

FIRST INDEPENDENT LAB TESTED ENERGY RATINGS SYSTEM

BREAKTHROUGH FOR CONSUMERS: SAVENIA LABS OF BETHESDA REVEALS THE TRUE COST OF YOUR APPLIANCES

Strosniders True Value Hardware Stores to Carry Savenia Labs Energy Ratings

(Bethesda, MD)-- [Savenia Labs](#) is revolutionizing the way consumers shop for their most popular electronic kitchen appliances. The Bethesda, MD-based company is unveiling its Savenia Labs Energy Ratings, which for the first time allows shoppers to compare the lifetime energy costs of running microwaves, coffee makers and toaster ovens. It's like MPG (Miles Per Gallon) for your appliances: the ratings give consumers the information they need to save cash and energy when shopping for appliances.

Many appliances cost more to run in energy costs than their purchase price. Savenia Labs reports that the most energy hungry coffeemakers cost over \$500 to run over a 5-year lifetime, while the energy saving models cost around \$30. Now consumers can access this new energy cost information before they buy.

Since 2009, a team of scientists and researchers working with Savenia Labs has perfected its 10-step process of independently* testing popular appliances to determine each model's energy usage. The result is a Savenia Labs Energy Rating—an easy-to-read store label now available exclusively in Strosniders True Value Hardware Stores in Bethesda and Silver Spring, MD. The stores are teaming with Savenia Labs to help consumers get acquainted with this groundbreaking ratings system.

Taking a Bite Out of Vampire Power

John Jabara, founder of Savenia Labs says one of the company's goals is to help reduce the cost of "Vampire Power." That's the term for the standby energy appliances waste when they're plugged in but not in use. Experts estimate that "Vampire Power" drains the average Maryland household of hundreds of dollars per year, and contributes to the need for more power plants in the state that emit air pollution.

In addition, Savenia Labs factors in the cost of powering the bells and whistles on many appliances. For example: it calculated that the money spent on powering digital displays and clocks on microwaves and other small appliances could easily pay for a new unit. Jabara says "Individually it may not seem like much, but people may not really need a 3rd or 4th clock in the kitchen. Now, you have the information you need to make an informed buying decision. When you add up wasted energy, unused features and other factors, you quickly learn that the cost savings can be significant."

John Jabara of Savenia Labs is available for media interviews. Please contact Marc Silverstein at (202) 716-9123 or by email at marc@onthemarcmedia.com.

*Independent is the key here. Appliance ratings to date are self-certified by manufacturers - Savenia Labs buys and tests all products themselves.