



Department for  
Business, Energy  
& Industrial Strategy



Energy Technology List

# How to make the most of your Energy Technology List qualification



## Manufacturer's toolkit

Marketing and communications for  
manufacturers and suppliers of products  
listed on the Energy Technology List.



## Energy Technology List

### Are you a manufacturer or supplier of energy-saving equipment?

Why not list your equipment on the Energy Technology List (ETL), the government-managed list of energy-efficient products.

With more than 14,000 listed products, it is one of the world's largest databases of top performing energy-saving products.

This leaflet applies to listed products only. If your product falls into the category of one of the following: Efficient white lighting units; Automatic monitoring and targeting sub-metering systems; Pipework insulation; Air to air heat pumps, split, multi-split and VRF; or Combined heat and power, please [click here](#) for further information.

#### Benefits

By obtaining an ETL listing you will:

**1. Robustly demonstrate that you provide energy-efficient equipment**

**2. Validate that your products have been reviewed against government approved high performing energy efficiency criteria**

**3. Use the ETL promotional logo to market your products and show value to consumers**

#### Tips to get the most out of your products qualifying for the ETL.

- **Ensure your customers understand the meaning and value** of the ETL (i.e. that products on the ETL meet high energy efficiency performance standards).
- **Explain the energy savings and financial benefits** (e.g. lower operating costs) to your customers from purchasing energy-efficient equipment that meets the ETL criteria.
- **Use the ETL Logo\*** when marketing your products.
- **Promote your products' qualification for the ETL** on marketing materials, company website, press releases and social media.

*\* The logo should only be positioned alongside ETL eligible, approved and listed products.*



# Energy Technology List

## Which technology groups does the ETL cover?\*

[Air to air energy recovery](#)

[Heat pumps](#)

[Pipework insulation](#)

[Automatic monitoring and targeting equipment](#)

[Heating, ventilation and air conditioning \(HVAC\) equipment](#)

[Refrigeration equipment](#)

[Boiler equipment](#)

[High speed hand dryers](#)

[Uninterruptible power supplies](#)

[Combined Heat and Power \(CHP\)](#)

[Lighting](#)

[Warm air & radiant heaters](#)

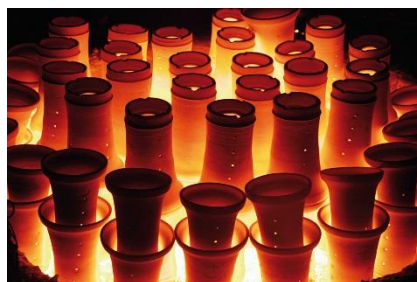
[Compressed air equipment](#)

[Solar thermal systems and Collectors](#)

[Motors and drives](#)

[Waste heat to electricity conversion equipment](#)

\* For the technical leaflets explaining the types of equipment in each category click **above**.



For more **information** on making the most of the ETL you can contact the ETL Team directly on 0300 330 0657 or by emailing [ETLQuestions@carbontrust.com](mailto:ETLQuestions@carbontrust.com).



## Energy Technology List

### Market your products listed on the ETL

If your product is listed on the ETL, you can also use the **promotional logo** in connection with marketing your products (Figure 1).



Figure 1

Below is some approved wording you can use on your social media updates on platforms such as LinkedIn and Twitter to promote your product listing on the Energy Technology List.

*"We are proud to have <Product XYZ> listed on the [Energy Technology List](#) (ETL)."*

Below is some approved wording you can use in your website about your listing on the Energy Technology List.

*"<Company X> are proud to have a product listing on The Energy Technology List (ETL), a government list of energy-saving products used by businesses.*

*With over 14,000 listed products the ETL is one of the world's largest databases of top performing energy-efficient products.*

*Consider embedding the ETL into your procurement processes to ensure your business buys energy-efficient products. Doing this will reduce the time it takes your business to find good quality products, and can deliver resource, energy and financial savings.*

*The specific products that <Company X> have listed on the ETL are as follows:*

- XXX*
- YYY*
- ZZZ"*