



October 2022

## **EURONICS LAUNCHES A MORE ENERGY EFFICIENT AUTUMN**

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has launched its autumn/winter 2022 campaign, focused on informing and educating consumers about using their appliances in the most energy and cost-efficient way possible.

The aim of the Euronics autumn campaign is to help consumers understand how new technology can maximise energy and water efficiency and can provide money savings during the UK's cost-of-living crisis, whilst also using appliances more sustainable for the planet.

Whilst the government has announced the Energy Price Guarantee, consumers will benefit from as much help and practical advice as possible to minimise their fuel consumption and reduce their energy bills. Euronics and its members are perfectly placed to provide valuable information and assistance on using and choosing the most energy efficient technology to keep homes running this autumn.

"Finding the right information that's best for your individual situation and lifestyle, can be overwhelming and complex," explains Michelle Wicker, Brand Marketing Manager at Euronics UK. "Euronics has over 600 independent stores around the UK, supporting their local communities, most of which are family run businesses. Our stores are run by appliance experts, best suited to understand the actual problems our consumers are facing. Our 'Just ask' messaging campaign continues to encourage consumers to speak to their local experts about what can be done, and which technologies and products can help them with their individual concerns, as every household will need personalised advice this coming autumn."

To help bring awareness to this campaign, Euronics is supporting its members with an extensive range of in-store marketing materials, a dedicated area on the Euronics website as well as a social media

campaign, for consumers. Additionally, the campaign will be elevated with high-profile TV and Radio advertising featuring brand ambassador, Nick Knowles.

Euronics will be providing an overview of the latest technologies, and products including, fridges, dishwashers, washing machines and induction hobs, that will help people be more energy efficient in every aspect of their homes. There is also a focus on how consumers use their appliances, and how good practices can help save energy.

For further details on Euronics Autumn campaign [click here](#) and for information about being part of Euronics in the UK and Ireland email: [membership@cihgroup.com](mailto:membership@cihgroup.com).

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#### **About CIH**

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €21.5billion. With around 450 members and approximately 650 stores across the UK, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet. More information at [www.euronics.co.uk](http://www.euronics.co.uk).

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