The sum of all attributes makes the difference.

To judge a vacuum cleaner solely by its power consumption and efficiency class is by no means realistic or practical. The energy consumption should always be considered in relation to the values shown at the bottom of the energy label.

In addition to the energy label and cleaning performance, operating noise and the dust emission class are also decisive factors to be considered. Depending on the particular application, a decision that takes all values on the EU energy label into account, can be more efficient and even more eco-friendly on the whole. According to the energy label standard, an eco!efficiency dry vacuum cleaner, for example, saves about €60 electricity per year compared to a conventional standard machine.

This may not sound like much, but this saving is multiplied depending on the number of utilised machines as well as a longer duration of use. This all adds up to a strong argument for contract cleaners and their clients. The annual five or six-figure electricity savings is a convincing competitive advantage. And this will be case from 1 September 2014, thanks to the EU. And already today from Kärcher.

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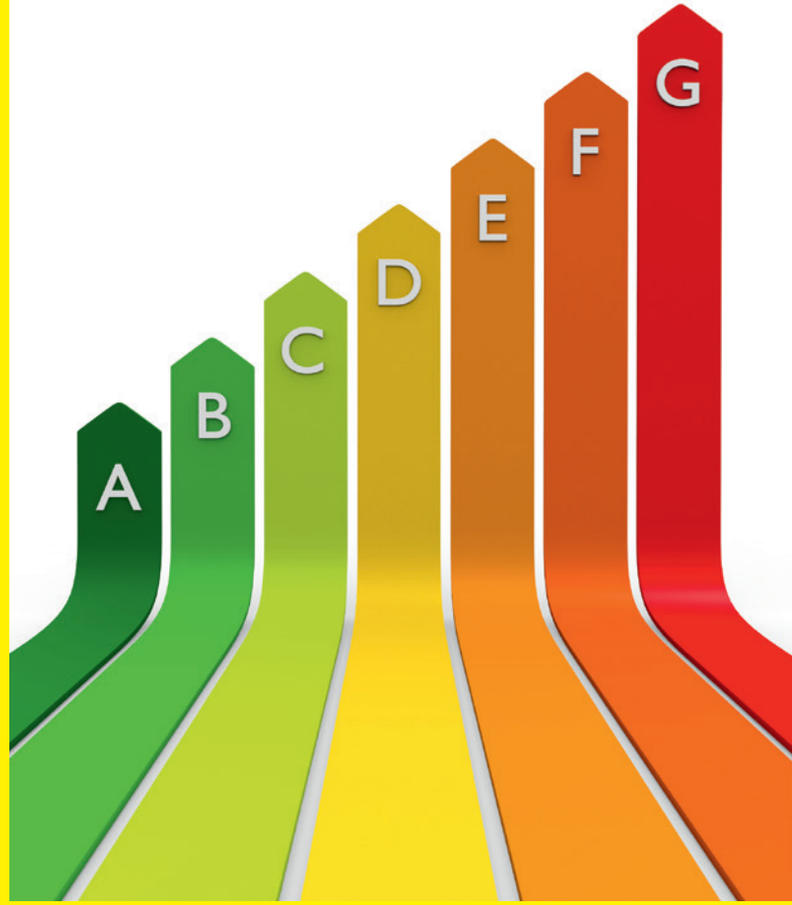
MI/Po. · 11/2014 · Order no. 0.026-384.0 · Printed in Germany on chlorine-free bleached paper ·

KÄRCHER

makes a difference



THE EUROPEAN ENERGY LABEL.

PROFESSIONAL | EFFICIENCY WITH CLARITY

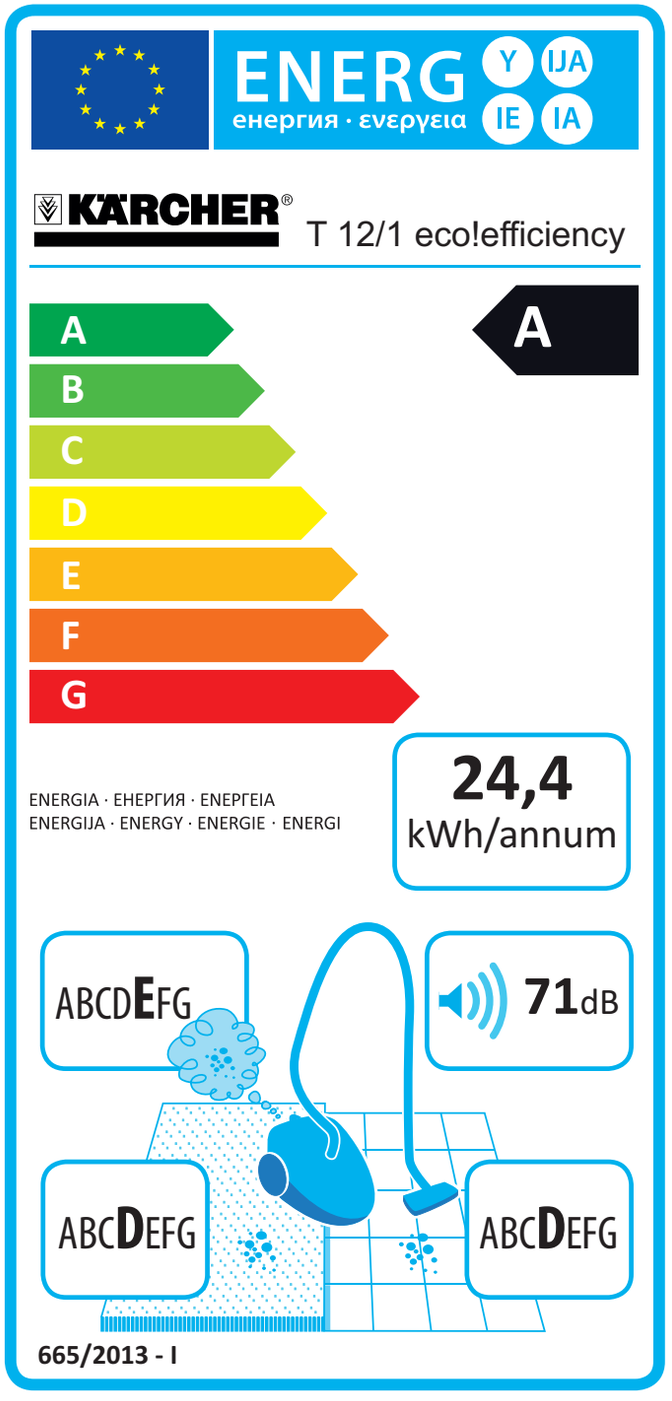
The European energy label for vacuum cleaners is coming.

Kärcher has long since demonstrated efficient cleaning with lower energy consumption. This is now becoming European law. The EU energy label for vacuum cleaners, coming into effect from 1 September 2014, limits the nominal power of mains-operated dry vacuum cleaners to maximum 1600 W. Every machine offered in Europe must carry the EU energy label.

This obligation does not apply to: wet vacuum cleaners, combined wet and dry vacuum cleaners, battery powered vacuum cleaners, industrial vacuum cleaners, robot vacuum cleaners, central vacuum cleaners, electric floor polishers and vacuum cleaners for outdoor use. Water filter vacuums must carry the label on 1 September 2017.

Similar to those already used for domestic appliances, the energy label shows in illustrated and easy to understand form with important information such as efficiency class (A to G), average annual energy consumption, sound power level, dust emission class as well as cleaning classes for carpets and/or hard floors.

For buyers, this information is an important decision-making aid for judging the actual efficiency of a vacuum cleaner. In the highest efficiency class A, the maximum power consumption is < 850 W. As a comparison: Kärcher eco!efficiency dry vacuum cleaners with only 750 W nominal power achieve fully satisfactory cleaning results.



Efficiency at a glance.*

A

The efficiency class is a standardised classification applicable throughout Europe and recognisable at a glance. A direct comparison can be made via the classification from A to G, applicable from 1 September 2014. The basis for classification in an efficiency class is the annual energy consumption (AE) calculated from a number of different parameters. Decisive above all therefore is the power input of the vacuum cleaner; the cleaning effect is also part of the assessment criteria.

Reference for comparison.

24,4 kWh/annum

The annual energy consumption (AE) refers to a defined number of cleaning processes (50 per year) on a standard living area (87 m²) and is shown as a reference value on the energy label. This value must be minimum < 62 kWh/a (Class G) and is emphasised on the energy label. The actual annual energy consumption depends however on user behaviour, in particular the degree of contamination, cleaning surface and cleaning frequency.

Performance instead of noise.

71dB

Saving energy is good for the environment, but so too is noise reduction. A sound level value of ± 3 dB(A) corresponds to twice or half the noise level. A suction device with a sound power level of 78 dB(A) is therefore only half as loud as one with 81 dB(A). The energy label showing the sound power level is an additional objective decision-making aid.

Vacuuming and dust emission.

ABCDEFG

Dust emission when using a vacuum cleaner is also an important factor. For vacuum cleaners, over and above the cleaning performance, dust emission also plays an important role and is shown on the energy label as the classification A to G. The dust emission values are determined by the manufacturer using a standardised measuring method complying with EU regulations.

Hard and soft cleanly separated.

The differences when cleaning hard floors and carpets are significant and cannot be directly compared. The classes for hard floors and carpets are therefore shown separately. In addition to the efficiency class for universal vacuum cleaners, the cleaning classes for hard floors and carpets are shown from A to G on the energy label. These separate labels do not apply to special vacuum cleaners. The minimum requirements for dust intake is $dpu_c \geq 70\%$ for carpets and $dpu_{hf} \geq 95\%$ for hard surfaces.

*Data applies to T 12/1 eco!efficiency