Department for Business, Energy & Industrial Strategy

Energy Technology List

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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.

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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.*

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.

Energy Technology List

Which technology groups does the ETL cover?*

- Air to air energy recovery
- Automatic monitoring and targeting equipment
- Boiler equipment
- Combined Heat and Power (CHP)
- Compressed air equipment
- Heat pumps
- Heating, ventilation and air conditioning (HVAC) equipment
- High speed hand dryers
- Lighting
- Solar thermal systems and Collectors
- Motors and drives
- Pipework insulation
- Refrigeration equipment
- Uninterruptible power supplies
- Warm air & radiant heaters
- Waste heat to electricity conversion equipment

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

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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"

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