

## **npower treats its customers to free electricity monitors this Halloween**

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npower is treating its customers this Halloween with the offer of a free home electricity monitor for any existing customer signing up for paperless billing.

What's more, households with a home electricity monitor ([http://www.npower.com/Campaigns/smartpower\\_electricity\\_monitor/index.htm](http://www.npower.com/Campaigns/smartpower_electricity_monitor/index.htm)), which provide a 'real time display' of the amount of electricity being used at any given time, are proven to reduce their energy consumption by up to 15%\* in their first year of use.

The limited npower smartpower ([http://www.npower.com/web/At\\_home/index.htm](http://www.npower.com/web/At_home/index.htm)) offer will run in conjunction with its Revenge of the Killer Watts advert, starring Wallace & Gromit, which is back on screens again.

The ad sees Wallace create one of his classic inventions; a homemade widescreen telly made of 31 televisions taped together. It isn't until he's given a home electricity monitor from Gromit that he realises exactly how much energy he's wasting.

Kevin Peake, marketing director at npower, said: "In the UK, we spend around £30 billion a year on heating, lighting and using appliances in our homes\*\*, and astonishingly, over a quarter of our CO2 emissions come from the energy we use in our households.

"A home electricity monitor is an easy way to see how much electricity you're using - as you use it - and what it costs. 176,000 npower customers have now received an electricity monitor and we've found that energy consumption drops by between five and 15 per cent in the first year of use."

A smartpower (<http://www.npower.com/smartpower/>) electricity monitor is a useful way to track a home's energy usage and helps to highlight which appliances are wasteful and inefficient. It's also a great way to help educate the rest of the family on energy saving habits, helping to keep bills down.

In fact, the average household could save £300 just by being more energy efficient around the home\*\*.

As well as a free electricity monitor, the other benefits of signing up to paperless billing with npower include:

- An energy tracker - to record electricity use over time, so customers stay in control
- Smart priority queue - for customers who want to hear first about the latest Smart Meter information
- Meter read reminders - for customers who don't like estimated bills
- Paperless billing - a more convenient way to manage accounts
- Secure online payments
- 'Remember me' - customer details are stored online making life easier every time they get in touch

Once ordered, electricity monitors will take up to six weeks to arrive.

Ends

Notes to editors:

\* [Direct.gov.uk](https://www.direct.gov.uk)

\*\* [The Energy Saving Trust](https://www.energysavingtrust.org.uk)

About npower:

npower is one of the UK's largest electricity suppliers and has 6.6 million customer accounts across the UK. npower has been awarded platinum status in Business in the Community's CR Index and is one of twenty-nine companies to have achieved the CommunityMark since its launch. All CommunityMark achievers have been recognised for demonstrating excellence in their holistic and strategic approach to community investment.

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