



Introduction to Digilabel



What is Digi-Label?

- Horizon 2020 Project, funded by the Commission
- Commenced April 2016, finishing March 2019
- Goal: encourage consumers to buy more energy-efficient products and appliances
- Method: Information provided via digital solutions at point of sale (in store and online)



What are the Project Objectives?

- To design and deliver a digital tool to complement the EU energy label at point of sale both instore & online
- Provide consumers with additional easy to understand product information and the ability to compare products
- Positively influence consumer buying choices to *increase the market share* of high efficiency / high performance products and appliances
- (New) Linkage with EPREL database, enable PocketWatt to serve as a consumer-friendly tool residing on the EC website



Solution: PocketWatt

- An interactive web tool, main features:
 - Displays the appliance running cost over 1, 5 or 10 years
 - Ranks the appliance in the context of similar appliance (by fitting and size)
 - Offers guidance on appropriateness of size to consumer need
 - Enables consumer to like, share and compare
 - Allows the consumer to personalise usage patterns and utility costs
- Central web tool with multiple access points
 - In store implementation via QR code – smart device scanning
 - Online implementation via embedded widget

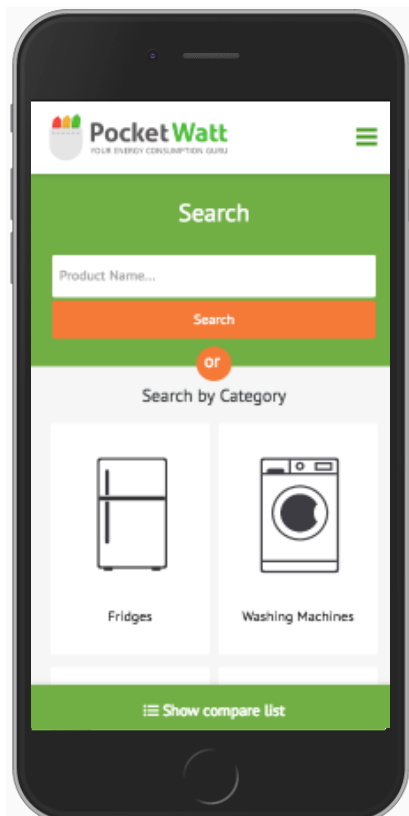
Which products are covered?

The following products are covered by the PocketWatt tool:

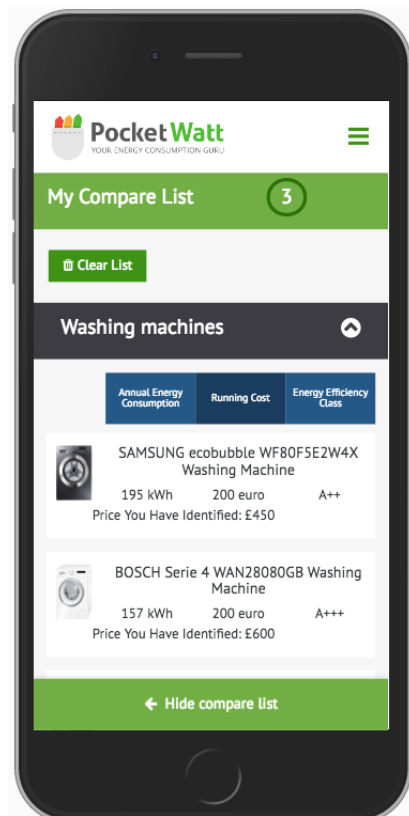
- Refrigeration (fridges, freezers and fridge-freezers)
- Washing Machines
- Tumble Driers
- Dishwashers
- Reversible Air Conditioners (heating and cooling)
- Cooling-only Air Conditioners



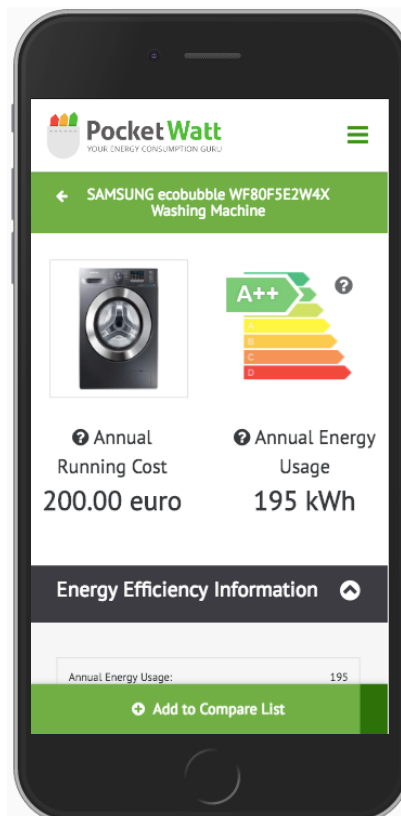
What does the tool look like?



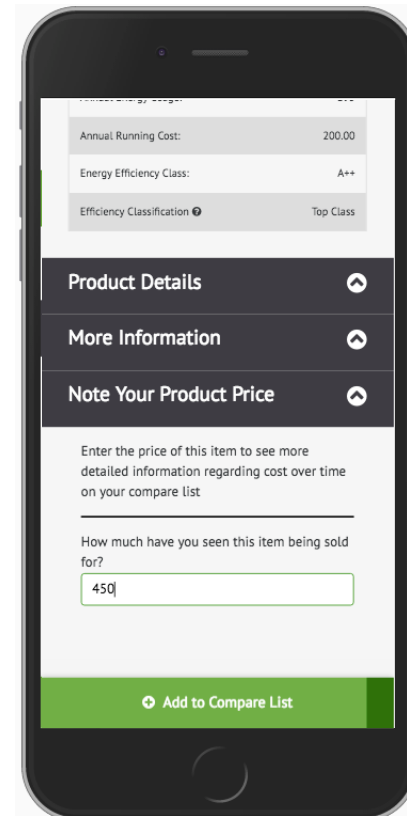
Open



Product List

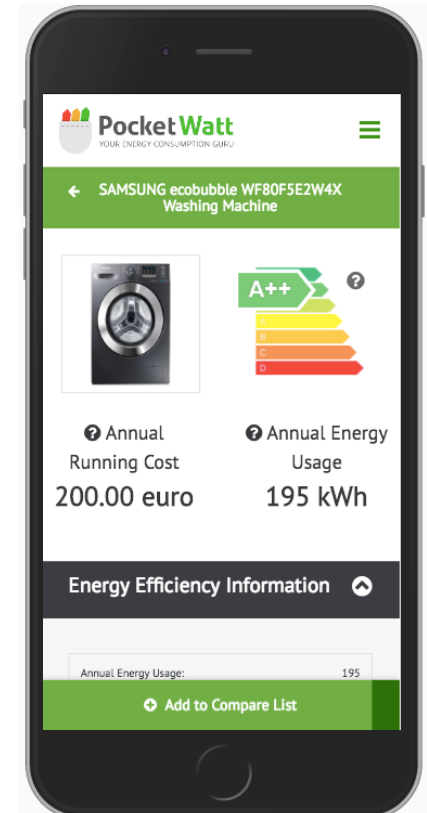
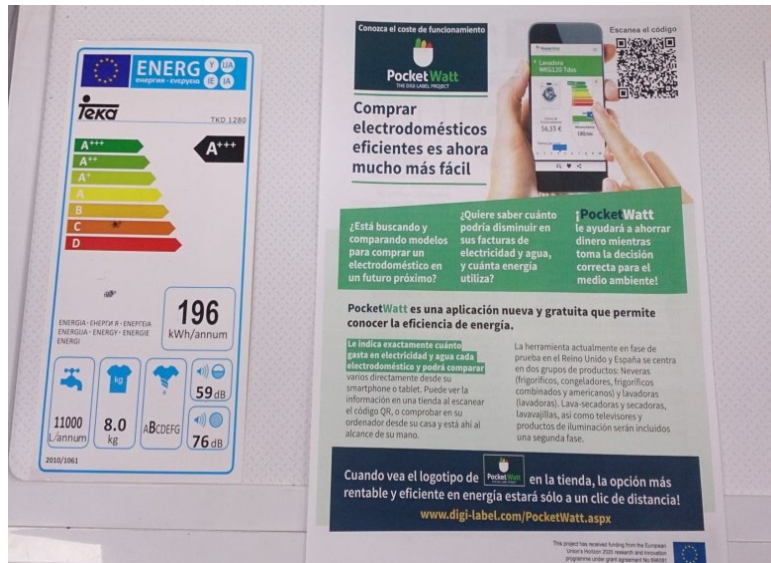


Headline



Detailed Info

What does it look like in-store?



What does it look like online?



Hledaný výraz Všechny kategorie 0 Kč

- SLEVA
- TELEVIZE, AUDIO
- BÍLÉ ZBOŽÍ
- MALÉ SPOTŘEBIČE
- DĚTSKÉ ZBOŽÍ
- CYKLISTIKA
- PC A MOBILY
- DŮM A ZAHRADA
- FOTO A KAMERY



Úvod > Bílé zboží > Lednice > Kombinované lednice s mrazákem > INDESIT LR7 S2 X lednice s mrazákem AKCE

INDESIT LR7 S2 X LEDNICE S MRAZÁKEM AKCE

LEDNOVÝ VÝPRODEJ DOPRAVA ZDARMA

Lednice s mrazákem INDESIT LR7 S2 X nerezová, objem chladničky 196 l, objem mrazničky 111 l, energetická účinnost A++.

Značka INDESIT Kdy zboží dostanu?

DOPLŇKOVÉ SLUŽBY

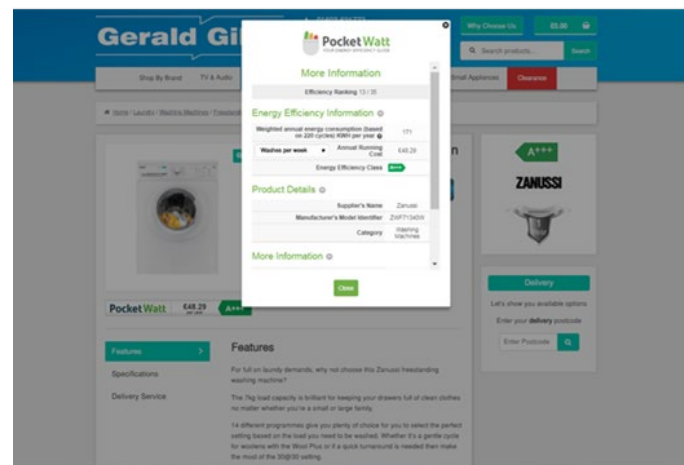
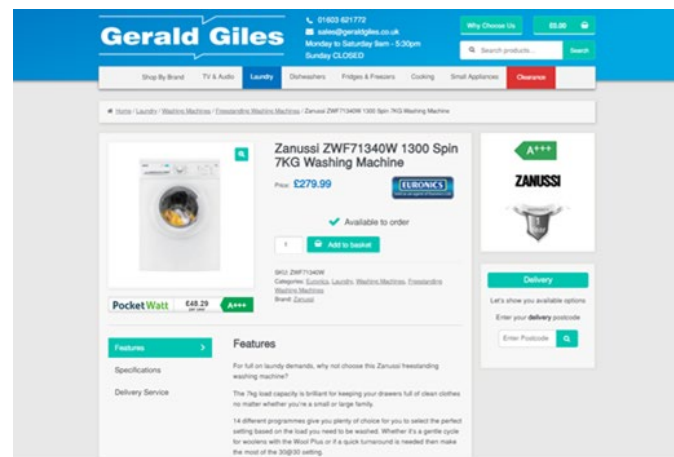
- PRODLUŽENÁ ZÁRUKA
- Prodloužená záruka o 1 rok 599 Kč
 - Prodloužená záruka o 2 roky 949 Kč
 - Prodloužená záruka o 3 roky 1 299 Kč
 - Nepotřebuji doplňkovou službu

Ušetřete 4 991 Kč Běžně 11 990 Kč

7 499 Kč **6 197,52 Kč**
Cena včetně DPH Cena bez DPH

Společková kalkulačka Klik si můžete počítat

PocketWatt 934 Kč **A++**



Thank you



<http://www.pocketwatt.eu>
<http://uk.pocketwatt.eu/>



[@PocketWatt](https://twitter.com/PocketWatt)



<https://www.linkedin.com/company/digi-label/>

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