ Washer dryers 200 cycles/year (a wash and dry cycle)

Per week, this roughly equates to:

- ▶ washing machines 4 cycles/week
- ▶ tumble dryers 3 cycles/week
- ▶ washer dryers 4 cycles/week (a wash and dry cycle)

Although the lifetime running cost is based on a set of assumptions and averages, providing customers with this information is still a very valuable tool in helping them make informed choices based on clearer and greater information about energy efficiency and running costs. Whilst the running cost expressed on the ticket won't be accurate for every customer, it will act as a guide, helping customers to compare products and most importantly encouraging them to consider energy efficiency in their purchasing decisions.