

# ECO FAMILY

HELP THE PLANET WITH INFORMED BEHAVIOUR



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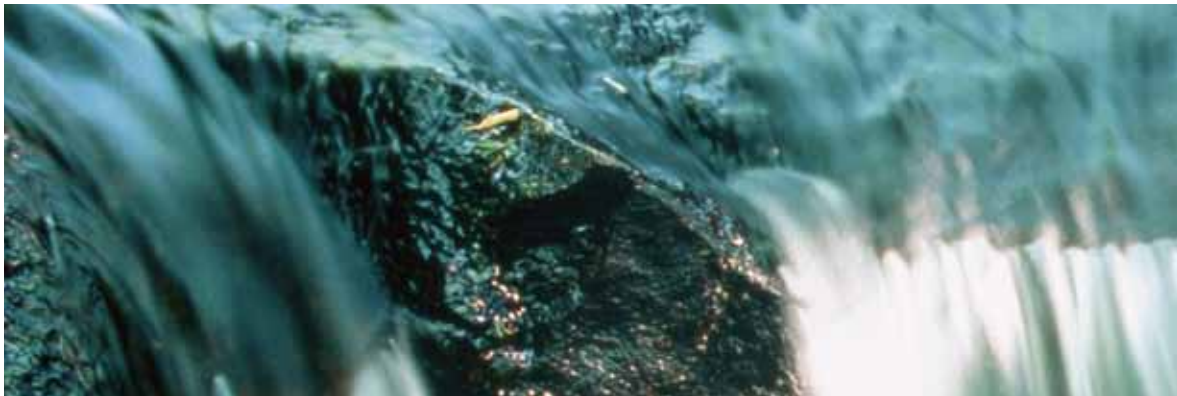
HELP THE PLANET  
WITH INFORMED  
BEHAVIOUR



» *Our family is not an ordinary family ... recently we have started to play an interesting family game with the following rules: everybody tries to changes as many wasteful habits or habits, harmful to the environment, as possible, and helps others change their habits. The results are already evident, but the best thing is that the game can go on ... Until the planet has been saved.*







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JOIN  
THE ECOFAMILY



## NEW IDEAS

There is a new initiative spreading all round the world, connecting people from all the continents, regardless of their relationships. They look like ordinary people, but they are different. They differ because of their special connection with planet Earth. They do care about the behaviour to the Erath, they respect the planet and they always keep in mind that it has been only borrowed from our grandchildren.



**>> CO<sub>2</sub>**

*Since the end of the 18<sup>th</sup> century the concentration of CO<sub>2</sub> increased by about 36 percent.*

*CO<sub>2</sub> has a very long life as it can remain in the atmosphere from 50 to as many as 200 years. The consequences of our behaviour will be felt also by our great-grandchildren.*



## » TEMPERATURE

*In the last century the global temperature rose by 0.8 °C, most of which during the last three decades, and a further increase of 1.4 to 5.8 °C is predicted by 2100.*

*0.5 °C higher temperature on the equator means 7 °C higher temperature at the North Pole.*

*If the ice on Greenland melted and slid into the sea, the sea level in the whole world would increase by 6 metres which means that more than one half of the Netherlands would be flooded.*



## PLANET IS MY HOME

We can see big and dramatic environmental changes in the world. There is practically no more snow on Kilimanjaro, vast mountain glaciers in the Himalayas are melting, as is the Arctic and Antarctic ice. Oceans are getting warmer which results in heavier storms, floods are more and more common, and periods of drought are longer and longer. Seasons are changing which means that the whole balance of the planet we have known in the history of Earth is being shaken and the sensitive relationships among biological species are being destroyed. With the activity, focused too much on material and selfish objectives, human being has managed to threaten in a very short time something, which has been developing and regenerating for millions of years.



» **CONSUMPTION AND INDIVIDUALS**

*At the moment there are still 188 million of appliances in the households all over Europe, older than 10 years. Their replacement with high energy class appliances would provide savings, equivalent to the annual production of 12 thermo-electric plants.*



## BIG FAMILY

There is an old saying that we can live in harmony in a small place only provided we are tolerant. The world has become a small place and we will get on with each other well only if we control our wasteful life habits. Rapid growth of world population is connected with higher and higher consumption of energy and water, bigger production, heavier traffic, waste and emissions of greenhouse gases, which are the main reasons for global warming. Not only industry, but also individuals in households consume energy every day, often much more than needed. As many as 40 percent of emissions results from decisions made by individuals, therefore their ecological awareness is essential. Fortunately Ecofamily has more and more members. Each of them does his best to contribute to the protection of the planet.



## ANYONE CAN CONTRIBUTE

Ecofamily members are aware of the consequences of acts which are not in accordance with life on our planet. They want to protect it and to help it regenerate. This idea is so strong in the consciousness of each Ecofamily member that they put it into practice in their homes. Their home is connected with the planet in the same way as they are. Therefore each member is changing wasteful habits, improving technological solutions by introducing more energy efficient technologies and applying alternatives.

One of the contributions of Ecofamily members is that they correctly choose and use household appliances which facilitate everyday chores. Use of household appliances is, of course, only a small part of activities, which contribute to the emissions of greenhouse gases. However, as we use them every day and some of them are switched on 24 hours a day, 365 days a year, they have to be chosen and used carefully.




*We make effort to save the environment for future generations together with you by using environment friendly materials and functions, which contribute to substantial savings of energy and water throughout the entire life of the appliance. Such products bear an Eco Care sticker.*



*Current marking of energy classes on household appliances*

Ecofamilies are aware that using old household appliances contributes to substantially higher emissions of greenhouse gases and several times higher consumption of energy than new ones. Therefore they use energy more efficient appliances. The best fall into energy class A. We would like to invite families all over the world to join those who do care and become members of this mighty Ecofamily.



»» *In our family we have started to cooperate and think about improvements together. Before that everybody expected me to find an answer to each question and to be a model. Now advice and examples are pouring in. We all give each other ideas how to live in a more environment friendly way.*





START AT HOME



# COOLING AND REFRIGERATION

Freezers and refrigerators consume a lot of energy – they are switched on every day, 24 hours a day, 365 days a year. Size and age of refrigerators and freezers are the most important factors in energy consumption. **Appliances which are 15 or more years old, consume up to three times more energy than new ones.** In addition to the type of the appliance and our habits an important factor of consumption is also the correct position in the room, temperature settings and utilisation of the cooling space. In spite of rapid technological advances the share of energy consumed for the operation of refrigerators and freezers in an average household accounts for as many as 27 percent.



## WHAT HAS GORENJE DONE?

In 1993 Gorenje was the first one in Europe to reduce and then to abolish the use of ecologically unfriendly cooling and push agents which warm the environment and destroy ozone.

Thicker insulation and energy saving components were introduced into the development of new appliances and we have managed to halve electricity consumption.

As many as 40% of Gorenje refrigerator freezers rate in energy class A+ or A++.

Gorenje freezers and refrigerators are made of materials which may be recycled to more than 95 percent.

### AVERAGE ANNUAL POWER CONSUMPTION OF GORENJE REFRIGERATORS AND FREEZERS

	1995	2000	2005	2010	Saving per year
kWh	426	357	289	224	202*

\* Sufficient for at least 1 year of whole day work with a laptop.



## Heat or fever

The temperature in the refrigerator may be checked easily – place a cup of water into the middle part and put a thermometer into it. Optimal temperature in the refrigerator is about 5 °C. If you want to maintain lower temperature, energy consumption increases substantially. However, higher temperature is not recommended as the food goes off quickly.

The recommended temperature for freezers is -18 °C. Five degrees lower temperature means 25-percent higher consumption of electricity. Gorenje refrigerators and freezers, falling into A+ energy class, offer cooling in five different cooling zones, where the food is stored as optimally as possible.

For freezing use the freezing drawer in the refrigerator. When the food is frozen, put it in the freezer. Never place food or dishes whose temperature is higher than room temperature in the refrigerator.

If you defrost frozen food slowly in the refrigerator, the refrigerator will consume less energy during defrosting.





» *I have been told that an empty chest freezer is more wasteful than a full one. I have been making dumplings for the whole week and managed to fill it up. But ... who will eat them all?*

## It is desired on the Antarctic but not in the refrigerator

If there is ice in the freezer, it has to be melted. Ice deposits contribute substantially to lower cooling efficiency and increased consumption of electricity. This means that energy class A freezer may operate as an energy class B or C freezer if it is not maintained properly. Therefore we recommend buying a freezer with 'No Frost' system.

Put only dry and cooled food into the refrigerator and freezer otherwise ice is formed more quickly, resulting in increased energy consumption. A millimetre thick ice in the refrigerator or freezer means some percent higher consumption of electricity.

### **GOOD THERMAL INSULATION OF THE HOUSE...**

..., which is achieved by insulating outer walls, floor, roof and heat insulation glass may result in even by 10 times lower heat losses. This means substantially lower consumption of energy and costs.





## Do not neglect the back side

Cooling grid on the back must not be covered as this results in less efficient discharge of heat from the refrigerator or freezer.

Condenser on the back of the refrigerator must always be clean and free of dust. It should be cleaned with a soft brush or vacuumed. Vacuum the pipes on the back of the refrigerator twice a year. This will result in much more efficient operation.

Condensed water is collected in the canal below the cooling element on the back of the refrigerator or freezer. Regularly check the canal and make sure that it is clean and without waste food. Clean it with a toothpick or a cotton stick.

## Big is not always the best

Choose the size of refrigerator or freezer chest according to your needs. Empty refrigerators are the biggest consumers of electricity.

60 l of useful space in the refrigerator and 50 l in the freezer should suffice for one person when smaller, convenient quantities of food are stored, or 100 l when own produce are stored or in case we do big seasonal shopping.

### **TEMPERATURE IN THE ROOM...**

... is set in the easiest way by a thermostat with a timer. 20 °C or 21 °C is recommended in rooms we use during the day and 18 °C in bedrooms. In heated rooms each degree above 20 °C means by 6 percent higher energy consumption and consequently higher costs.

Do not cover heating bodies. This may cause even by 10 percent higher consumption of energy. Curtains are recommended to reach only the level of heating bodies.



» If the whole Ecofamily stand in front of the open fridge thinking what to take from it, it is soon heated to the room temperature. First I thought of a list of the contents, but nobody took it seriously. Finally I managed to persuade them to order Gorenje refrigerator with a built-in glass window

## Look like closed or really closed?

A worn-out seal on the door must be replaced immediately, and you must always make sure that the door is closed properly.

The appliance loses energy through the door which is not closed properly. You can test this by placing a sheet of paper between the door and the refrigerator. If it is difficult to pull out the paper, the door closes well. The seal on the door may be kept in good condition if cleaned regularly with a damp cloth.

Do not open appliance doors too often and do not leave them open for a long period. In case the door is open too long, some of our appliances warn you with a sound alarm.

Some Gorenje refrigerators-freezer are equipped with intelligent doors, which means that the door closes automatically when left open at an angle, lower than 20 degrees.





# COOKING

Cooking appliances, particularly the oven, are used less often than refrigerators and freezers, however they consume more energy when they are switched on. An average household uses the oven about 2 or 3 times a week, the hob up to 50 times a week and the hood up to 7 times a week, depending on our habits and lifestyle. In last 20 years the time of food preparation has shortened from 60 to 13 minutes, which means that user needs are changing dramatically. **Efficient and fast household devices are the answer to the needs of modern times, and induction technology is the most environment friendly and the fastest.**

## WHAT HAS GORENJE DONE?

Already in 1998 Gorenje introduced a new enamelling technology, the result of own development, into the production of cooking appliances. Eco enamel, which retains heat and thus consumes less electricity also provides for environment friendly cleaning of the oven only with water.

Most Gorenje cooking appliances launched in 2000 were already class A rated. Relative to the earlier generations, these appliances saved 25-percent of energy.

All Gorenje cooking appliances introduced in 2008 are rated in energy class A. Additionally, 70 percent of them deliver extra 20 percent of energy savings.

Old generation ovens from 2000 feature a 60-litre cavity; the new ones offer 65 litres, owing to the innovative HomeMade cavity design that mimics the traditional wood-fired ovens. They allow better cooking results without using any more energy, despite the larger capacity.

Several new oven and hob functions have been introduced, and different settings allow for further savings of energy.

Gorenje cooking appliances are made of materials which may be recycled to more than 91 percent.

### TOTAL AVERAGE POWER CONSUMPTION OF GORENJE OVENS FOR HEATING UP<sup>(1)</sup> TO 175 °C AND KEEPING<sup>(2)</sup> THAT TEMPERATURE FOR AN HOUR

	1995* 60l	2000* 60l	2005* 60l	2010* 65l	Saving
kWh <sup>(1)</sup>	0,41	0,4	0,4	0,28	0,13*
kWh <sup>(2)</sup>	0,71	0,66	0,66	0,5	0,21**

\* Sufficient for 4 days of watching TV for 3 hours a day.

\*\* Sufficient for 6 days of watching TV for 3 hours a day.



»» *What can we do at home?*





## Shorten the time

Switch off the hotplate some minutes before the end of cooking as there is enough heat accumulated in the hotplate for the dish to be cooked well. When the water boils, reduce the power of the hotplate or gas burner to the point at which the water still boils. For that same reason switch off the oven about 10 minutes before the end of baking as there is enough hot air in the oven for the dish to be baked.

If there is a fan in the oven, use it as often as possible as it allows for baking at temperatures which are by 20 °C to 40 °C lower.

Do not open the oven door if not necessary, as each opening means 20-percent loss of heat and thus results in increased energy consumption.

Microwave oven is more suitable for warming up dishes as it saves up to 70 percent of electricity.

## New technologies are environment friendly

Useful efficiency of ordinary electric hotplates is only 50 percent. Classic cast iron electric hotplates have been on the market for a long time, and they are slowly being replaced by glass-ceramic successors which are faster and use less energy, and they are also more attractive.

There are double, triple or oval zones on ceramic hobs, so that they suit all sizes of pots and pans. This ensures that we do not consume more energy than needed.

The most economical of electric cookers is the induction cooker. It is also the right solution when we want to cook in the similar way as on gas. Although it is the most expensive, it is worth buying – in the course of years high purchase costs will be compensated by saved energy. Food is heated faster than a classical electric hotplate or gas, while consuming substantially less energy. However, it operates smoothly provided suitable cookware made of stainless steel is used.

Induction hob cooking field also stops working automatically when the dish is removed. In an instant the power is reduced to stand-by which means only minimum electricity consumption.

### **MOST WASTE...**

..., such as glass, paper, plastics, metal and organic waste may be processed and used again. By consistent separation of waste we allow the processing and this means substantially less pollution.

Biological waste accounts for more than 30 percent of household waste. Separate collection allows processing of such waste and thus contributes to a decrease in greenhouse gasses.





» In my free time I used to like reading science-fiction novels. Now I prefer cooking on an induction hotplate and I feel as if I am travelling to the future.

## Does a telephone ever ring when you are cooking?

Gorenje induction hobs have a heat sensor built-in, which senses any danger of the content in the dish or at the bottom of the dish to be overheated. In case oil is poured into a pan and the heat sensor senses that the oil has overheated, the induction will automatically stop delivering energy. The same happens when the content of the dish evaporates; the sensor senses overheating and limits the delivery of heat. It is this characteristic that classifies induction procedure into the safest kitchen technologies ever.

During cooking zones are not heated much, so even paper may be placed between the dish and the hob.

In addition to time, saved during cooking, we also save the time for cleaning. As the induction hob is not heated, nothing will burn when spilled, and the spilled content may be simply wiped off with a cloth.

### **WATER HEATER...**

... set to economic operation which means that water is heated to 55 °C to 60 °C. Usually we use water, heated to 40 °C, which is achieved by mixing cold and hot water from the water heater. This means that the water we get is double the volume of the water heater.





» *When I heard that black accumulated heat, I wanted to replace all cookware with new, black one, which would be more energy efficient. Our grandmother nearly had a stroke. Luckily, the little one knew that most energy is saved with a cover on the pan ... now she and grandmother are best friends.*

## Each pot should have its cover

Cook in cookware, covered with covers which seal well. In this way consumption of energy may be even by three times lower. The size of the cookware should correspond to the quantity of food. Use cookware with flat bottom and good thermal conductivity.

Select the hotplate which corresponds to the diameter of the cookware. When you place a small pan on a big hotplate, the rim is not utilised at all and the energy escapes into the air. That is only in case we do not have a ceramic hotplate.

Induction hobs have 12 levels of heat, from 50 watts for melting chocolate, to 3,200 watts, and they are twice as efficient as traditional hobs or gas. Do not worry if you can't find a pot which is small enough – hotplates adapt to the size automatically. When the delivery of heat is stopped, the surface is cool immediately.

### **AIRING YOUR HOME...**

... is important as breathing in closed rooms creates humidity. The more humidity in the room, the more energy is required for heating. Rooms are aired the fastest if »draught« is created for about 10 to 15 minutes with widely open windows. Additional airing is required after having a shower or cooking.





# WASHING UP, WASHING AND DRYING

**Washing machines, dishwashers and drying machines are big consumers of electricity,** as their consumption accounts for about 18 percent of all energy, consumed in a household. When dishes are washed up in the dishwasher, the consumption of energy is twice lower than when washing up by hand under uninterrupted running water. If all households in Europe used up-to-date dishwashers, which consume 15 litres of water and 1 kWh per washing cycle, the saved energy would equal to daily production of two nuclear power stations.

## WHAT HAS GORENJE DONE?

In 2000 Gorenje introduced environment friendly dust lacquering into the production of washing machines and dryers.

Environment friendly and energy saving components were introduced into the development of new appliances and in last fifteen years we have managed to more than halve the consumption of electricity.

In last fifteen years water consumption by washing machines has been decreased by even more than 10 litres.

Gorenje washing machines and dryers are made of materials which may be recycled to more than 90 percent.

### TOTAL AVERAGE POWER AND WATER CONSUMPTION OF GORENJE WASHING MACHINES WITH 60°C COTTON PROGRAM

	1995* 5kg	2000* 5kg	2005* 6kg	2010* 8kg	Savings in case of 200 washes per year
kWh	0,32	0,19	0,17	0,17	30*
Litre	49	39	39	39	2000**

\* Which is sufficient for 2 years of vacuuming for 1 hour per week.

\*\* Which is sufficient for about 18 full baths.

### TOTAL AVERAGE POWER CONSUMPTION OF GORENJE LAUNDRY DRIERS PER DRYING CYCLE WITH 1 KG OF COTTON LAUNDRY - CUPBOARD DRY

kWh/kg	1995	2000	2005	2010	Savings in case of 200 drying cycles per year
evacuation	0,69	0,67	0,65	0,65	8*
condensation	0,74	0,7	0,64	0,6	28**

\* Suffices for powering a 20W economy light bulb for 40 hours.

\*\* Suffices for powering a 20W economy light bulb for 140 hours.

TOTAL AVERAGE POWER CONSUMPTION OF GORENJE DISHWASHERS FOR A STANDARD 50° PROGRAM LAUNDRY DRIERS PER DRYING CYCLE WITH 1 KG OF COTTON LAUNDRY – CUPBOARD DRY

kWh	1995	2000	2005	2010	Savings in case of 200 dish-washing cycles per year
9 place settings (width 45 cm)	1,24	1,05	0,82	0,80	88*
12 place settings (width 60 cm)	1,48	1,30	1,07	1,05	86*

\* Suffices for powering a HiFi stereo system for just over half a year.

## Hand-made is usually more expensive

The comparison between washing up by hand and in a dishwasher shows that up to 4 times more water can be used when washing by hands than by washing in an up-to-date dishwasher. It should also be noted that washing up in bigger households may take up an hour which is a big waste of time. Taking that into account, we can see that a dishwasher may return the costs of purchase already in about two years.

If you insist on washing up by hand, do not waste water. Turn off the tap each time you do not need water directly.

## It is not only TV where the selection of the programme is important

During washing up to 90 percent of electricity is used for warming up water. Use energy-saving programmes in order not to waste energy.



Normally soiled white cotton laundry may be washed with a special programme at 60 °C; this means up to 40 percent of saved electricity; when laundry is less soiled, a short programme with lower temperature of washing can be used and up to 50 percent of electricity saved.

Washing at 60 °C uses only one half of electricity, required for washing at 90 °C.



»» *What can we do at home?*



» I have volunteered to take care about washing up. Of course during the cheaper electricity period. So I switch on the dishwasher late at night and nobody urges me to go to bed early. But I'm afraid that this will not last long, as my parents are already talking about buying a new dishwasher with the function of delayed start.

## Night or weekend shift is recommended

Switch on the machine during the cheaper electricity period. That is at weekends, holidays and at night. Gorenje appliances will not disturb your neighbours as they are so silent that they can operate at any time.

Wash the laundry with ordinary programmes only when the drum is full. Otherwise select the programme for half-loaded drum. You can save up to 25 percent of electricity.

Drop pre-washing unless the laundry is extremely dirty. You can reduce electricity consumption at least by 10 percent.

### **IN AN ORDINARY BULB...**

... only 10 percent of electricity is transformed into useful light, and 90 percent is used for heating. For the same light intensity energy-saving light bulbs use 5 times less energy as ordinary ones and last from 6 to 8 times more. They are particularly useful for places where lights are switched on for several hours a day (living room, kitchen, dining room). The shortest recommended time between switching the light on and off is at least 15 minutes. Energy-saving light bulbs are sensitive to frequent switching on and off, so they are not recommended for lights which are switched on by a sensor. 10 kWh of energy is saved per month when energy-saving light bulb is used for 4 hours per day. If you buy a light bulb whose useful life is 8 years at average, the cost of purchase will be returned in half a year.





## Even when there is no sun or time

The most ecological way of drying laundry is in the air, hung on the rope, as our grandmothers used to do. However, modern technology provides an alternative when there is no sun and we are in a hurry because of the fast pace of life. Therefore it should not be forgotten that the dryer uses less energy when the laundry is wrung well. Wringing should be done at not less than 1.000 revolutions per minute. Wringing at 1,600 revolutions instead at 1,000 saves up to 30 percent of electricity. We recommend buying a machine which allows for the selection of the number of revolutions.

Never overload the dryer as the consumption of electricity is higher then.

### **DRINKING WATER...**

... is a precious good, but unfortunately often wasted. If 10 drops of water, heated to 50 °C run from the tap per minute, this means 170 l per month and 9 kWh of consumed energy. Remember this when brushing your teeth. Having a shower takes up to 4 times less water and energy than having a bath.

The water, which was used for washing up or washing the vegetables, may be used also watering the garden or room plants, provided it does not contain detergents.

### **ELECTRONIC DEVICES...**

... switch off electronic devices (television, audio devices, CD and DVD players, computer, computer screen, printer, modem, electric toothbrush) completely, so that there is no light on in the dark. On average, a device in stand-by mode uses about 9 percent of the energy which is usually used for its operation. It is only a myth that computers should be switched on at night. Switch off also the computer monitor.



## SAVE WITH BUYING

When buying a device, choose one which saves electricity and water and has an economic washing programme. Washing machines, dishwashers and drying machines consume nearly 18 percent of all energy, consumed in households.

Replacement of an old machine with a new one is connected with relatively high costs, so consumers often decide to use the old one until it works. However, if taking a 5-year warranty period, which is usual for quality manufacturers, we see that the costs of washing powder, softener, water and electricity are nearly as much as the costs of a washing machine. The ration changes already after seven years, when the washing machine accounts only for about 30 percent of costs, and other costs for about 70. New, quality washing machines reduce energy consumptions as well as costs.



NUMBER OF WASHINGS PER YEAR: 200 / YEARS OF OPERATION: 5

	Cost	Quantity	Cost per washing
Purchase of the washing machine	500	1	0,50 €
Washing powder	15	60	0,25 €
Electricity	0,11	1	0,11 €
Water	0,002	50	0,10 €
Softener	2	0,03	0,06 €
<b>TOTAL</b>			<b>1,02 €</b>

If we buy a washing machine which is by 20 percent more expensive, the price of washing increases by 8 percent.

#### COST OF WASHING WITH A WASHING MACHINE

Softener	6 %	
Water	10 %	
Electricity	11 %	
Washing powder	25 %	
Purchase of the washing machine	49 %	
<b>TOTAL</b>	<b>100 %</b>	



# IT DEPENDS ON US

Anyone who would like to be a part of the solution and not a part of the problem, may join the Ecofamily. Efforts by individuals may seem small and insignificant in the cruel reality of consumer society, but efforts by numerous individuals may move the indicator on the balance.

We may start to create healthy environment in our homes. However, economic use of household appliances is not everything that is important in Ecofamily. One of the steps is also replacement of the old appliance with a new one which consumes less energy and thus makes the electricity bill lower.

There are several ways how to help the planet to become even a nicer and friendlier home. Among other important things, also waste management, environment friendly ways of heating and cooling, and the type and way of using means of transport.

We are glad to be able to share our experience with you and preserve our wonderful planet together. Join us with your comments, experience and advice at [www.gorenje.com](http://www.gorenje.com).

**gorenje**





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