

News Release

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FAO: Environmental or News Editor

Revolutionary Energy-Saving E-Cube takes to the Internet

The British invented and manufactured E-cube, the new low-cost gadget which significantly reduces energy consumption in fridges and freezers, will be launched on the internet on Monday 2nd April.



The E-cube, a device about the size of a 3 pin plug, fits to the thermostat of a refrigeration unit. The thermostat normally measures the air temperature inside the unit. The air warms more quickly than the food inside a fridge or freezer, making the appliance work harder than is necessary to keep the food at the required temperature. The average refrigeration unit switches on and off twelve times an hour. By fitting an E-cube, the thermostat measures the temperature of the wax food- simulant inside the cube instead of the air, and reduces the 'on-off' cycles to around four per hour.

With more than 80 million commercial refrigeration units in the UK alone, fitting E-cubes could reduce carbon emissions by more than a million tonnes a year.

Energy efficiency is key to the Government's Climate Change Bill, which states UK carbon emissions must be reduced by 60% by 2050.

The E-cube, which was featured on the BBC news on 27th March,

http://news.bbc.co.uk/player/nol/newsid_6490000/newsid_6499900/6499969.stm?bw=bb&mp=wm will play a significant role in meeting these targets.

London's Riverbank Park Plaza Hotel has fitted 160 E-cubes and estimate their refrigeration energy consumption will fall by 30%, representing a saving of around £17,000 per year. A large number of UK hotels and supermarket chains are conducting trials, and negotiations are underway to distribute the E-cube world-wide. To date, around 10,000 E-cubes have been sold in the UK.

UK distributor Flexi Freeze Ltd, will be launching internet sales of the E-cube from their website, www.cost-cutting-cube.com on Monday 2nd April. Managing Director Colin Debenham said "Having the E-cube available on-line will make it more accessible for smaller businesses who only want a few E-cubes. We've had enquiries from people

across the country and have people waiting eagerly for the on-line sales facility. With a unit price of £35 + VAT for a single cube, the E-cube will pay for itself very quickly. Discounts will be available for larger orders."

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Further information is available from:

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