

Market trends for appliances: performance, premium, experience „yourself“



A+++ TV
with cooling
function
(800 l)

and you can operate
them using data servers
from all over the world!

washdryer with
21 kg capacity,
Wifi
40% below A+++



But:

45 % of the customers feel guilty when they do something that is not environmentally friendly

DG SUFFICIENCY (formerly DG energy)

Draft of the on-coming update of the MEErP:
MSUErP (Methodology for **Sufficiency** for Energy related products)

LLCC → extended approach

old: $LLCC = f(EE)$

new: $LLCC = g(\mathbf{Sufficiency} + EE)$