

## AMDEA MEDIA RELEASE

**Embargoed until 00:01h Thursday 22 September 2022**

**Expert advice on saving money this winter direct from the appliance industry**  
@ [www.amdea.org.uk/know-watts-what](http://www.amdea.org.uk/know-watts-what)

Households can reduce their utility bills by over £500 a year by making small changes to the way they use their household appliances, say the Association of Manufacturers of Domestic Appliances (AMDEA)

By simply always using the 'eco-cycle' on washing machines and dishwashers, consumers can save an average of more than £90 a year. Taking a similar approach to the savings offered by all their essential appliances, householders can reduce their average annual bills<sup>[1]</sup> by around 20 per cent explains AMDEA.

Washing on 'eco' is one of many easy ways to reduce energy bills, showcased on “**Know Watt's What**”, a website providing expert advice direct from the appliance manufacturers to help households save money, using the energy efficient features in the 156 million<sup>[2]</sup> appliances installed in their homes. It also aims to dispel myths and misunderstandings.

“**Know Watt's What**” highlights many potential ways to save, including an average:

- **£54** per year by using the eco mode for every **laundry** load.
  - **£37** per year by always using the eco mode on a **dishwasher**
  - **£58** a year choose rating 'D' over 'G' if replacing a **fridge freezer**.
  - **£130** using a **heat pump dryer** instead of a condenser tumble dryer
  - **£108** a year just by ensuring the families daily **shower** is no longer than 5 minutes
  - **£33** a year by cooking a baked potato in a **microwave once a week** rather than the oven.
  - **£20** a year using the fan rather than the conventional setting on an **oven**.
  - **£57** a year if you rely on sensor technology to detect half load washes
- 
- **And a surprising £280** a year on a twice-weekly cappuccino fix if you dust off your coffee machine to be your own barista.

AMDEA's expert panel say the keys to savings are using appliance design features better, choosing energy efficient replacements and preserving the appliances' performance with good maintenance.

The advice comes as consumers brace for higher energy bills this winter.

Even with the most recent changes to the price caps, government figures suggest that at 34p/kWh electricity charges will be 80 per cent higher than a year ago (18.9p/kWh). Despite the implied guarantee that annual household bills will not exceed £2,500, the more homes use the more they will be charged -- reducing use is a priority.

Currently, the vast majority of users ignore the eco settings on their washing machines. An Appliance Survey for AMDEA<sup>[3]</sup> found that although 57% of the washing machines in households offer the programme and 32 per cent of dishwashers, have this technology, less than one third (29%) of these machines are always used on this setting. Manufacturers' performance criteria indicate that simply pressing the eco button instead of other alternatives means average household washing bills would drop by up to £54 on laundry and £37 on

dishes, for at least 16 million washing machines and 4.6 million dishwashers<sup>[iv]</sup> that have eco-mode. Beyond the impact on individual household budgets, nationally the consumer overspend potentially exceeds £734million.

AMDEA chief executive Paul Hide said: “Millions are missing out on the money-saving potential that the sustainable technology in-built in their appliances can provide. Our industry experts are keen to show householders – facing current pressures on the cost of living - that today’s fridges and washing machines can do a great job using a fraction of the energy and water needed a decade ago. Know Watt’s What is the coming together of industry advice to householders on how to purchase, use, maintain and repair appliances, with reducing energy use as a priority.”

Remarkably, despite deep public concerns over energy prices and the cost of living, when buying a new appliance, people’s primary consideration is still the purchase price tag rather than the running cost. The survey showed 34% thought the purchase cost extremely important versus 27% for energy efficiency. To guide potential buyers to a better long-term decision for their pockets, Know Watt’s What also includes a lifetime savings calculator according to energy rating.

**Other features on Know Watt’s What include:**

Household hacks for saving while you wash, cook and clean

A quiz to test savings savvy with a prize draw to win a cool coffee machine

The advice on AMDEA’s Know Watt’s What is provided by a panel of experts representing the leading brands of appliances, found in all homes.

-ends-

Notes to editors

1. AMDEA is the UK trade association for manufacturers of large and small domestic appliances; representing over 85% of the domestic appliance industry, rising to 90% of white goods brands. Members’ products include most of the UK’s top selling brands of major white goods, other large and small kitchen appliances, heating, water heating, floor care, waste disposal and ventilation equipment.

Contacts for further details, interviews and comment:

AMDEA Press Office,

Dee Fernandes, Philippa Dovar or Moira Whittle

Tel: 020 7722 9034 / 07887 648434

Email: [amdeapress@bfipr.co.uk](mailto:amdeapress@bfipr.co.uk)

---

<sup>[ii]</sup> From 1st October, a new ‘Energy Price Guarantee’ will mean a typical UK household will now pay up to an average £2,500 a year on their energy bill for the next two years.

<sup>[iii]</sup> BEIS ECUK, Number of appliance owned by households 30 September 2021.

<sup>[iii]</sup> All figures unless otherwise stated are from The Appliance Survey conducted by Ipsos for AMDEA. Ipsos surveyed a nationally representative quota sample of 2,163 adults in the United Kingdom aged 18-75 using its online I:Omnibus between the 19th and 22nd of August 2022. 2,139 were identified as having an appliance within the household.

<sup>[iv]</sup> Applying Ipsos eco-setting data to BEIS ECUK, Number of appliance owned by households 30 Sept 2021, Table 2 washing machines and dishwashers and AMDEA estimates of eco cost savings.