

# BFRC Guidance Note

## BFRC RATING AND ENERGY SAVING RECOMMENDED

### Energy Saving Recommended

The energy saving recommended certification mark was developed by the Energy Saving Trust to distinguish the most energy efficient appliances on the market. Only products that meet the strict requirements will be endorsed and given the certification mark. The certification scheme is managed by the Energy Saving Trust and backed by the Government. The energy saving recommended logo is strongly supported by marketing campaigns and is widely recognised by consumers as signposting the most energy efficient products available in the marketplace. The BFRC has worked with the Energy Saving Trust to enable installers of suitable BFRC rated products to apply for endorsement by the scheme and use of this prestigious mark.

**The energy saving recommended logo is strongly supported by marketing campaigns and widely recognised by consumers.**

**It is one of the most powerful tools available to manufacturers of the energy efficient products.**

### What do you need?

Installers and manufacturers who achieve a BFRC rating of 'C' (or above) are eligible to apply to the Managing Agent of the energy saving endorsement scheme for approval to use the logo and to be listed on the energy saving recommended database.

### What does it involve?

If an installer or manufacturer's product achieves a 'C' (or above) rating they contact the Managing Agent of the energy saving endorsement scheme for an Application Pack (see below for details). This is a simple 2-page form that is completed and returned with: The BFRC Rating label. A copy of the last Annual Return made to the Registrar of Companies.

**Companies that install products achieve a BFRC rating of 'C' or above can apply to join the ESR scheme and use the ESR logo.**

A copy of the procedures which monitors the quality of the product.

A commitment to annually report sales of the endorsed product.

The Managing Agent completes the rest of the process and if successful installers and manufacturers are given permission to use the energy saving recommended logo and entered onto the energy saving recommended database. The energy saving recommended logo is a certification mark and usage of the mark is controlled. Installers and manufacturers must abide by the logo usage requirements of the scheme that are part of the scheme rules.



**Energy Window**

Energy Windows Ltd.  
XYZ 68/abc

A	
B	
C	
D	
E	
F	
G	

Energy Index (kWh/m<sup>2</sup>/year)  
(Energy Index certified by BFRC and based on UK standard window. The actual energy consumption for a specific application will depend on the building, the local climate and the indoor temperature)

The climate zone is:

-15
UK

Thermal Transmittance (U<sub>window</sub>) 1.5 W/m<sup>2</sup>.K  
Solar Factor (g<sub>window</sub>) 0.41 W/m<sup>2</sup>.K  
Effective Air Leakage (L<sub>factor</sub>) 0.02 W/m<sup>2</sup>.K

[www.bfrc.org](http://www.bfrc.org)

This label is not a statutory requirement. It is a voluntary label provided as a customer service to allow consumers to make informed decisions on the energy performance of competing products.

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### What are the benefits?

The energy saving recommended logo is one of the most highly recognised certification marks in the UK. Consumers both recognise the mark as defining energy efficient products and use it to select purchases. Surveys show that consumers trust the mark and use it to make purchase decisions. Using the mark shows that a manufacturer is the 'best of the breed'.

The energy saving recommended logo is recognised by consumers as highlighting the most energy efficient products in the marketplace and use it to select purchases. Surveys show that consumers trust the mark and use it to make purchase decisions.

Scheme members are listed on the energy saving recommended database free of charge. This is accessible via the Energy Saving Trust web site ([www.est.org.uk/myhome](http://www.est.org.uk/myhome)) and can provide an invaluable source of information to customers who want to purchase energy saving products. Scheme members can take part in the large-scale publicity that is carried out by the Energy Saving Trust to support and publicise the scheme. They benefit from the support of a multi-million pound advertising campaign including posters, press, PR and below-the-line activity – throughout the year and during energy saving week – promoting the energy efficiency message and directing consumers to the website. Examples of typical consumer advertising are shown at right.

### What does it cost?

Application and membership of the energy saving recommended endorsement scheme is free at present. There are no scheme charges, either initial or for renewal.

If the Energy Saving Trust brings in Scheme charges, it will give 6 months notice to the Members. The level of charges shall not exceed that required to cover the reasonable administrative and operational expenses of Energy Saving Trust in respect of the Scheme.

### Further details

Full details of the energy saving endorsement scheme and an application form are available from:



Ms. Elaine Berry  
Managing Agent - energy saving endorsement scheme  
(on behalf of Energy Saving Trust)  
c/o 37 Cannon Way  
FETCHAM  
SURREY  
KT22 9LJ

Phone and Fax: 01372 376743  
email: [elaineberry@lineone.net](mailto:elaineberry@lineone.net)

An advertisement for the Energy Saving Recommended logo. It shows a woman in a black dress crawling on a red carpet in a laundry room filled with washing machines. A large logo is overlaid on the carpet with the text 'LOOK FOR THE energy saving recommended LOGO'. Below the image is a small text box with the following text:

Household energy consumption accounts for 28% of the carbon dioxide emissions that lead to climate change. And because today's modern washing machines aren't all energy efficient, you should look for our logo when you upgrade yours. You'll be using around 1/3 less energy. You should also look for the logo when you purchase other appliances or light bulbs, boilers and insulation. For more information call 0845 221 2000 or visit [www.est.org.uk/myhome](http://www.est.org.uk/myhome).  
Energy saving recommended is an Energy Saving Trust initiative backed by the Government.