



For further information contact:

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Rachel Lear / Louise Mapp

Ascent PR

T: 0118 988 0501

E: rachel.lear@ascentpr.co.uk

Judy Wakelin

Bye Bye Standby®

T: 01844 337804

E:judy.wakelin@domia.eu

MEDIA ALERT MEDIA ALERT MEDIA ALERT MEDIA ALERT

DON'T FORGET TO SWITCH OFF ON E-DAY

Consumers are being asked to switch off unused gadgets and stop wasting electricity today, for the UK's first national 'E-DAY'.

Bye Bye Standby®, the energy saving solutions company, reveals that Brits are still clueless when it comes to knowing which home appliances are guzzling energy, even when not fully operating.

A shocking 64 per cent of the 1000 people surveyed said they have more than ten appliances plugged in at home at any one time. This could represent a massive amount of standby power being used by each household. It has been measured that around 10 per cent of the average household bill is wasted through gadgets left on when not in use.

The survey also highlighted that a staggering 48 per cent of respondents remained clueless as to whether or not some home appliances had a standby power.

Geoff Ellis, product director, Bye Bye Standby says, "We hope that E-Day makes Brits more aware of the impact energy wasted by standby power can have on the environment. By switching-off of non-essential appliances, such as TVs, home computers and mobile phone chargers, when they're not in use we can significantly reduce the UK's energy wastage caused by standby power. "

Now it's never been easier to switch off your electrical appliances. Bye Bye Standby® allows you to remotely cut power to electrical devices that are in standby mode, helping you to do your bit for the environment as well as save money on your electricity bill. With standby mode for some appliances still using as much as 25 per cent of the energy they do when they are switched on, switching off makes sense. Independent research also shows that Bye Bye Standby® would save the average UK household £38 a year, which could represent as much as £940million across the nation.

- Ends -

Notes to editors:

- Bye Bye Standby® is available for review, please call Rachel Lear or Louise Mapp 0118 988 0501 rachel.lear@ascentpr.co.uk.
- Bye Bye Standby® can be bought in the high street, at wholesale and online including stores such as Comet, Costco, Currys, Waitrose or visit www.byebyestandby
- Recommended Retail Price £29.99

About Bye Bye Standby®: www.byebyestandby.co.uk

Bye Bye Standby® is an energy saving product which allows you to remotely cut power to electrical devices when in standby mode. Bye Bye Standby® is part of the Domia Group – a home control specialist and leading developer of smart energy solutions. Independent research shows that Bye Bye Standby® will save the average UK family household £38 a year, which could represent as much as £940million across the nation.