17.01.08



## CURRENT COST POWERING UP TO MAKE A DIFFERENCE

Today the Government announced that consumer real time electricity displays will be available to any household that requests one from their energy supplier free of charge.

This underpins Alistair Darlings energy saving plans that were published in the Governments white paper in 2007.

The Government intends to empower consumers to make informed energy choices in their homes. For the first time they will be able to understand how much energy each appliance uses and what the real cost is.

Martin Dix, Current Cost says: "We are delighted with the announcement. We already have a significant number of real time displays in the market through partnerships with the utilities. This new policy is the turning point real time display manufacturers and will now make a massive difference to the energy wasted in UK homes.

"The plan for these monitors is to persuade families not to change their lifestyle but stop the waste. We are all used to turning the tap off when we brush our teeth but most of us are still leaving lights on, appliances on standby, phone chargers plugged in and filling up the kettle for one cup of tea. Now, for the first time, you will know what that is actually costing you."

Studies have shown that behavioural change could have an impact of 15 per cent on individual bills. However, across the UK, as a whole, a reduction of just two or three per cent of energy waste would eliminate the need to build another power station.

-ends-

Written and distributed on behalf of Current Cost by Kimberley Nanson, Meadow. For further information call +44 (0)7810 000400 or email knanson@meadow-communications.co.uk.

Images available on request as are products to trial.

## **Notes to Editors**

Current Cost first came to fruition in 2004 and has partnerships with the government, the EU, leading utility companies and NGOs across the UK.

The first currentcost display The Classic is still in production and has sold over 400,000 units.