

Press Release

RKW, Staffordshire

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For Immediate Release

RKW launches 'Energy Savers' campaign to help UK households with cost of living

RKW announces energy saving campaign and Sust-It partnership to support consumers with increasing energy bills

RKW has been helping UK households beat the cost of living for over 30 years, offering a diverse selection of affordable, energy-saving products across its SDA and housewares ranges. Extending its support into 2023, the business has announced an 'Energy Savers' campaign to help educate consumers on energy usage and the cost-saving benefits of all its first-party products from Tower, Carmen and Warmlite.

Throughout 2022, millions of households in the UK have been affected by a cost of living crisis and growing energy concerns, with the national energy price cap set to rise for a second time in a single year from October. RKW recognises its responsibility to help consumers understand how to efficiently utilise its products and mitigate ongoing energy costs.

RKW has partnered with the energy experts at Sust-It, supporting its mission to educate consumers on running costs and energy usage associated with electrical products. Sust-It's online database provides easily accessible information for RKW appliances such as cost of electricity per five minutes and yearly costs that are based on a standard UK tariff, allowing consumers to make informed choices.

With its latest campaign, the supplier is increasing visibility of its product energy saving benefits for Tower, Carmen and Warmlite. Energy usage information and comparisons have been applied to its ecommerce assets, while its most efficient products and ranges are being promoted with an 'Energy Saver' badge on all digital content and packaging.

Tower Air Fryers are the leading 'Energy Saver' products from RKW. Powered by its own in-house Vortex technology, Tower Air Fryers cook food 30% faster than a conventional oven with reduced energy consumption. RKW's research teams have conducted extensive research into the running costs of its best-selling models vs. conventional fan ovens.

Based on product wattage and standard UK energy rates per kW, Tower's Xpress Pro Combo 10-in-1 Digital Air Fryer can save the consumer up to £94 per year on bills compared to a conventional fan oven, while the 1500W 1.3L Manual Air Fryer saves the user an average of £141 a year. Tower has invested heavily into its energy saving messages for the consumer with a comprehensive campaign for its branded website and social channels.

In addition to air fryers, RKW supplies an abundance of 'Energy Saver' products across its flagship brands. Tower appliances and housewares including slow cookers, cast iron cookware and linen care airers all provide energy efficient living for the consumer. Personal heating products from Carmen and Warmlite

are also proven to pass the energy saving costs on directly to the end user. Carmen electric blankets and hot water bottles and oil filled radiators from Warmlite are personal heating solutions that provide cost-effective alternatives to heating the home, making these products high in demand for the autumn/winter energy increase.

RKW will be supporting its trade customers with the 'Energy Savers' campaign, supplying point-of-sale solutions and updated ecommerce content to maximise the marketing messaging across all of its eligible products from Tower, Carmen and Warmlite.

To keep up to date with the latest developments, please head to rkw ltd.com.

ENDS

About RKW

RKW, established in 1989 is Europe's leading distributor and manufacturer of small domestic appliances and houseware products. With offices in the UK, Europe, Hong Kong, China, India and Taiwan, we design, develop and distribute top branded products that offer exceptional quality and unbeatable value. Our business is led by Rob Sutton, Su Sutton and our management team, who all have long and significant experience in the SDA and houseware markets.

Our in house design and QA teams ensure our products are in line with the latest trends and quality requirements. Our 50+ brand portfolio features leading names such as Tower, Smeg, Russell Hobbs, Morphy Richards, Swan, Breville, Black And Decker, Hoover, Carmen and AKAI to name a few. From our 750,000 Sq. ft. distribution centre based in the Midlands, we have over 4000 products available for next day delivery

About Sust-it

Sust-it was launched in January 2007 by Ross and Issi Lammas as an organisation, independent of manufacturers, retailers or energy companies. It was the first energy efficiency website to rank products by energy usage. The inspiration for the site grew out of frustration at the lack of information to help consumers tackle energy wastage. With rising energy costs and a growing need to tackle climate change and reach NetZero, there is a real need for easily understandable knowledge on energy and water consumption of electricals, which Sust-it delivers. www.sust-it.net