



26 November 2008

CLP Launches Hong Kong's First Energy Efficient Appliance Specialty Store – "Eco Home" Promoting Energy Efficient Appliances and Green Living Concept

As a continuous effort in promoting "PowerWise" and the concept of Green Living with energy efficiency, CLP Power today announced the grand opening of CLP "Eco Home", the first most extensive energy efficient appliance specialty store in Hong Kong. Through which, CLP encourages wider adoption of energy efficient appliances and promotes green living concept to our customers.

"Apart from providing a reliable supply of electricity and quality customer service in Hong Kong, CLP has committed in promoting energy efficiency in the establishment of "Eco Home" reaffirms CLP's commitment in promoting energy efficiency as one of its key climate strategies outlined in the Group's Climate Vision 2050. This new initiative also reflects our continuous efforts on developing new value-added services to meet our customers' needs." said Mr. TF Chow, Director – Marketing and Customer Services, CLP Power.

Mr Chow added, "In support of EMSD's "Energy Efficiency Labelling Scheme (EELS)" and its energy saving policy, most of our appliances at "Eco Home" are of the highest energy efficiency standards. Through the promotion of these appliances, we hope to increase the awareness of energy efficiency among our customers and encourage wider adoption of energy efficient appliances in Hong Kong."

Mr. HC Chan, JP, Deputy Director, Electrical & Mechanical Services Department, honorable guest of the grand opening, also commended CLP on the concept of "Eco Home". "Over the years, CLP has been actively supporting the energy saving policies promoted by the government. The grand opening of "Eco Home" today has witnessed another initiative launched by CLP in promoting energy efficiency. From now on, whenever you want to purchase a new appliance or learn about the latest energy saving tips and advice, you can pay a visit to "Eco Home".

CLP "Eco Home" is located at 188 Sai Yeung Choi Street, Mongkok, The five-storey building, with a total area of approximately 3,000 ft², showcases the concept of green living with over 100 energy efficient home appliances for the living room, kitchen and bathroom. Customers can try out and experience the special features and benefits of energy efficient appliances at various product experience zones. Also, our customer representatives will offer free energy saving advice, appliance selection and maintenance tips to customers, providing them with a unique inspirational shopping experience.

As a responsible corporate enterprise, CLP has been educating the public on energy efficiency through the "Powerwise" programme. The newly launched "Green Living" website and CO₂ Carbon Calculator facilitate the general public to understand more about CO₂ emission and energy efficiency.

To encourage the public to join us and start a green lifestyle, customers who make a purchase at "Eco Home" or any CLP Customer Service Centre between 1 Dec 2008 and 18 Jan 2009, can enter the Eco Living Promotion to win fabulous prizes worth HK\$188,000.

About CLP Power Hong Kong

CLP Power Hong Kong Limited is the largest power utility business in Hong Kong providing services to commercial and residential households covering Kowloon, New Territories, Lantau Island and most of the outlying islands. CLP Power Hong Kong operates a vertically integrated power generation, power transmission and electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to over 5.5 million people in its supply area.



Mr. TF Chow, Director of Marketing and Customer Services, CLP Power (right) and Mr. HC Chan, JP, Deputy Director of Electrical & Mechanical Services Department (left) officiated at the CLP "Eco Home" grand opening.



Media showed keen interest in the special features of energy efficient appliances.



Media experience the benefits of IC cooking – faster, save more energy and more environmentally friendly, as compared to traditional cooking.

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