



proud sponsor of the KBB review
2009 environmental innovation
award for kitchens



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Product awards



**ENVIRONMENTAL INNOVATION
AWARD FOR KITCHENS**

Winner Eco Cycles from Hotpoint

These awards are given out to manufacturers who, by the development of a specific product, have shown themselves to be actively moving forward in the field of environmental consideration within the industry.

However, innovation is meaningless unless it translates into a saleable product so even the simplest developments may make a big impact - and commerciality is as important as technical achievement.

Market research tells us that almost 10% of people now consider the energy efficiency of a washing machine to be the most important reason for choosing a product. Hotpoint introduced its Eco Cycles function across both its built-in and freestanding washing machines last year and it works by dropping the water temperature without compromising the performance of the wash.

This isn't a new concept of course, and many consumers have realised the environmental

benefits of turning the machine down from, for example, 60°C to 30°C. However, the advanced software of the Hotpoint Eco Cycle can save up to 50% more energy compared to the equivalent standard wash programme at 30°C.

The presence of such an effective Eco Cycle on mass market products impressed the judges, as it also taps into growing consumer awareness for lower temperatures for everyday washes. Potentially this could make a real impact.



Finalists

**T8626 WP EcoComfort
Tumble Dryer from Miele**



Miele's A-rated tumble dryer uses a heat pump to achieve its A-rating for energy efficiency. A heat pump is a machine or device that moves heat from one location to another and is common in refrigerators and freezers but not dryers. Miele says this technology reduces the energy consumption by an impressive 46%.

**Glassline
from Maytag**

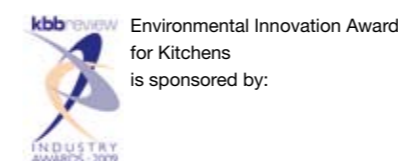


American side-by-side refrigerators are enormous and their energy consumption should be a major consideration for any consumer. The Glassline has an impressive A+ rating achieved with a clever bit of specialized kit - a newly developed honeycomb back plate that means the fridge and freezer do not have to work as hard.

**Quooker Combi
from Quooker**



The Quooker tap is well known for supplying 100°C boiling water, but the Combi can also supply instant variable temperature water from a vacuum tank to the tap. A lot of water is wasted by users running the tap for some time before it reaches the desired temperature and this can save that without the consumer consciously doing it.



For full entries from both winners and finalists see www.kbbreview.com