

Energy Saving Trust Verified

Energy Saving Trust's trusted and tailored product verification can enhance the credibility of energy efficient products.

Communication using energy-saving messages has become increasingly common. To stand apart from competitors and build trust and assurance with consumers, you can back up product energy performance claims with solid, trusted evidence.

- ✔ Energy Saving Trust verification combines independent verification of product performance data with the development of marketing claims for home appliances, domestic building and heating products and new technologies.
- ✔ Product verification can help consumers to make informed product choices building trust and confidence in product performance, and help them to identify and choose your products.
- ✔ Targeted and tailored messaging to appeal to a wide range of customers from those that are energy conscious to those more motivated by saving money on their bills.

- ✔ Competitive advantage by differentiating your products from others in the market.

How Energy Saving Trust can help

- ✔ Energy Saving Trust verification takes into account product performance data from test reports, field trials or other independent data sources, combined with the development of tailored and bespoke marketing claims ready-to-use in your marketing materials.
- ✔ Energy Saving Trust verified products are featured on the EST Register providing a platform to showcase and communicate your products' energy saving credentials.
- ✔ The Energy Saving Trust Verified Brandmark is available as a trusted 'stamp of approval' to highlight your verified product claims.



Why use Energy Saving Trust?

- ✔ Energy Saving Trust has been giving independent and impartial and trusted advice to consumers for over 25 years.
- ✔ Products are showcased on our website on the EST Register which had over 147,000 page views in 2017 providing an opportunity to promote products to customers and supply chains.
- ✔ Strong experience certifying products across a wide range of product sectors including heating, insulation, glazing, home appliances and many others.
- ✔ We have many years' experience certifying products across a wide range of product sectors including heating, insulation, glazing, lighting, home appliances and detailed knowledge of product standard setting, related policy and regulations.

Case studies

Read our **Beko case study**, and discover how Energy Saving Trust helped Beko uplift sales by 10%.

Highlight your energy saving products with tailored Energy Saving Trust Verification and join the EST Register

Find out more today contact:

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