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Savenia offers shoppers small appliance info

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We think Savenia Labs is a great example of providing shoppers with additional product information before making a purchase. This independent testing lab and information services company rates and scores the energy use and carbon footprint of counter-top appliances and electrical products. The lifetime energy cost of these devices can vary significantly (from \$50 to \$200+ over 5 years) depending on the specific model.

Savenia (<http://www.savenialabs.com/>) has evaluated actual costs for 500+ small appliances across more than ten categories, from coffee makers to toasters to microwave ovens. Depending on the goals and concerns of shoppers, this information can:

- Help shoppers find options to reduce the energy consumption of their new appliance and reduce the cost of operating it.
- Help them make a better choice for their household in terms of the impact on the environment.

As ratings appear on store shelves, John Jabara, Founder of Savenia Labs, reports "We have consistently seen that retailers can use our information system to sell higher priced products that are more energy efficient. We're excited because this a win-win-win for all parties. Retailers see increases in average selling price in addition to higher sales volume, shoppers may pay more initially but save in the long run, and these energy savings reduce air pollution - doing good for the environment!"

For the growing quantity of product information – from Savenia's small appliance energy ratings to nutritional info about food – the broader question is where and how can shoppers best access the information during the decision and purchase process. Certain retailers are making Savenia Lab's information available via shelf tags and QR Codes, as the NBC interview below explains, but it could also be of value posted online, where shoppers could consult it while they're researching their purchase.

If every retailer made this energy utilization information accessible, it wouldn't need to be posted online, but since that's probably not going to happen:

- Some retailers will win new business by offering this information and building additional trust with shoppers.
- Some customers will be interested in accessing this information as they evaluate products, even before they decide where to purchase.



Photo Credit: Savenia Labs

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