



Independent
Lab Tested Energy Ratings



FIRST INDEPENDENT LAB TESTED ENERGY RATINGS SYSTEM

SAVENIA LABS LAUNCHES FIRST TOASTER ENERGY RATING LABELS

FIRST ENERGY RATING LABELS NOW IN PARTICIPATING RETAIL STORES

(Bethesda, MD Issued Nov 14 2012)-- [Savenia Labs](#) announced today that its popular Energy Rating Labels are now available for 4 slice toasters in [participating retail stores](#). These are the first and only independent lab tested energy ratings on toasters in the United States. Now consumers can access this information before they buy.

“Millions of people make toast every single day, and don't know that toaster energy costs vary widely depending on which model they choose” said John Jabara, Founder of Savenia Labs. “Now shoppers can get this information on the shelf next to the price tag for easy comparison.” As lifetime energy costs can exceed the purchase price for some models, consumers are only now getting the full picture on these products’ total costs.

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. Ratings are customized for energy costs and environmental impact based on zip codes.

Savenia Labs provides the world's 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.

Connect with Savenia Labs:  