

Press Release No. 42/2011

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New television, anyone? But only with the Blue Angel!

First set made by Philips awarded eco-label at international consumer electronics fair

At the International Consumer Electronics Fair (IFA) in Berlin, the Blue Angel eco-label initiative and the Philips company introduced the first television sets that meet the criteria of the eco-label. The Blue Angel-labelled Philips 55PFL6606 and 46PFL6606 consume surprisingly little electricity, are free of mercury, are made of low-emissions materials and are built to be recyclable. It is the first time the Blue Angel has been awarded to an entertainment electronics product. Philips is setting the benchmark which other producers will hopefully soon follow.

“Energy-efficient televisions are playing their part as products that are easy on the environment and climate. With the Blue Angel consumers have a clear guideline at their disposal when making purchases”, said Jochen Flasbarth, President of the Federal Environment Agency, and continued: “The Philips company commitment is a timely impetus for product-related climate protection in Germany.”

Whereas an average 55-inch flat-screen TV consumes about 170 watts, the Philips Model 55PFL6606 needs only 66 watts. This is why it is ranked first in its size category on the TV Top 10 List compiled by Friends of the Earth Germany (BUND). Based on a normal volume of viewing hours, about 152 kWh/year could be saved. Thanks to automatic brightness adjustment the sets can reduce power consumption by up to another 20 percent, depending on ambient lighting. To avoid electricity-wasting standby operation, many sets now feature the once disappeared 'off' switch. There is no need to accept a higher electricity bill when opting for the more environmentally friendly alternative paired with technical know-how.

There are currently 11,500 products that have the Blue Angel, made by some 1,050 producers in 90 different product groups. Only the best products and services, in environmental terms, are awarded the Blue Angel. The Jury Environmental Label, the Federal Ministry for Environment and the RAL gGmbH guarantee non-bias and credibility. Environmental Label Jury members are from BDI, Friends of the Earth Germany (BUND), DGB, HDE, NABU, vzbv, ZDH, Stiftung Warentest, the media, churches, science, the German Association of Cities, and the *Länder*.

General information: www.blauer-engel.de

Friends of the Earth (BUND) Top 10 List of most efficient television sets:

http://www.bund.net/fileadmin/bundnet/pdfs/klima_und_energie/20110830_klima_energie_topten_tv_finder.pdf

Blue Angel website: <http://www.blauer-engel.de>

Blauer Engel Produktwelt (Blue Angel product world): www.blauer-engel-produktwelt.de

Photos of Blue Angel award ceremony to Philips:

http://www.david-biene.de/trans/dbiene-BlauerEngel_3556-A5.jpg

Photo: (from left): Dr. Susanne Lottermoser (Federal Ministry for Environment) presents John Olsen (Head, Philips for Germany, Austria and Switzerland) with Blue Angel at IFA in Berlin

http://www.david-biene.de/trans/dbiene-BlauerEngel_3575-A5.jpg

Photo: (From left) Susanne Heutling (Federal Environment Agency), Volker Blume (Phillips), Dr. Susanne Lottermoser (Federal Ministry for Environment), John Olsen (Head, Philips for Germany, Austria and Switzerland) and Andreas Halatsch (Federal Environment Agency)

Dessau-Roßlau, 8 September 2011