How to make the most of your Energy Technology List qualification

Manufacturer's toolkit

Marketing and communications for manufacturers and suppliers of products listed on the Energy Technology List.

Energy Technology List

Are you a manufacturer or supplier of energy-saving equipment?

Why not list your equipment on the Energy Technology List (ETL), the government-managed list of energy-efficient products.

With more than 8,000 listed products and 62 sub-technologies, it is one of the world's largest databases of top performing energy-saving products.

This leaflet applies to listed products only. If your product falls into the category of one of the following: Efficient white lighting units; Automatic monitoring and targeting sub-metering systems; Pipework insulation; Air to air heat pumps, split, multi-split and VRF; or Combined heat and power, please click here for further information.

Benefits
By obtaining an ETL listing you will:

| 1. Robustly demonstrate that you provide energy-efficient equipment | 2. Validate that your products have been reviewed against government approved high performing energy efficiency criteria | 3. Use the ETL promotional logo to market your products and show value to consumers |

Tips to get the most out of your products qualifying for the ETL.

➢ **Ensure your customers understand the meaning and value** of the ETL (i.e. that products on the ETL meet high energy efficiency performance standards).

➢ **Explain the energy savings and financial benefits** (e.g. lower operating costs) to your customers from purchasing energy-efficient equipment that meets the ETL criteria.

➢ **Use the ETL Logo*** when marketing your products.

➢ **Promote your products' qualification for the ETL** on marketing materials, company website, press releases and social media.

* The logo should only be positioned alongside ETL eligible, approved and listed products.

For more **information** on making the most of the ETL you can contact the ETL Team directly on +44 20 3096 4800 or by emailing info@etl.beis.gov.uk.

Which technology groups does the ETL cover?*

Automatic monitoring and targeting equipment	**Heat recovery ventilation units**	**Radiant & warm air heaters**
Boiler equipment	**Heating, ventilation and air conditioning (HVAC) equipment**	**Refrigeration equipment**
Boiler retrofit equipment		**Solar thermal collectors**
Combined Heat and Power (CHP)	**Hand dryers**	**Uninterruptible power supplies**
Compressed air equipment	**Lighting**	**Waste heat to electricity conversion equipment**
	Motors, Drives & Fans	
Heat pumps	**Pipework insulation**	**Wastewater heat recovery systems**

* For the products pages explaining the types of equipment in each category click **above**.
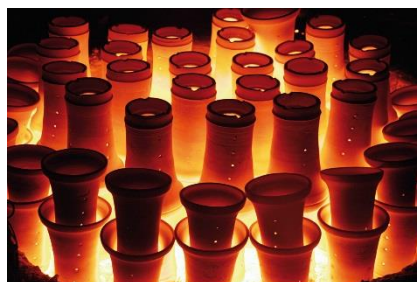
Market your products listed on the ETL

If your product is listed on the ETL, you can also use the **promotional logo** in connection with marketing your products (Figure 1).

Figure 1

Below is some approved wording you can use on your social media updates on platforms such as LinkedIn and Twitter to promote your product listing on the Energy Technology List.

*"We are proud to have <Product XYZ> listed on the **Energy Technology List** (ETL)**."***

Below is some approved wording you can use in your website about your listing on the Energy Technology List.

"<Company X> are proud to have a product listing on The Energy Technology List (ETL), a government list of energy-saving products used by businesses.

With over 8,000 listed products and 62 sub-technologies the ETL is one of the world's largest databases of top performing energy-efficient products.

Consider embedding the ETL into your procurement processes to ensure your business buys energy-efficient products. Doing this will reduce the time it takes your business to find good quality products, and can deliver resource, energy and financial savings.

The specific products that <Company X> have listed on the ETL are as follows:
- XXX
- YYY
- ZZZ"

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