



Independent  
Lab Tested Energy Ratings



### *FIRST INDEPENDENT LAB TESTED ENERGY RATINGS SYSTEM*

## **SAVENIA LABS LAUNCHES WORLDS FIRST ELECTRIC KETTLE ENERGY RATING LABELS**

### *BOILING HOT ENERGY RATING LABELS NOW IN PARTICIPATING RETAIL STORES*

(Bethesda, MD Issued Dec 18, 2012)-- [Savenia Labs](#) announced today that its popular Energy Rating Labels are now available for electric kettles in [participating retail stores](#). Never before available anywhere in the world, consumers in select stores across Maryland, Washington, DC, and Virginia can now shop with independent lab tested energy ratings on tea kettles. Often called the world's second most popular drink, tea is made by millions of Americans every day. And since many tea kettle models' energy costs exceed their purchase prices, consumers have a lot to gain by shopping smart.

“Millions of people make tea every single day, and don't know that they pay twice for many kettles – once at the store and again in energy costs over their 4 year lifetimes,” said John Jabara, Founder of Savenia Labs. “Now shoppers can get this information on the shelf next to the price tag for easy comparison.”

Participating retailers can download Savenia Labs Energy Rating Labels and print them in stores for display, and consumers can access Energy Ratings through their smartphones at [www.savenialabs.com](http://www.savenialabs.com). Ratings are customized for energy costs and environmental impact based on zip codes.

Savenia Labs provides the worlds first and only energy ratings on several popular appliance categories. Participating retailers that displayed the 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).

Connect with Savenia Labs:  