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EURONICS PLACES SUSTAINABILITY FRONT AND CENTRE

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has launched a new campaign focusing on sustainability that will run throughout the year and form a foundation for the brand going forward.

The dramatic jump in energy prices in recent months is part of the rising cost of living for UK consumers who are also increasingly aware of climate change, and the general health of the planet. The Government has introduced extra legislation to ensure that the products that consumers purchase are as energy efficient as possible. In this context, Euronics, the home of electrical goods, is well placed to offer advice on the right electrical appliances and how they can be used to best effect to minimise energy and water consumption

“There’s so much information out there on sustainability that it can be a little overwhelming,” says Steve Scogings, Chairman of CIH. “What sets Euronics apart is our agents. They are your local experts and are there to find the most energy efficient appliances to fit their lifestyle and help customers navigate a pathway to a more sustainable future. Our ‘Just Ask’ messaging encourages consumers to speak to their local agents and learn more about what can be done and which products will fit their lifestyle the best. We will be providing agents with all the information and collateral they need to support customers with these decisions.”

The aim of the sustainability campaign is to help consumers understand the technologies contribute towards sustainability, and how to use their appliances to maximise energy and water efficiency, as well as the recyclability and the lifecycle of individual solutions.

Euronics has a range of tools available to help consumers understand the latest technologies as well as guidance on legislation. For instance, the Youreko’s Energy Savings Tool will help people realise the

benefits of buying an energy efficient appliance. There is support for laundry, dishwasher, and refrigeration products.

The Euronics website provides an overview of some of the key technologies available in the latest products including sensor drying technology, auto dosing, heat pump technology and induction hobs. It also includes useful features such as a guide to the updated energy labels, making it clearer for people to understand when they are looking at individual products.

For further details on the Sustainability Campaign visit <https://www.euronics.co.uk/sustainability> and for information about being part of Euronics in the UK and Ireland email: membership@cihgroup.com.

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About CIH:

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €19 billion. With around 450 members and approximately 650 stores across the UK and Northern Ireland, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet. More information at www.euronics.co.uk.

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