

Country:	Austria
Technology:	Washing Machines
Sub Category:	Domestic top and front loaders

Introduction

The first stage in the Mapping and Benchmarking process is the definition of the products, i.e. clearly setting the boundaries that define the products for use in data collection and analysis. Doing this ensures that comparison between the participating countries is done against a specific and consistent set of products.

The summary definition for this product is:

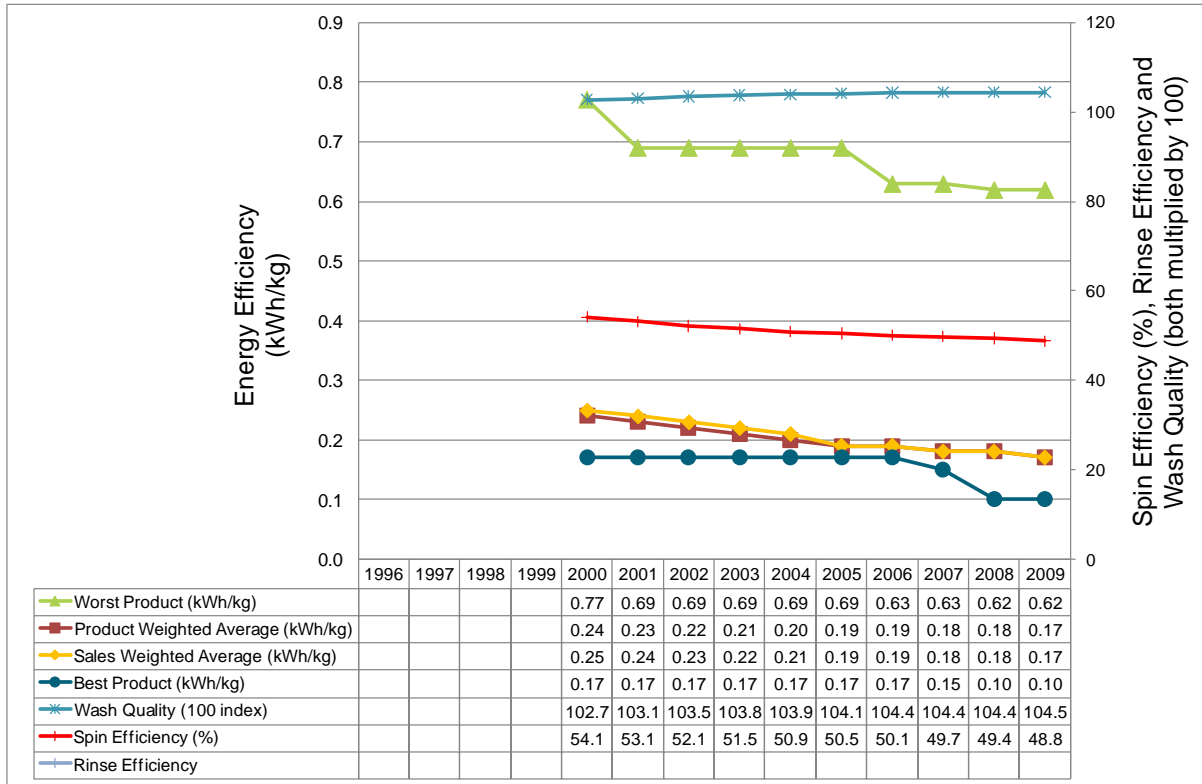
<p>Washing machines, defined as: <i>'An appliance for cleaning and rinsing of textiles using water which is principally designed for use within a domestic environment. The appliance may draw water from a cold and/or hot water supply and may also have a means of extracting excess water from the textiles.'</i></p> <p>Data will be analysed for the following types of washing machine :</p>		
Technology	User intervention	All Types - Automatic, semi-automatic and manual
	Orientation	All Types - Horizontal (front loaders) and Vertical Plane (top loader)
	Configuration	All Types - Drum, Impeller, Agitator, Nutators Exclude all types of Washer/Dryer
	Coin/Card Operation	All Types
	Water intake	All Types - Hot fill/cold fill
	Spin Speed	All Speeds
Other variables	Capacity	Consider only units between 1kg - 13kg (Use kWh/kg as metric)

The detailed product definitions can be found at the Annex website:

<http://mappingandbenchmarking.iea-4e.org/matrix>



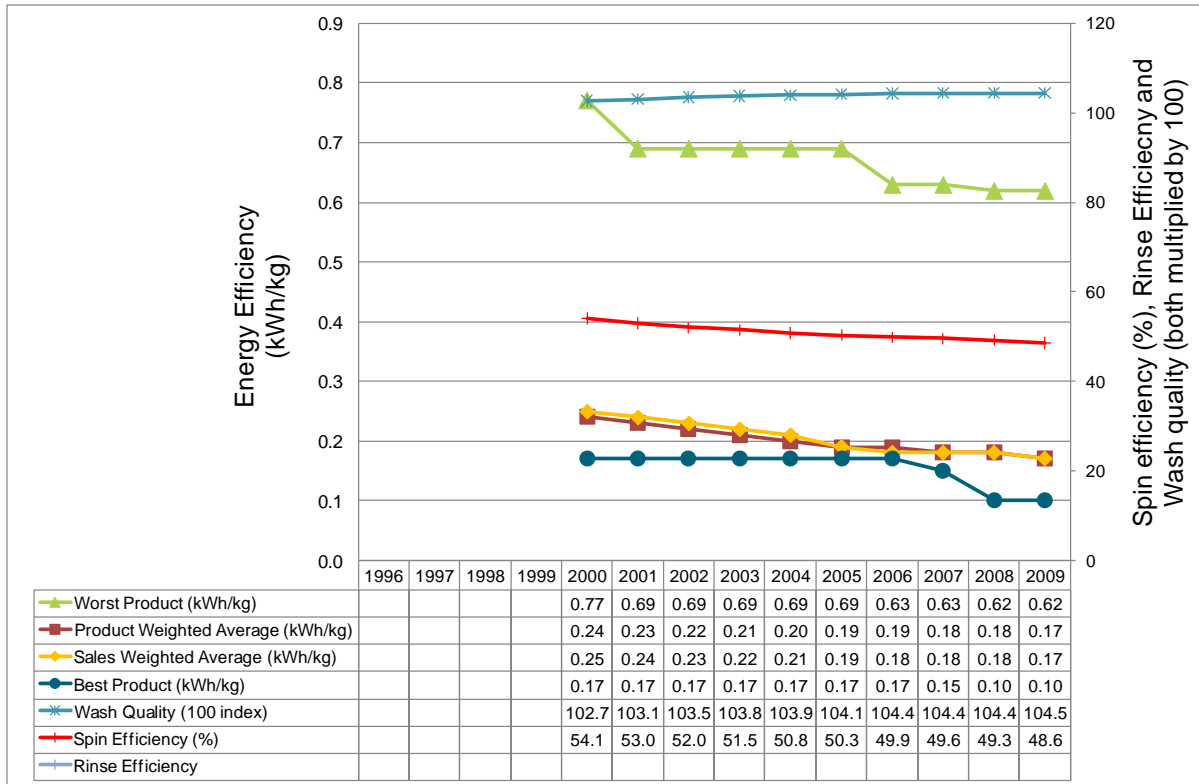
Energy Efficiency of New Washing Machines Austria



Key notes on Graph (see notes section 1)

- Aggregated data table supplied by GfK based on:
 - Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.
- Data supplied is restricted to products with greater than 0.1% share of the sales. As such:
 - Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
 - While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.
- Wash quality and spin efficiency data was provided by label classification and therefore an assumption has been made about what the actual rating of a typical machine in each label classification is.
- Furthermore, wash quality results have been multiplied by 100 to allow better visibility on the graphic. Actual wash quality values are all below a value of 1.1.
- Front loaders account for approximately 95% of all sales in all years.

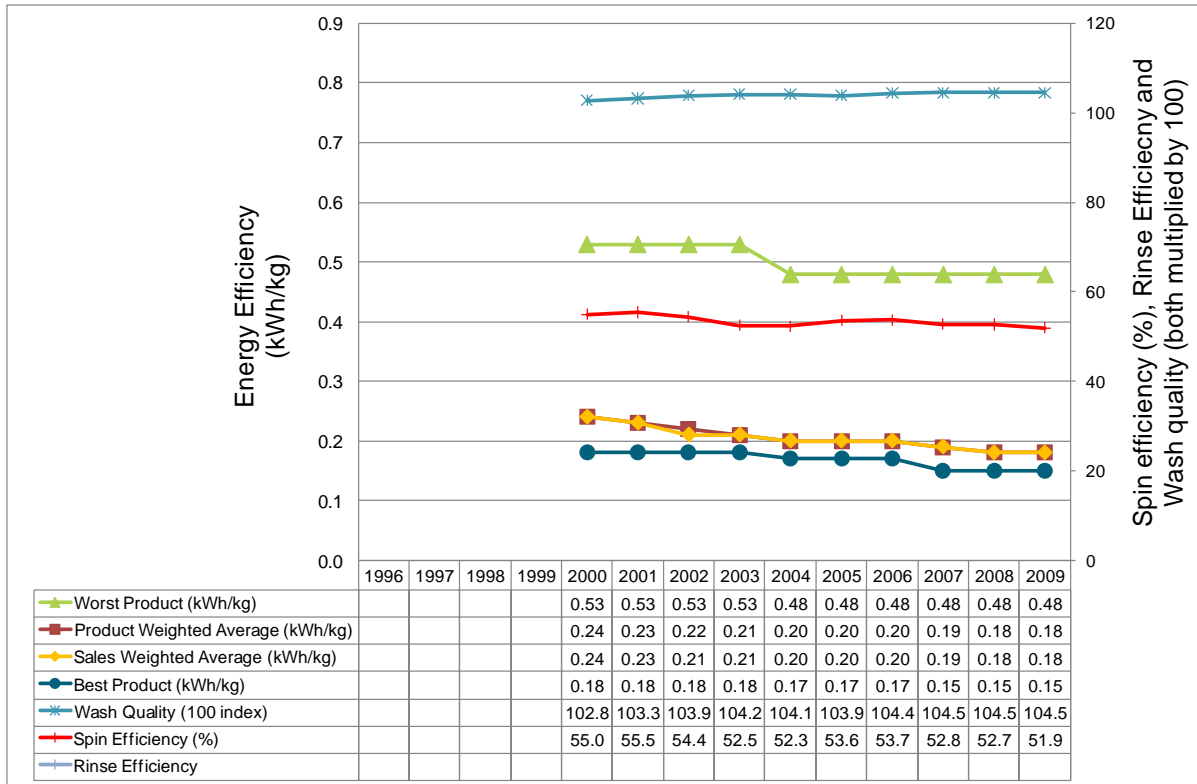
Energy Efficiency of New Front Loader Washing Machines Austria



Key notes on Graph (see notes section 1)

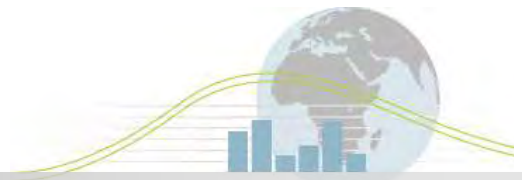
- Aggregated data table supplied by GfK based on:
 - Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.
- Data supplied is restricted to products with greater than 0.1% share of the sales. As such:
 - Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
 - While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.
- Wash quality and spin efficiency data was provided by label classification and therefore an assumption has been made about what the actual rating of a typical machine in each label classification is.
- Furthermore, wash quality results have been multiplied by 100 to allow better visibility on the graphic. Actual wash quality values are all below a value of 1.1.

Energy Efficiency of New Top Loader Washing Machines Austria

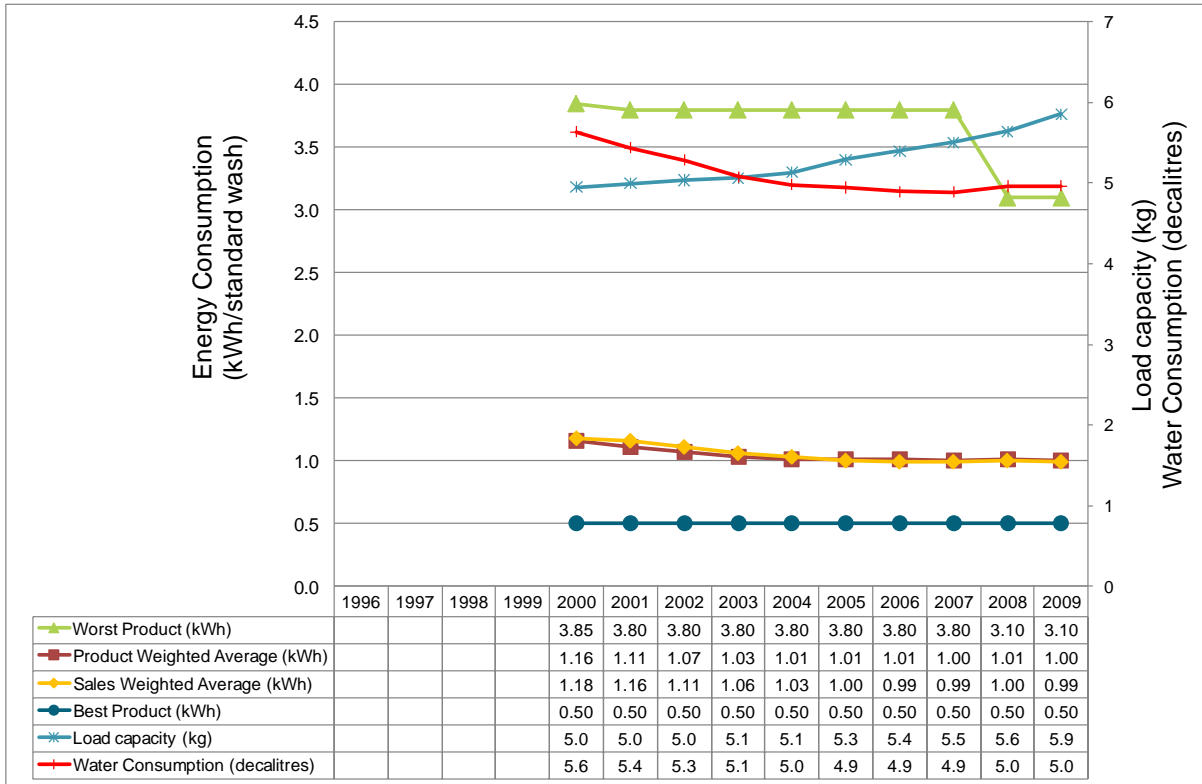


Key notes on Graph (see notes section 1)

- Aggregated data table supplied by GfK based on:
 - Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.
- Data supplied is restricted to products with greater than 0.1% share of the sales. As such:
 - Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
 - While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.
- Wash quality and spin efficiency data was provided by label classification and therefore an assumption has been made about what the actual rating of a typical machine in each label classification is.
- Furthermore, wash quality results have been multiplied by 100 to allow better visibility on the graphic. Actual wash quality values are all below a value of 1.1.
- Front loaders account for approximately 95% of all sales in all years.



Energy Consumption of New Washing Machines Austria



Key notes on Graph (See notes section 2)

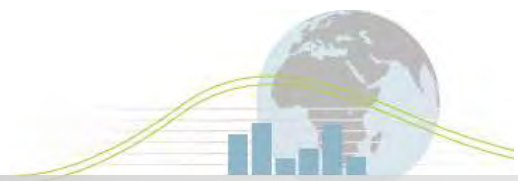
Aggregated data table supplied by GfK based on:

- Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.

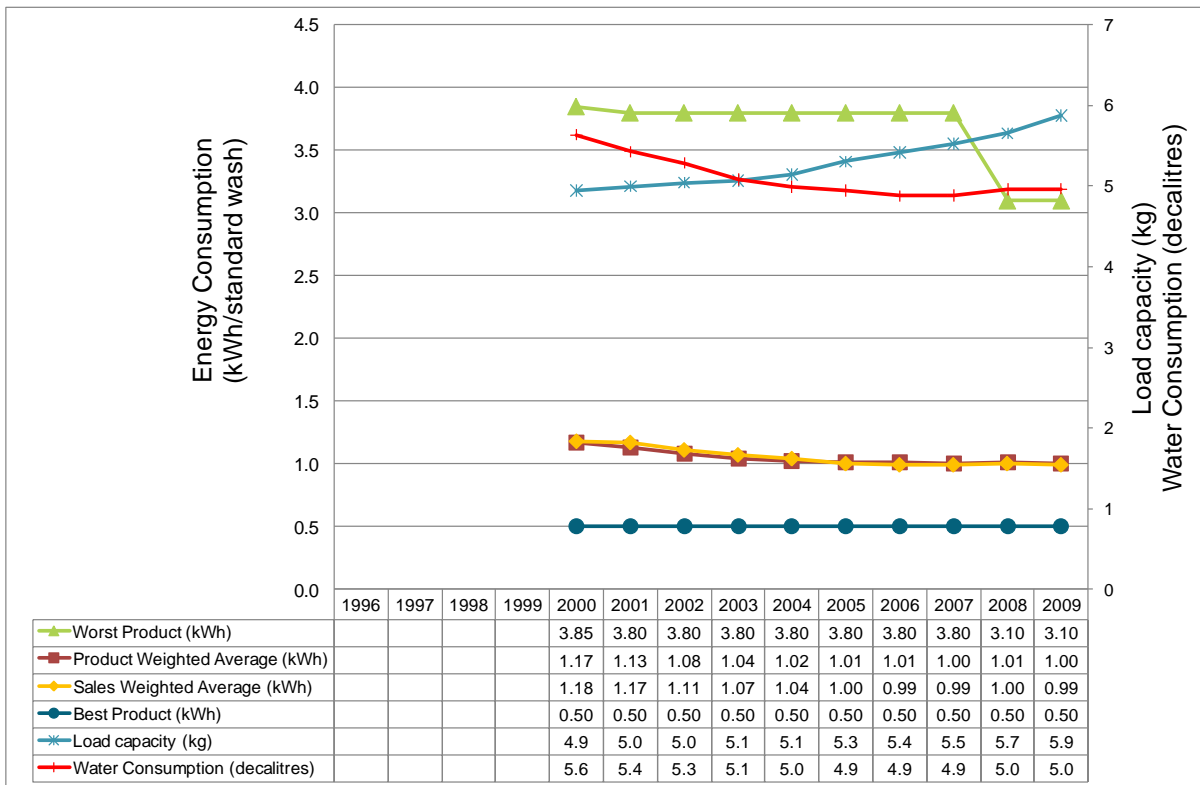
Data supplied is restricted to products with greater than 0.1% share of the sales. As such:

- Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
- While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.





Energy Consumption of New Front Loader Washing Machines - Austria



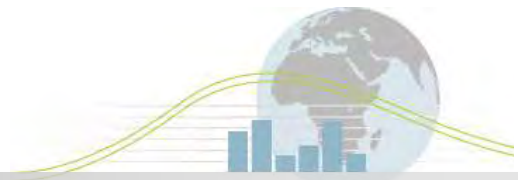
Key notes on Graph (See notes section 2)

Aggregated data table supplied by GfK based on:

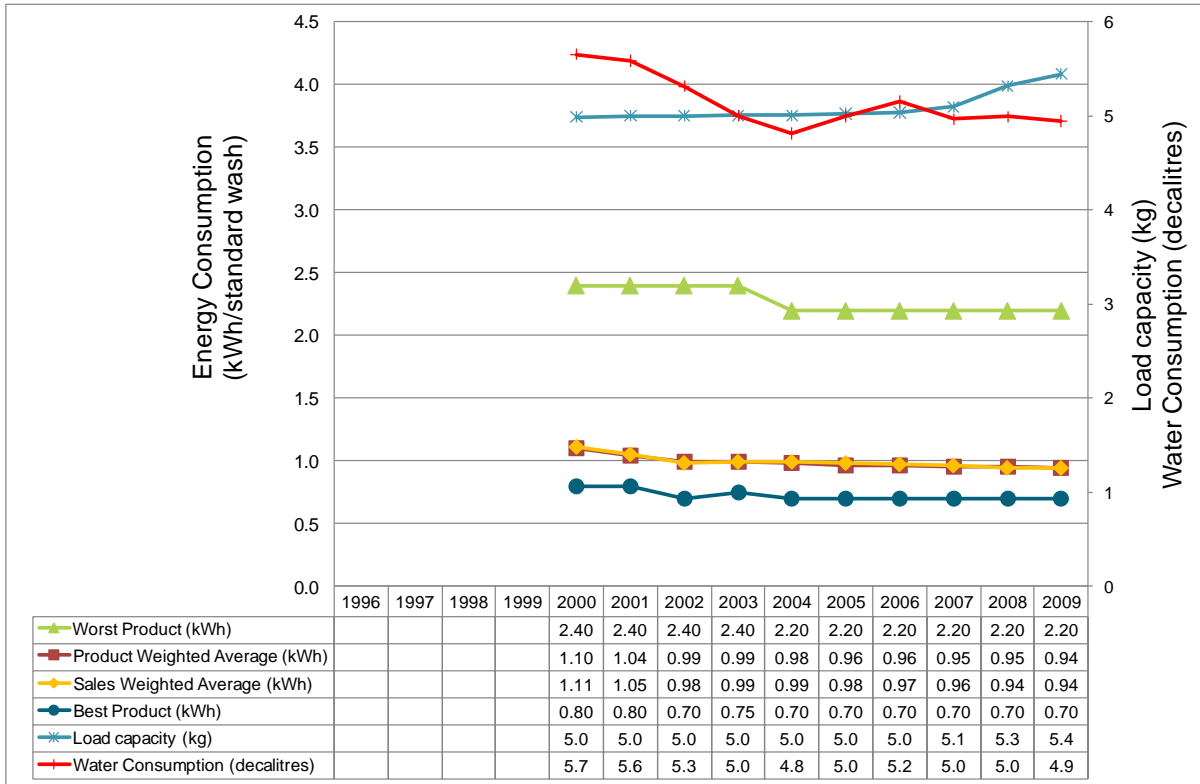
- Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.

Data supplied is restricted to products with greater than 0.1% share of the sales. As such:

- Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
- While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.



Energy Consumption of New Top Loader Washing Machines - Austria



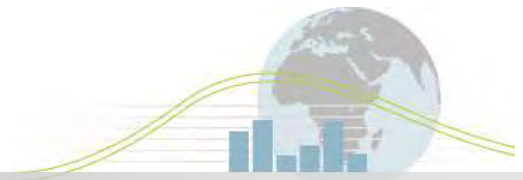
Key notes on Graph (See notes section 2)

Aggregated data table supplied by GfK based on:

- Data covers 89% of all sales in Austria for the years 2004-2008. 2009 data is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.

Data supplied is restricted to products with greater than 0.1% share of the sales. As such:

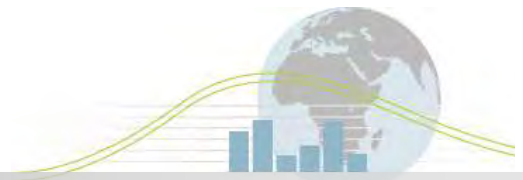
- Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
- While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency. This is likely to have greatest effect on product weighted analysis and graphics.



Unit Energy Efficiency of Washing Machines Installed in the Stock - Austria

No data on the Unit Energy Efficiency of washing machines in the installed stock was available to the Mapping and Benchmarking Annex at the time of publication.

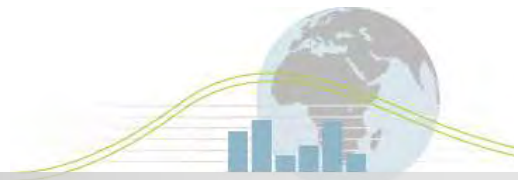




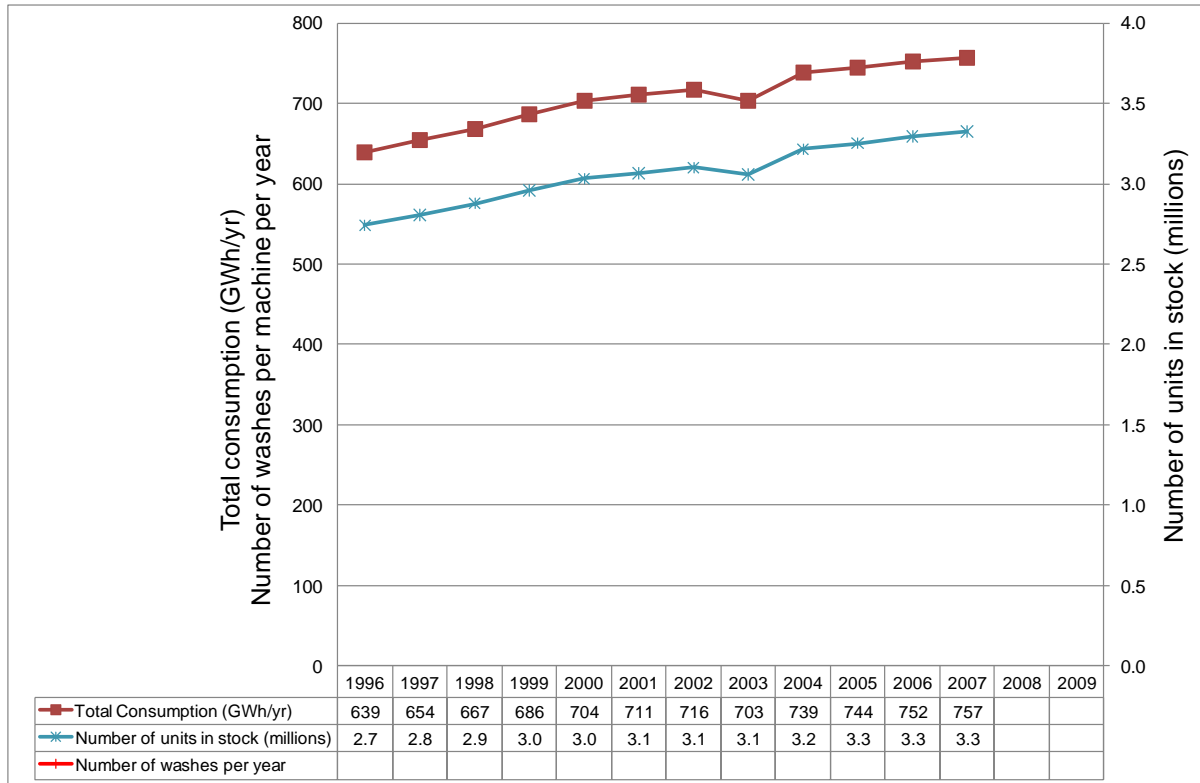
Unit Energy Consumption of Washing Machines Installed in the Stock - Austria

No data on the Unit Energy Efficiency of washing machines in the installed stock was available to the Mapping and Benchmarking Annex at the time of publication.





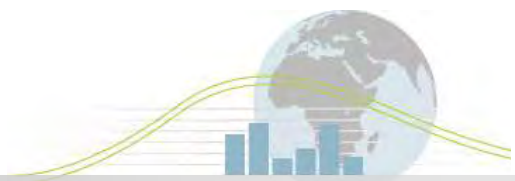
Energy Consumption of the total stock of Installed Washing Machines - Austria



Key notes on Graph (See notes section 4)

- Data included in the stock is an extract of data gathered for Austria for the ODYSSEE project. The ODYSSEE projects relies on databases that contain, detailed data on the energy consumption drivers by end-use and sub-sector as well as energy efficiency and CO₂ related indicators. It is (most likely) that the data included information for all washing machine types (front loaders and top loaders).
- **Details of the make-up of the ODYSSEE dataset and any assumptions made are not known. Therefore data should be used with caution.**





Major Policy Interventions (See notes Section 5)

The Directive 2006/32/EC of the European Parliament and of the Council of 5 April 2006 on energy end-use efficiency and energy services (deadline for the transposition of the Directive into Austrian national law was May 2008): According to the Energy Service Directive – ESD (directive 2006/32/EC), Austria is obliged to improve the energy efficiency by 9% by 2016 compared to the business as usual scenario 2001-2005. Voluntary agreements to support energy savings with energy suppliers, distributors and trading associations and an Agreement between the federal state and the provincial governments concerning issues on energy efficiency competence are being implemented.

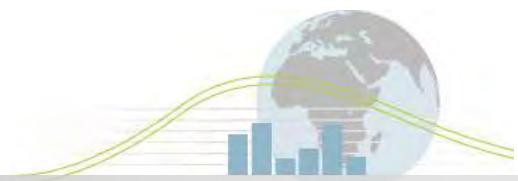
Austria revised its energy strategy in April 2009, following the establishment of a new government. One of the goals of this strategy is to limit Austria’s final energy consumption for the year 2020 to the 2005 level, which is 1100 PJ.

More specifically policy on washing machines driven via the EU:

Policy name	Period in force	Description
EU Energy Label ¹	1996 - 2010	Required labelling of all new washing machines. Defines A to G classes for energy efficiency, wash performance and spin performance. Gives maximum spin speed information and water consumption.
EC Ecolabel	1999 - ongoing	Voluntary declaration for resource efficiency. For the standard 60°C cotton programme: energy consumption equal to or lower than 0.17 kWh/kg, water consumption equal to or lower than 12 litres/kg.
Industry voluntary commitments	1996 – 2002 and 2002 – 2010	Removed EU Energy Label energy classes E, F and G by 1999. Removed class D by 2003. New Labelling category introduce A+ (Energy Efficiency Index (EEI) > 0.17) introduced at the end of 2002. Set target for efficiency of sales weighted (“fleet”) average efficiency of 0.2 kWh/kg by 2008. Promotes models with 0.17 kWh/kg and A rated wash performance.
Early replacement	2007 - ongoing	Industry promotion to consumers to encourage consumers to replace older appliances with more efficient new ones.

¹ See notes section 1.1.2





Note: it is anticipated that the European Commission will be publishing new energy labels and the ecodesign requirements for washing machines. The efficiency figure for both the MEPS and the label will be based on a different calculation than the current labels, i.e. the calculation will take into account "standby" and off mode and will also take into account the 40 oC cotton cycle. Also for the label additional classes will be introduced (A+, A++, A+++). More details can be found in the Washing Machine Mapping Document for the EU, and the proposed regulatory document (current at the time of publication). Both documents can be found in the Washing Machine area of the Mapping and Benchmarking website – see <http://mappingandbenchmarking.iea-4e.org/matrix>.

National Programs:

There are programs in Austria which aim to improve energy efficiency by granting subsidies for suitable measures for the household sector. These subsidies have usually been designed as a contribution towards investment costs or as a loan with reduced interest rates.

For purchasing energy efficient electrical appliances subsidies can be obtained from some regional electrical utilities. These subsidies are granted to all customers of the respective utility, regardless of whether the customer is the owner of a private household, an enterprise or a public institution.

The most innovative and popular measure in Austria is the long-term program for active climate protection (klima: aktiv), that was launched in 2004 from the Environmental Ministry (Lebensministerium). The program's main focus lies on increasing the market share of energy efficient products and services. The overall goal is to reduce the greenhouse gas emissions².

As part of the initiative klima: aktiv, the program of "Top products" – Platform for energy efficient appliances provides information on best and worst available products in the market (<http://www.topprodukte.at>), for household and commercial users.

² "Energy Efficiency Policies and Measures in Austria". Monitoring of Energy Efficiency in EU 27, Norway and Croatia (ODYSSEE-MURE). Austrian Energy Agency. Vienna, Austria September 2009.





Cultural Issues (See Notes Section 6)

In 2007 the Austrian Statistics Agency initiated a project called “Electricity and Gas Daily Book”, with the aim to look into more detail the consumption household energy.

From this 2008 Micro-census³ it is known that about 90% of household have at least one washing machine and about 2% have two machines.

80% of the washing machines are in the capacity range of 4,5 to 5,5 kg; about 11% are smaller capacity devices, and about 10% are larger capacity devices of 6 kg or more. The average capacity of the washing machines is increasing in the last years. Less than 5% of the 5 to 10 year old and more than 10 year old machines had a capacity equal or larger than 6 kg. About 21% of the new products (less than 5 year old) are in the capacity range of 6 kg or more. At the same time, the number of small capacity machines (under 4,5 kg) is decreasing: 13,6% (more than 10 years old), 11% (5 to 10 year old) and 7% (machines less than 5 years old). 35% of the products in households are new products (less than 5 year old), 38% are between 5 and 10 year old, and 26% are 10 or more years old.

4,0 % of the total electricity consumption in households for year 2008 (average of 4417 kWh) corresponded to washing machines.

³ “Strom- und Gastagebuch 2008: Strom- und Gaseinsatz sowie Energieeffizienz österreichischer Haushalte. Auswertung Gerätebestand und Einsatz”. Statistik Austria/ Direktion Raumwirtschaft, Energie, Wien 2009.



Notes on data

Section 1: Notes on Product Efficiency

1.1 Test methodologies and Performance Standards

1.1.1 Test methodology

From 1 Jan 2007 EN 60456: 2005 (derivative IEC 60456:2003)

Previously EN 60456: 1999 + A11:2001 + A12:2001 + A13:2001. Primary difference with preceding method is the allowance of 3 methods to condition the load prior to test.

1.1.2 Key Testing Parameters and Regulatory Requirements

Overview of test method

The test standard EN 60456 contains a number of methods for measuring the various performance characteristics of washing machines. The key relevant tests are: cleaning performance, energy consumption, water consumption, spin extraction performance and spin speed. All these tests are performed using the rated capacity cotton load and a 60°C cotton programme nominated by the manufacturer. The cleaning performance of a washing machine is measured by using it to wash a set of standard soiled test strips together with a base laundry load. Each soiled test strip consists of five fabric squares, soiled with carbon black / mineral oil, blood, chocolate and milk, red wine, with the fifth square left unsoiled. The different soils challenge the various cleaning characteristics of the washing machine such as mechanical action, mixing and distributing the wash liquor, and wash temperature control. After washing, drying, and ironing, soil removal is assessed by measuring the reflectance of the test strips. Cleaning performance is calculated from the reflectance values.

The energy and water consumption are measured during the cleaning performance test. If the machine draws hot water rather than cold, the energy associated with the hot water is added to the electrical energy used to give the total energy consumption. The spin extraction performance is assessed after the cleaning performance test by weighing the base load. Comparing the wet load weight with the dry load weight⁴

Specific Test Details

Voltage	230V +/- 1V, 50Hz +/- 1Hz
Test Cycle	60°C Cotton Cycle (without pre-wash) in accordance with the manufacturer's instructions. At least 5 complete cycles should be completed with new soil strips added before each new cycle commences.
Ambient Temperature	23°C +/- 2°C
Load	Rated kg
Detergent	Type A* as defined in Annex F of IEC 60456.

⁴ UK MTP Briefing Notes: See www.mtprog.com



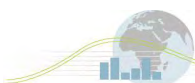


Water Supply	Cold Water: 15°C +/-2°C Hot Water (for use in units without heating elements): 60°C +/-2°C (or as directed by manufacturer)
Reference Unit	As defined in Annex A of EN60456
Water Test Temperature	60°C
Energy Consumption	Consumption of unit under test corrected for energy in water as follows: Total Energy = Tested Energy + Cold Water Correction + Hot Water Correction, where: Cold Water Correction = (volume of cold water x (cold water inlet temp - 15))/860 and Hot Water Correction = (volume of hot water x (hot water inlet temp - 15))/860 Average of 5 cycles TOLERANCE: the measured consumption can be up to 15% higher than the value claimed by the manufacturer for that model (for one unit) or 10% greater than manufacturer claims (if average over 3 units)
Cycle Efficiency	TOTAL Energy of Model under test divided by rated load (kWh/cycle/kg).
Measurement of Water Volume	Complete volume of water used during energy consumption test (litres). Average of 5 cycles TOLERANCE: the measured consumption can be up to 15% higher than the value claimed by the manufacturer for that model (for one unit) or 10% greater than manufacturer claims (if average over 3 units)
Spin Extraction Ratio	Section 9: EN60456 - Moisture remaining in base load after spinning relative to the conditioned mass of the same load. (Mass of Base Load after Spin - Mass of conditioned base load)/Mass of conditioned base load. Average of at least 5 cycles TOLERANCE: the measured consumption can be up to 15% higher than the value claimed by the manufacturer for that model (for one unit) or 10% greater than manufacturer claims (if average over 3 units)
Rinsing Index	Section 9: EN60456 - Based on alkalinity of detergent in base load following normal cycle. Value of 2-5 cycles (1st cycle after normalising not to be used)
Wash Quality Index	Section 9: EN60456 - As a ratio of average reflectance measured (compared with reference unit). At least 5 cycles from series.
Spin Speed	The lowest speed achieved during highest spin speed variation which runs continuously for 60 seconds. TOLERANCE: Not greater than 10% or 100 rpm greater than manufacturer claim (if average of 1 or 3 units)

Regulatory Requirements based on:

Commission Directive 1995 95/12/EC implementing Council directive⁵ 92/75/EEC with regard to energy labelling of washing machines. (see also policy in Notes Section 5)

⁵ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1995L0012:20070101:EN:PDF>



1.2 Product Efficiency Graphics

1.2.1 Data Source:

Data on energy consumption and other features for Front Loaders, Top Loaders and totals (all machines) is purchased from GfK Austria, February 2010.

1.2.2 Data Clarifications

Original Data Limitations

Aggregated data table supplied by GfK based on:

- For Fully Automatic Washing Machines (excluding Wash dryers) data covers the years 2000-2009.
- Data coverage statistics are known for the years 2004-2008 and data covers 89% of all sales, data in 2009 is thought to have at least this level of coverage. However, market coverage statistics prior to 2004 are not known and therefore data should be treated with caution.

Data supplied is restricted to products with greater than 0.1% share of the sales. As such:

- Best and worst product may not represent the absolute best and worse products on the market, ie there could be some models with marginal sales, but with some better or worse consumption/efficiency values.
- While not evidenced, it is believed this exclusion of peripheral models will lead to a slight tendency (undefined but thought to be marginal) for under estimating consumption/over estimating efficiency as not all models in the market report consumption, and it is believed these are typically the less well performing units. This is likely to have greatest effect on product weighted analysis and graphics.

1.2.3 Key calculations undertaken

Note calculations undertaken by GfK using original source material:

Declared Unit Load Capacity: Unit load capacity in kg is defined by local regulations and declared by manufacturers Unit kg).

(Note: This capacity is defined using the mixture of materials defined in the local regulations which is not necessarily in line with the mixture of material used elsewhere (for local load mix, refer to Section 1.1 on “Notes on Data”).

Model Energy Consumption: Model Energy Consumption is the energy consumed by the unit to complete one wash cycle as defined by local test conditions (Unit: kWh/wash).





Sales Weighted Energy Consumption of New Models: Value calculated by [Sum of (Model Energy Consumption multiplied by sales volume of Model in year) for all Models] divided by [Sum of (sales volume of all Models in year)]. Unit kWh/wash.

Model Weighted Consumption of New Models: Value calculated by [Sum of (Model Energy Consumption for all models sold in year)] divided by [Sum of (Number of Models sold in year)]. Unit kWh/wash.

Model Energy Efficiency: Value calculated by dividing Model Energy Consumption by Declared Unit Load Capacity (kWh/kg/wash).

Sales Weighted Energy Efficiency of New Models: Value calculated by [Sum of (Derived Model Energy Efficiency multiplied by sales volume of Model in year) for all Models] divided by [Sum of sales volume of all Models in year]. Unit kWh/kg/Wash.

Model Weighted Energy Efficiency of New Models: Value calculated by [Sum of Model Energy Efficiency for all models sold in year] divided by [Number of Models sold in year]. Unit kWh/kg/wash.

Spin Efficiency: The efficiency of removal of water from the test load as defined in local test conditions (refer to Section 1.1 on “Notes on Data”).

Wash Quality: The efficiency of cleansing of test load as defined in local test conditions (refer to Section 1.1 on “Notes on Data”).

Rinse Efficiency: The efficiency of removal of detergent, softener or other additive from the test load as defined in local test conditions (Unit: comparative percentage).

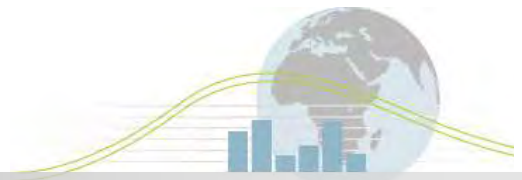
Spin Speed: The highest spin speed attainable by the unit (Unit: revolutions per minute – rpm).

Wash quality and spin efficiency data was provided by label classification and therefore an assumption has been made that on average, machines achieve the mid-point rating for their label classification. This means that machines are rated as follows:

Machines Label:	Spin Efficiency		Wash Quality	
	Rating used:	Range:	Rating used:	Range:
A*	40.5%	< 45%	1.045	>1.03
B	49.5%	45-54%	1.015	1-1.03
C	58.5%	54-63%	0.985	0.97-1
D	67.5%	63-72%	0.955	0.94-0.97
E	76.5%	72-81%	0.925	0.91-0.94
F	85.5%	81-90%	0.895	0.88-0.91
G*	94.5%	> 90%	0.865	< 0.88

* Note: the average difference between range bottom and its mid-point was also added to the A class minimum rating and subtracted from the G class maximum rating for those classifications





Section 2: Notes on Product Consumption

2.1 Test methodologies and Performance Standards

Refer to section 1.1

2.2 Product Consumption Graphic

Refer to section 1.2





Section 3: Notes on the Efficiency and Consumption of units in the installed Stock

3.1 Unit Stock Efficiency Graphic

3.1.1 Data Source

None.

3.1.2 Data Clarifications and Cautions

None.

3.2 Unit Stock Consumption Graphic

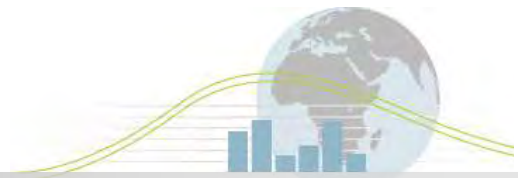
3.2.1 Data Source

None.

3.2.2 Data Clarifications

None.





Section 4: Notes on Consumption of Stock

4.1 Stock Consumption Graphic

4.1.1 Data Source

Data included in the stock is an extract of data gathered for Austria for the ODYSSEE project (www.odyssee-indicators.org).

4.1.2 Data Clarifications and Cautions

The ODYSSEE projects relies on databases that contain, detailed data on the energy consumption drivers by end-use and sub-sector as well as energy efficiency and CO₂ related indicators.

It is (most likely) that the data included information for all washing machine types (front loaders and top loaders). **However, details of the make-up of the dataset and any assumptions made are not know. Therefore data should be used with caution.**



Section 5: Notes on Policy Interventions

5.1.1 Data Source

Commission Directive 1995 95/12/EC implementing Council directive⁶ 92/75/EEC with regard to energy labelling of washing machines

5.1.2 Requirements of 1995 95/12/EC implementing Council directive 92/75/EEC with regard to energy labelling of washing machines.

Limits for various labelling criteria are defined in the directive as follows (refer to policy table for criteria that are now no longer applicable due to the introduction of minimum standards or voluntary agreements):

ANNEX IV

ENERGY EFFICIENCY CLASS

- The energy efficiency class of an appliance shall be determined in accordance with the following table 1:

Table 1

Energy efficiency class	Energy consumption 'C' in kWh per kg washed for standard 60 °C cotton cycle using test procedures of the harmonized standards referred to in Article 1 (2)
A	$C \leq 0,19$
B	$0,19 < C \leq 0,23$
C	$0,23 < C \leq 0,27$
D	$0,27 < C \leq 0,31$
E	$0,31 < C \leq 0,35$
F	$0,35 < C \leq 0,39$
G	$0,39 < C$

⁶ <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CONSLEG:1995L0012:20070101:EN:PDF>



2. The washing performance class of an appliance shall be determined by the following table 2:

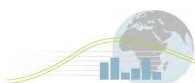
Table 2

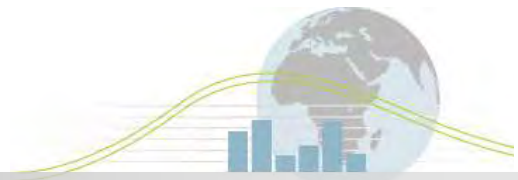
Washing performance class	Washing performance index P as defined in the harmonized standards referred to in Article 1 (2), using a standard 60 °C cycle
A	$P > 1,03$
B	$1,03 \geq P > 1,00$
C	$1,00 \geq P > 0,97$
D	$0,97 \geq P > 0,94$
E	$0,94 \geq P > 0,91$
F	$0,91 \geq P > 0,88$
G	$0,88 \geq P$

3. The drying efficiency class of an appliance shall be determined by the following table 3:

Table 3

Spin drying efficiency class	Water extraction efficiency D as defined in the harmonized standards referred to in Article 1 (2), using a standard 60 °C cycle
A	$D < 45 \%$
B	$45 \% \leq D < 54 \%$
C	$54 \% \leq D < 63 \%$
D	$63 \% \leq D < 72 \%$





Spin drying efficiency class	Water extraction efficiency D as defined in the harmonized standards referred to in Article 1 (2), using a standard 60 °C cycle
E	$72 \% \leq D < 81 \%$
F	$81 \% \leq D < 90 \%$
G	$90 \% \leq D$

The label itself is shown below⁷

Energy

Manufacturer
Model

More efficient

A

B

C

D

E

F

G

Less efficient

Energy consumption
kWh/cycle
(based on standard test results for 60 °C cotton cycle)

Actual energy consumption will depend on how the appliance is used

Washing performance
A: higher G: lower

Spin drying performance
A: higher G: lower
Spin speed (rpm)

Capacity (cotton) kg
Water consumption l

Noise (dB(A) re 1 pW) Washing
 Spinning

Further information is contained in product brochures

Norm EN 60456
Washing machine label Directive 95/12/EC

Washing machine

⁷ Source from: http://www.ceced.org/energy/Washer_energy_label.jpg



Note: it is anticipated that the European Commission will be publishing new energy labels and the ecodesign requirements for washing machines. The efficiency figure for both the MEPS and the label will be based on a different calculation than the current labels, i.e. the calculation will take into account "standby" and off mode and will also take into account the 40 oC cotton cycle. Also for the label additional classes will be introduced (A+, A++, A+++). More details can be found in the Washing Machine Mapping Document for the EU, and the proposed regulatory document (current at the time of publication). Both documents can be found in the Washing Machine area of the Mapping and Benchmarking website – see <http://mappingandbenchmarking.iea-4e.org/matrix>.

5.1.3 CECED Voluntary Agreements

There have been two voluntary agreements have been negotiated between the EU and CECED (the European Committee of Manufacturers of Domestic Equipment). The following description of the first agreement and outcome and detailing of the second agreement is drawn from: “*SECOND VOLUNTARY COMMITMENT ON REDUCING ENERGY CONSUMPTION OF DOMESTIC WASHING MACHINES (2002 - 2008)*”⁸

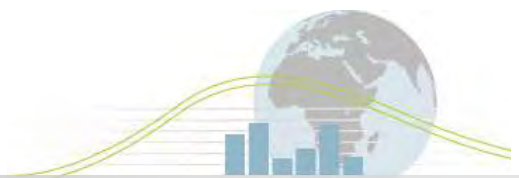
“The European Committee of Manufacturers of Domestic Equipment (CECED) represents the interests of domestic washing machines manufacturers in Europe. Its members are domestic appliances manufacturers and a number of national trade associations.

In April 1996 the European Committee of Manufacturers of Domestic Equipment (CECED) presented a first Commitment about energy saving to the European Commission. This Commitment was made on behalf of the European manufacturers of domestic washing machines and was aimed at a considerable reduction of energy consumption of washing machines. The proposal was negotiated with the EU Authorities and notified, in October 1997, to EC DG IV. The final approval followed on 9. December 1998, when the Commitment was published in the Official Journal. Exemption according to Art. 81 of the EU Treaty was granted by decision of the Commission for the period up to end of year 2001.

The overall saving target of this Commitment was to reduce the specific energy consumption of domestic washing machines by 20% in the period 1994 - 2000. Practically, this targeted at bringing the average consumption value of 0.30 kWh/kg down to 0.24 kWh/kg within 6 years. To achieve this goal, a catalogue of different technical and marketing related measures was set up, specifying so called “hard targets” and also “soft targets”.

In addition, CECED committed itself to monitor the progress and to report regularly - every year – to the European Commission on the basis of a notary report and the technical database of washing machines of CECED. The targets of the Commitment were achieved at the end of 1999. The specific energy consumption was then

⁸ http://ec.europa.eu/energy/efficiency/doc/agreements/2002_ceced_washing_machines.pdf



calculated and reported with 0,228 kWh/kg. That way a saving of 24% had been achieved - without regulative measures and without adverse market distortion.

A recently completed study came to the conclusion that in terms of energy efficiency of washing machines there is no real reason for a change in the present energy label. Other conclusions of this study have been taken on board in this proposal if considered as a support to contribute to energy savings in the future.

The successful fulfilment of this first Commitment prompted manufacturers to elaborate the possibility of a new - second - Voluntary Commitment, covering the period from 2002 to 2008. The proposal of this new Commitment is described thereafter.

This Industry Commitment is developed at Community level as it aims to ensure that free circulation of goods is not hampered by diverging practices at national level. Its logical reference could be EC Treaty article 95.

....

[In the second voluntary commitment, CECED members] commit to:

“Hard targets”:

- By 31.12.2003 participants will have stopped producing for and importing in the Community Market domestic washing machines which belong to energy efficiency class D

“Fleet target”:

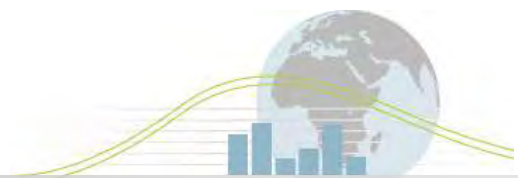
- Each participant will commit himself to contribute to the Commitment overall objective of achieving a European production weighted average of 0.20 kWh/kg for the year 2008. Each participant will provide to the CECED notary consultant, as specified in part B of this clause, and according to the procedure specified in annex 2; production weighted energy consumption data for the previous calendar year.

“Soft targets”:

In addition to the above commitments, all participants commit themselves to strengthen their overall activities to achieve further energy savings and to educate consumer on the way to save energy, in particular, they commit to:

- Support the introduction of a new 'quality mark' on the present energy label, identifying and promoting super efficient machines at a level of 0,17 kWh/kg by giving additional public awareness.
- Support at EU or national level, rebates schemes aiming at fostering the introduction of efficient washing machines, e.g. by replacing old and inefficient machines as long as the balance between energy and washing performance is maintained (minimum class B for washing performance)





- *Co-operate preferably at national level in setting up targets and measures for achieving a high level of spinning efficiency for markets where tumble drying is relevant*
- *Inform in their brochures about the advantages of a high spin speed washing machine when tumble drying is preferred*
- *Promote the energy efficient use of washing machines by giving information in the user manual*
- *Co-operate with detergent industry on new energy saving detergents and promotion of an energy saving consumer behaviour*
- *Push the development of a new standard for testing washing machines taking into account the change of consumer behaviour towards lower wash temperatures and not using always full load. This development will be done in close co-operation with GENELEC and consumer organisations and testing institutes if actively supported by member states and/or the European Commission and is targeting to be used as a basis for a revised label in 2008. Models of classes E,F and G were already eliminated by the first negotiated agreement Voluntary Commitment II - Washing Machines - 31.08.2002 ”*

5.1.4 National Policies

There are programs in Austria which aim to improve energy efficiency by granting subsidies for suitable measures for the household sector. These subsidies have usually been designed as a contribution towards investment costs or as a loan with reduced interest rates.

For purchasing energy efficient electrical appliances subsidies can be obtained from some regional electrical utilities. These subsidies are granted to all customers of the respective utility, regardless of whether the customer is the owner of a private household, an enterprise or a public institution.

The most innovative and popular measure in Austria is the long-term program for active climate protection (klima: aktiv), that was launched in 2004 from the Environmental Ministry (Lebensministerium). The program's main focus lies on increasing the market share of energy efficient products and services. The overall goal is to reduce the greenhouse gas emissions⁹.

As part of the initiative klima: aktiv, the program of “Top products” – Platform for energy efficient appliances provides information on best and worst available products in the market (<http://www.topprodukte.at>), for household and commercial users.

⁹ “Energy Efficiency Policies and Measures in Austria”. Monitoring of Energy Efficiency in EU 27, Norway and Croatia (ODYSSEE-MURE). Austrian Energy Agency. Vienna, Austria September 2009.





Section 6: Notes on Cultural Issues

In 2007 the Austrian Statistics Agency initiated a project called “Electricity and Gas Daily Book”, with the aim to look into more detail the consumption household energy.

From this 2008 Micro-census¹⁰ it is known that about 90% of household have at least one washing machine and about 2% have two machines.

80% of the washing machines are in the capacity range of 4,5 to 5,5 kg; about 11% are smaller capacity devices, and about 10% are larger capacity devices of 6 kg or more. The average capacity of the washing machines is increasing in the last years. Less than 5% of the 5 to 10 year old and more than 10 year old machines had a capacity equal or larger than 6 kg. About 21% of the new products (less than 5 year old) are in the capacity range of 6 kg or more.

At the same time, the number of small capacity machines (under 4,5 kg) is decreasing: 13,6% (more than 10 years old), 11% (5 to 10 year old) and 7% (machines less than 5 years old). 35% of the products in households are new products (less than 5 year old), 38% are between 5 and 10 year old, and 26% are 10 or more years old.

¹⁰ “Strom- und Gastagebuch 2008: Strom- und Gaseinsatz sowie Energieeffizienz österreichischer Haushalte. Auswertung Gerätebestand und Einsatz”. Statistik Austria/ Direktion Raumwirtschaft, Energie, Wien 2009.

