



Independent  
Lab Tested Energy Ratings



*FIRST INDEPENDENT LAB TESTED ENERGY RATINGS SYSTEM*

## **SAVENIA LABS LAUNCHES FIRST 'GEO' AIR CONDITIONER ENERGY RATING LABELS**

*GEOGRAPHY BASED ENERGY RATING LABELS REVOLUTIONIZE APPLIANCE SHOPPING*

(Bethesda, MD Issued July 19 2012)-- [Savenia Labs](#) unveils the first ever location-specific energy rating labels for air conditioners. Savenia Labs' new 'GEO' Energy Rating Labels report zip code specific lifetime energy costs for room air conditioners anywhere in the US. Now available in [participating retail stores](#), shoppers can see how much it will cost to run an air conditioner before they buy – with data specific to local energy costs, environmental impact and regional usage patterns. Since lifetime energy costs can greatly exceed purchase prices, these new labels revolutionize air conditioner shopping by magnifying customer savings.

“Energy Rating Labels must be highly relevant to local shoppers to be helpful,” said John Jabara, Founder of Savenia Labs. “The same room air conditioner that costs \$500 to run in electricity costs over its 9 year lifetime in Chicago will cost over \$3,000 in a hotter climate like Key West, Florida. Now shoppers can get this localized information on the shelf next to the price tag for easy comparison, and save hundreds of dollars by shopping smart.”

Shoppers can find Savenia Labs Energy Rating Labels at participating retailers, or online through their smartphones at <http://www.savenialabs.com>.

Participating retailers that displayed Savenia Labs Energy Rating Labels last fall experienced dramatic increases in appliance sales and customer satisfaction, while consumers benefited from energy efficiency information that helped them save money.

### **About Savenia Labs**

Savenia Labs is an independent testing laboratory that provides lab tested energy and environmental impact ratings on popular appliances. Savenia Labs produces information labels and ratings so individuals and businesses can choose energy saving and environmentally friendly alternatives while shopping.

For more information please contact John Jabara at Savenia Labs at (855)-SAVENIA or by email at [info@savenialabs.com](mailto:info@savenialabs.com).

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