

Emerson Sponsors China Energy Label and Standards Awareness Campaign

The China Energy Label Awareness Campaign was successfully launched on September 25, 2005 in over 100 cities and 25 provinces across China. Emerson Climate Technologies, along with the Standards Administration of China (SAC) and the China National Institute of Standardization (CNIS), designed the campaign to help consumers in China save energy and money by learning how to read the "China Energy Label" when buying an air conditioner.

The campaign, featuring a brochure, poster and interactive website, explains the standards in simple language and helps consumers understand the benefits of buying a high efficiency "Level 1" air-conditioner. So far, 1,000,000 brochures have been distributed through the big box retail stores across the country, and the website, www.51sd.org.cn, features an online calculator where consumers can enter information about their home to calculate energy-savings. The "mascot" of the campaign is an energy-saving piggy bank, prominently featured on campaign materials and website.

During the launch ceremony, Mark Dunson – Vice President Marketing for Emerson Climate Technologies said, "Emerson strongly supports the efforts of the government in promoting the values of energy efficient technologies and the recently introduced energy labeling needs to be clearly understood by the consumers". The launch event took place at the base of one of Beijing's signature landmarks – the Dazhong store at the base of the CCTV Tower. Representatives of government agencies and official organizations including National Development and Reform Commission, Standards Administration of China, China National Institute of Standardization, China Household Electrical Appliances Association and China Consumers Association attended and gave speeches. 38 media covered the launch, including CCTV, BTV, Xinhua News, China Youth Daily, and Beijing Evening News. Attendees were able to access the campaign website at special kiosks set up under the tent. Mark's interview was covered in the nationwide CCTV broadcast twice and 23 articles have appeared in the national and regional media.

Emerson Climate Technologies is now working with the government on Phase II expansion of the campaign. Phase II involves getting the OEMs engaged and building greater awareness of the website and online savings calculator.

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Energy-saving piggy bank, mascot of the campaign



Special kiosks for accessing campaign website



Participants of the event

