

## Green veneer for wooden-clad flat screen TVs?

Submitted by: Sust-it

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What is your carbon footprint...? Can buying a Swedx (<http://www.swedx.co.uk/>) wooden TV help reduce it? Well, not if the TV – encased in wood – could use about half a tonne more CO2 over its lifetime than similar models; just check it out on sust-it's (<http://www.sust-it.net/home.html>) energy consumption comparison website.

Take the running costs, for example, of Swedx 40"HD (<http://www.sust-it.net/results.php?id=13&title=Swedx%20XV1-40#XV1-40>) Freeview TV in Sapele wood, compared to the Sony 40" KDL-40D3000 (<http://www.sust-it.net/results.php?id=13&title=Sony%20KDL-40D3000#KDL-40D3000>) – using sust-it's energy consumption database, and you'll soon see the savings on the Sony, both in cash terms and CO2. The Swedx could consume 547.5 kWh/year costing £91.58, while the Sony only uses 370.11 kWh/year costing £58.71. So by choosing an energy efficient TV you could save nearly £200 (£197.22) of electricity (at current prices) and nearly half a tonne of CO2 (457.62 kgCo2) if you kept the TV for six years!

Ross Lammas from sust-it said: "When I first came across these TVs I thought 'what a great idea'. It's only when we added them to our database that real picture came out. It's a pity that the green credentials of the wooden case don't match that of the insides."

sust-it (<http://www.sust-it.net/>) believes that consumers are becoming increasingly aware of the need to reduce energy consumption, and therefore reduce their own CO2 emissions. This again highlights the need for clear labelling of the potential power consumption of electronic devices, rather than relying on small print in the technical specification sheets.

The sust-it (<http://www.sust-it.net/>) website allows consumers to compare the running cost of hundreds of consumer electrical goods. It does this by taking the manufacturers published energy consumption rates then multiplying this by electricity unit tariffs, so making it possible to see how much it will cost to run each day and per year.

Manufacturers can also register with sust-it, and then upload data on the power consumption and product information. Ross said, " Our site offers manufacturers a great opportunity to showcase their energy efficiency to potential new customers. Brands such as Epsom and Bosch have already signed-up. If we all choose energy efficient products in our homes and workplaces we can have a real impact on long-term CO2 emissions, and save money.

--ENDS--

--NOTES FOR EDITORS---

The website can be accessed at: <http://sust-it.net/> Access to Photographs, logos and other support information is available from our website. Please click below to download: <http://sust-it.net/pressinfo>

## Electricity Units

The electricity unit rates used to calculate the costs per hour/cycle/year are based on the following:

ecotricity (<http://www.ecotricity.co.uk/>) - New Energy Tariff of 15.78 pence per unit for the first 728 units and 11.67 pence per unit thereafter.

PLEASE NOTE: You can select different Tariffs on the sust-it site

Tariff Figures taken from: <https://www.ukpower.co.uk>

CO2 Calculations taken from National Energy Foundation  
<http://www.nef.org.uk/energyadvice/co2calculator.htm>

The sust-it website has been conceived and developed by turnround new media an independent production company, after it's proprietor Ross Lammas (46), became increasingly frustrated by the difficulty in finding the data on the energy consumption of products, whilst he was building an environmentally sustainable office and home in Gloucestershire.

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