



TOGETHER
for a sustainable future

OCCASION

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TOGETHER
for a sustainable future

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This list of events is furnished as per requirement of your office from Creative Response on the scope of work that has been produced regarding the Energy Labelling Program promotion.

1. August 11, 1994 Passing of Creative Response's proposal for the Energy Labelling Program advertising and promo materials design, production and Ad placement.

2. 7 October 1994 Creative Response was awarded the project to develop and implement the advertising and promo campaign for the Energy Labelling Program for room airconditioners (Project No. DP/PAI/87/004)

3. 28 November 1994 A revised Budget Revision comment was sent to Creative Response which is as follows
 - A. Flier-printing was awarded to another printing company therefore cutting the cost of actual production by P28,000.00

 - B. Media Cost-Cost for media was brought down from an estimated cost of P429,345.00 to P394,875.00 with an additional P5,924.00 to cover the 10% on agency's commission for a budget cut of P28,546.00.Total cost was brought down with a difference of P56,546.00.

Note. Savings incurred were allocated to cover the additional budget for raffle, tax and display ad for the winners.

4. As per agreement between the Department of Energy and Creative Response, the number of airconditioners to be raffled off was increased from 4 to 6 units.

5. January-February 1995 Execution of Flier to announce and launch the Energy Labelling Promo.

6. 16 March 1995 Printing of the flier for the Energy Labelling Promo was finished.

7. 14 October 1994 Signing of contract between the Department of Energy and Creative Response.

**CREATIVE
RESPONSE**

8. 8 November 1994 Creative Response and the Project Management staff met to discuss the work program for the subject contract and time table.
9. First Releasing of Authorization letter for Ad placement in Philippine Star, Philippine Daily Inquirer, and the Manila Bulletin. Reservation were cancelled because payment was not released whereas payment serves as confirmation of ad placement.
10. Letter was forwarded to Creative Response for the adjustment of the placement of ad from December 1994 to January and February of 1995.
11. Invoice Nos. 2810 and 2811 dated 5 January 1995 were endorsed for the payment of the flier design and production and for the fabrication of the ad material (inclusive of design and production).
12. 18 January 1995 Final artwork for the ad was approved.
13. 13 January 1995 A second letter of Authorization was released for ad placement with ad schedules as follows.
- Philippine Star Saturday, 11 February 1995
Manila Bulletin Sunday, 12 February, 1995
Philippine Daily Inquirer Monday, 13 February 1995
14. Uni-Air called the attention of the Department of Energy for misspelling the Uni-Air brand.
15. Second ad placement dates:
- Philippine Star Saturday, 18 February 1995
Manila Bulletin Sunday, 19 February, 1995
Philippine Daily inquirer Sunday, 19 February 1995
16. Third ad placement dates:
- Philippine Star Saturday, 25 February 1995
Manila Bulletin Sunday, 26 February, 1995
Philippine Daily Inquirer Monday, 20 February 1995
17. Fourth and last ad placement date Philippine Daily Inquirer
Sunday, 26 February 1995

**CREATIVE
RESPONSE**

18. 19 April 1995

Drawing of the winners for the Grand Raffle at the Fuel and Appliances Testing Laboratory of PNOC-EDC.

19. Accounted number of entries per province:

Metro Manila 11,000
Luzon 6,000
Visayas 800
Mindanao 2,000

20. Below are the names and addresses of the winners who will receive a prize of one ~~name brand~~ room airconditioner each.

1. Marlene G. Arroyo
156 Bonifacio Ave., Tañong, Metro Manila

2. Elsa A. Tumamak
7 Akle St., Project 3, Quezon City

3. Monica Sofia Quesada
48 Rizal Ave., San Carlos, Pangasinan

4. Magnificentus Quesada
48 Rizal Ave., San Carlos, Pangasinan

5. Bambi Eugene M. Catipay
Boulevard Subd., Silay City Negros Occ.

6. Alfred Lai II
Lai Bldg., Pala-O, Iligan City

21. Creative Response purchased six brand new room airconditioners to serve as raffle prizes. Delivery was completed on 10 May 1995.

List of Prizes:

- 1) National - 2 units
- 2) Carrier - 1
- 3) General Electric - 1
- 4) White Westinghouse - 1
- 5) Condura - 1

Prepared by:


JOJIE A. DOMAGAS
Account Director

REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand this label and get a chance to win an energy-efficient room air conditioner

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compute for its monthly operating cost using these easy steps:



- Get the power consumption of your aircon found at the upper right corner of the energy label.
 - Convert it to kW by dividing it by 1,000 W per kW. This is now your Rated Power Demand.
 - Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
 - Multiply this again by the power rate (Given as P3.20/kW-hour in the raffle coupon).
- The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupon will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

PVELCOOL CORP.		Cooling Capacity: <u>9,450</u> kWh
Brand: <u>NEW GEN</u>	Power Consumption: <u>1,000</u> W	
Model: <u>GE-9</u>	Frequency: <u>60Hz / Single Phase</u>	
ENERGY GUIDE		
ROOM AIR CONDITIONERS		
9.5		
ENERGY EFFICIENCY RATIO		
For units with the same cooling capacity, higher EER means lower electricity cost.		
For this model, the minimum EER standard set by the government is <u>7.8</u>		
The monthly operating cost of this model will be approximately:		
RATED POWER DEMAND Watt (000/1kW)	X MONTHLY USAGE Hours (H)	X POWER RATE Pesa/kWh
		= COST OF OPERATION Pesa
Data on this label were verified by 		Certified to PRes 308 Part 1:1991 
REVISION OF THE LABEL BEFORE CONSUMER PURCHASE IS A VIOLATION OF REPUBLIC ACT NO. 759		
For information on the cost of operation and location of correct cooling capacity call your dealer or visit or call the Department of Energy, Fuels and Appliances Testing Laboratory Commonwealth Avenue, Diliman, Quezon City Tel. Nos. 879-448 or 887-387.		

* IEC Mark for imported units.

Understand this label and get a chance to win an energy-efficient room air conditioner

Six brand new room air conditioners will be given away!

How to join:

1. The raffle is open to persons 12 years old and above who have access to any window type room air conditioner with the following brand names:

Carrier	Kalvinator	Sansio
Condura	National	Sanyo
General Electric	Nippon-Aire	Uni-Aire
Horpoint	Oasa Gree	White Westinghouse
Keeprite Climate	Samsung	
2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to Department of Energy Fuels and Appliance Testing Laboratory Fort Bonifacio, Makati 1201 Metro Manila
3. Deadline for submission of entries is on April 17, 1995
4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City.
5. Contestants may only win one aircon in case his or her name is drawn more than once.
6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prizes.
7. Prizes are tax-paid and transferrable but non-convertible to cash.
8. Winners may claim their prizes at the Fuels and Appliance Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.
9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Raffle Coupon

REALLY COOL SAVINGS!

Introducing... the Energy Star Award for Room Air Conditioners

Now the Energy Label is your guide to a wise decision. Your purchase of an energy-saving appliance will really make a difference to you, directly on your wallet and indirectly on protecting the environment.

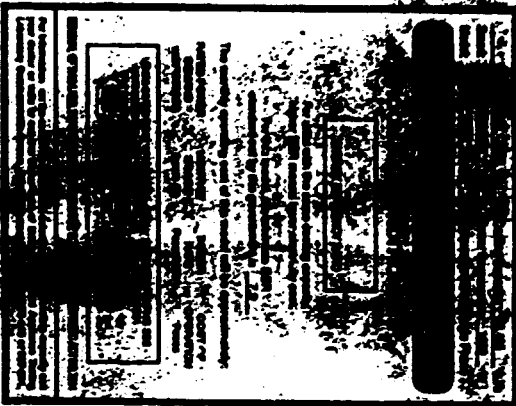
Remember the label and get information on an energy-efficient room air conditioner. The product is marked as such. If you "see" signs to any room air conditioner with the Energy Label, compare for its monthly operating cost using these very signs:

- One the power consumption of your aircon based on the upper right corner of the energy label.
 - Convert it to kWh by dividing it by 1,000 W per kWh. This is your Rated Power Demand.
 - Multiply this by the number of hours you operate your aircon in a month. (Given as 300 hours in the upper corner)
 - Multiply this again by the power rate. (Given as P1.20/kWh-hour in the upper corner).
- The final product will be the cost of operating your aircon in a month.

Put out the signs compare labels. Make sure you purchase all the required information. Only complete copies will be accepted.

So hurry up to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 18, 1995.

Remember: Always look for the ESR (Energy Star) label in the central part of the energy label whenever you buy a room air conditioner.



Remember that room air conditioners are energy-efficient room air conditioners

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!

Name: _____
 Address: _____
 Tel. No.: _____
 Board of Address: _____
 Mobile No.: _____
 Power Consumption: _____ kW
 Rated Power Demand: _____ kW
 No. of hrs. you operate aircon in a month: 300 hours
 Power Rate: P 1.20/kWh-hour
 Monthly Operating Cost: _____
 Signature: _____

For further information, you may contact the following:
 Product Certification Group
 Bureau of Product Standards
 Tel. No. 874-8220, 874-8222
 Fax No. 874-8270

Public and Appliance Testing Laboratory
 Department of Energy
 Tel. No. 874-4443, 874-4474, 88-79-01
 Fax No. 87-44-74

Association of Home Appliances Manufacturers (AHAM)
 Tel. No. 87-40-81 to 81

The prize set was made possible through the help of UNCTD and UNIDO.

How to Join:

The raffle is open to products 12 years old and above who have access to any retailer type room air conditioner with the following brand names:

- | | | |
|------------------|-------------|--------------------|
| Carrier | Kalifornia | Santa |
| Centra | National | Sanyo |
| General Electric | Nippon-Aire | Uni-Aire |
| Hospital | Qua One | White Westinghouse |
| Kaehler Climate | Samsung | |
2. You can send in as many entries as you can. Complete entry by registration but should be filled out by hand. Copies should be mailed to:
 Department of Energy
 Public and Appliance Testing Laboratory
 Part Bantolina, Makati 1201
 Metro Manila

- Deadline for submission of entries is on April 17, 1995
- The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Public and Appliance Testing Laboratory in Diliman, Quezon City.
- Consentance may only with one aircon in case he or her name is drawn more than once.
- Winners will be published in a leading daily and will be notified by telephone. Winners must present the notifying telegram and ID card to claim prize.
- Prize set is original and non-transferable to cash.
- Winners may claim their prize at the Public and Appliance Testing Laboratory of the Department of Energy, Chancery Building, Ayala, Manila, Quezon City.
- Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliances Manufacturers and Consumer Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Air Conditioners

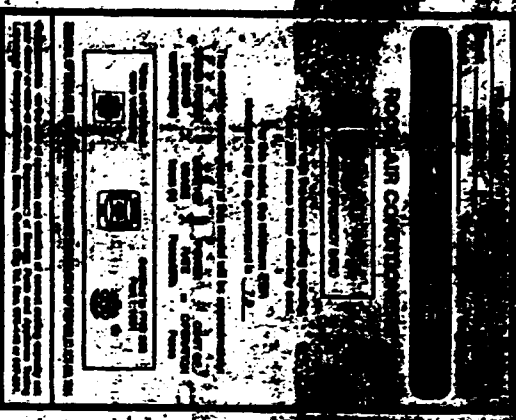
The new Energy Label is your guide to a wise decision. You can compare the energy efficiency of different models of room air conditioners. The Energy Label will help you choose the most energy-efficient model for your electricity bill and your requirements. It will also help you understand the energy efficiency of the different models.

Energy Label is a new initiative of the Department of Energy (DOE) and the Bureau of Energy Efficiency (BEE).

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Regular Cooling
 1.200 kWh/yr
 1.200 kWh/yr
 1.200 kWh/yr

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!

The prize at your choice through the help of UNCP and UNCOA

For further information, you may contact the following:
 Product Development Group
 Bureau of Product Standards
 Tel. No. 87-4320, 87-4302
 Fax No. 87-4379

Prize and Application Form Laboratory
 Department of Energy
 Tel. No. 87-4442, 87-4414, 88-78-01
 Fax No. 87-4479

Address: _____
 Tel. No.: _____
 Brand of Aircon: _____
 Model No.: _____
 Power Consumption: _____ W
 Brand Power Demand: _____ W
 No. of hrs. you operate aircon in a week: 200 hours
 Power Rating P 230A W hour
 Monthly Operating Cost: _____
 Appliances: _____

Really Coolers

REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide in a wise decision. Your purchase of an energy-efficient appliance will really make a difference in your electricity cost and more significantly, in protecting the environment, too!

Maximize this label and get a chance to win an energy-efficient room air conditioner.

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compete for its monthly operating cost using these easy steps:

- Get the power consumption of your aircon found at the upper right corner of the energy label.
 - Convert it to kW by dividing it by 1,000 W per kW. This is your Rated Power Demand.
 - Multiply this by the number of hours you operate your aircon, in a month. (Given as 200 hours in the raffia coupon.)
 - Multiply this again by the power rate (Given as P1.20/kWhour in the raffia coupon).
- The final product will be the cost of operating your aircon in a month.

Fill out the raffia coupon below. Make sure you indicate all the required information. Only complete coupons will be accepted.

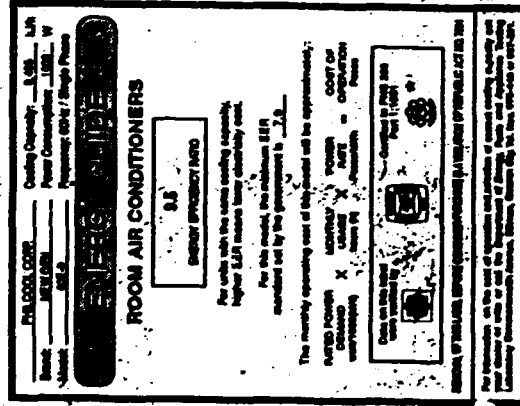
So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffia Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Raffia Coupon

Name: _____
 Address: _____
 Head of Aircon: _____ Tel. No.: _____
 Label No.: _____ Power Consumption: _____ kW
 and Power Demand: _____ kW
 No. of hrs. you operate aircon in a month: 200 hours
 Power Rate P 1.20/kWhour
 Monthly Operating Cost P _____

Sample Label



How to join:

1. The raffia is open to persons 12 years old and above who have access to any window type room airconditioner with the following brand names:

Carrier	Kelvinator	Sarsib
Condair	National	Sanyo
General Electric	Nippon-Aire	Uji-Nip
Hoppeit	Oica One	White Westinghouse
Keppito Climate	Samsung	

2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to:

Department of Energy
 Pools and Appliances Testing Laboratory
 Fort Bonifacio, Mactan 1201
 Metro Manila

3. Deadline for submission of entries is on April 17, 1995
4. The Grand Raffia draw will be held on April 19, 1995 at 9:00 am at the Pools and Appliances Testing Laboratory in Dilliman, Quezon City.

5. Consignees may only win one aircon in case his or her name is drawn more than once.

6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prizes.

7. Prizes are tax-free and irredeemable but non-convertible to cash.

8. Winners may claim their prizes at the Pools and Appliances Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.

9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffia promotion.

Understand this label and get a chance to win an energy-efficient room air conditioner

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!

The prize at your choice possible through the help of UNCP and UNCO.

For further information, you may contact the following:
 Pools and Appliances Testing Laboratory
 Department of Energy
 Tel. No. 87-54-43, 87-64-74, 86-79-01
 Fax No. 87-64-74

Association of Home Appliance Manufacturers (AHAM)
 Tel. No. 87-68-81 Int. 271

Product Certification Group
 Bureau of Product Standards
 Tel. No. 817-5338, 817-4988
 Fax No. 817-4978

REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand this label and get a chance to win an energy-efficient room air conditioner

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compute for its monthly operating cost using these easy steps:



- Get the power consumption of your aircon found at the upper right corner of the energy label.
 - Convert it to kW by dividing it by 1,000 W per kW. This is now your Rated Power Demand.
 - Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
 - Multiply this again by the power rate (Given as P3.20/kW-hour in the raffle coupon).
- The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupon will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

PINE COOL COPP		Cooling Capacity: 8,000 Btu/h
Brand: NEW DEN	Power Consumption: 1,000 W	
Model: DRE-8	Frequency: 60Hz / Single Phase	
ENERGY GUIDE		
ROOM AIR CONDITIONERS		
9.5		
ENERGY EFFICIENCY RATIO		
For units with the same cooling capacity, higher EER means lower electricity cost!		
For this model, the minimum EER standard set by the government is 7.8		
The monthly operating cost of this model will be approximately:		
RATED POWER DEMAND (kW)	X	MONTHLY USAGE (hours/m)
	X	POWER RATE (Pesos/kWh)
		= COST OF OPERATION (Pesos)
Done on this label were verified by 		
Certified to Phil 200 Part 1 1991 		
REPRODUCTION OF THIS LABEL BEFORE CONSUMER PURCHASE IS A VIOLATION OF REPUBLIC ACT NO. 704		
For information on the cost of operation and selection of correct cooling capacity, call your dealer or call or visit the Department of Energy, Fuels and Appliances Testing Laboratory, Commonwealth Avenue, Diliman, Quezon City. Tel. Nos. 970-648 or 971-071.		

* ICC Mark for imported units.

Understand this label and get a chance to win an energy-efficient room air conditioner

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How to join:

1. The raffle is open to persons 12 years old and above who have access to any window type room air conditioner with the following brand names:

Carrier	Kelvinator	Sansio
Condura	National	Sanyo
General Electric	Nippon-Aire	Uni-Aire
Horpoint	Oca Gree	White Westinghouse
Keeprite Climette	Samsung	
2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to Department of Energy Fuels and Appliances Testing Laboratory, Fort Bonifacio, Makati 1201 Metro Manila.
3. Deadline for submission of entries is on April 17, 1995.
4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliances Testing Laboratory in Diliman, Quezon City.
5. Contestants may only win one aircon in case his or her name is drawn more than once.
6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prizes.
7. Prizes are tax-paid and transferrable but non-convertible to cash.
8. Winners may claim their prizes at the Fuels and Appliances Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.
9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Raffle Coupon

Name: _____
 Address: _____
 Tel. No.: _____
 Brand of Aircon: _____
 Model No.: _____ Power Consumption: _____ W
 Rated Power Demand: _____ kW
 No. of hrs. you operate aircon in a month: 200 hours
 Power Rate: P 3.20/kW hour
 Monthly Operating Cost: P _____
 Signature: _____

REALLY COOL PRIZES!

For further information, you may contact the following:

Product Certification Group
 Bureau of Product Standards
 Tel. Nos. 817-5336, 817-8602
 Fax No. 817-9870

Fuels and Appliances Testing Laboratory
 Department of Energy
 Tel. Nos. 97-64-43, 97-64-74, 98-72-01
 Fax No. 97-64-74

Association of Home Appliance Manufacturers (AHAM)
 Tel. No. 87-80-81 loc. 271

This print ad was made possible through the help of UNDP and UNIDO.

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- Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
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Sample Label

PHILCOOL CORP		Cooling Capacity: 8,000 Bt/h
Brand: HEWLEN	Power Consumption: 1,000 W	
Model: ONE-2	Frequency: 60Hz / Single Phase	

ENERGY GUIDE

ROOM AIR CONDITIONERS

9.5

ENERGY EFFICIENCY RATIO

For units with the same cooling capacity, higher EER means lower electricity cost.

For this model, the minimum EER standard set by the government is 7.8.

The monthly operating cost of this model will be approximately:

RATED POWER DEMAND (kW)	X	MONTHLY USAGE (hours)	X	POWER RATE (P/kWh)	=	COST OF OPERATION (P)
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Data on this label
were verified by

Certified to Phil 200
Part 1 1991

VIOLATION OF THIS LABEL BEFORE COOLING PERFORMS IS A VIOLATION OF REPUBLIC ACT NO. 7261

For information on the cost of operation and location of current testing reports visit your dealer or write or call the Department of Energy, Fuels and Appliances Testing Laboratory Commonwealth Avenue, Diliman, Quezon City. Tel. Nos. 875-443 or 867-261

* ICC Mark for imported units.

Understand this label and get a chance to win an energy-efficient room air conditioner

Six brand new room air conditioners
will be given away!

Raffle Coupon

Name: _____

Address: _____

Tel. No.: _____

Brand of Aircon: _____

Model No.: _____ Power Consumption: _____ W

Rated Power Demand: _____ kW

No. of hrs. you operate aircon in a month: 200 hours

Power Rate: P 3.20/kW hour

Monthly Operating Cost: P _____

Signature: _____

How to join:

1. The raffle is open to persons 12 years old and above who have access to any window type room airconditioner with the following brand names:

Carrier	Kalvinator	Sanyo
Condura	National	Sanyo
General Electric	Nippon-Aire	Uni-Aire
Hotpoint	Oasa Gree	White Westinghouse
Keeprite Climette	Samsung	
2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to
Department of Energy
Fuels and Appliance Testing Laboratory
Fort Bonifacio, Makati 1201
Metro Manila
3. Deadline for submission of entries is on April 17, 1995
4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City.
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REALLY COOL PRIZES!

This print ad was made possible through the help of UNDP and UNIDO

For further information, you may contact the following:

Product Certification Group
Bureau Of Product Standards
Tel Nos. 817-5338, 817-9802
Fax No. 817-9870

Fuels and Appliance Testing Laboratory
Department of Energy
Tel Nos. 87-54-43, 87-54-74, 88-72-01
Fax No. 87-54-74

Association of Home Appliance Manufacturers (AHAM)
Tel No. 87-60-81 loc. 271

REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand this label and get a chance to win an energy-efficient room air conditioner

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compute for its monthly operating cost using these easy steps:

- Get the power consumption of your aircon found at the upper right corner of the energy label.
- Convert it to kW by dividing it by 1,000 W per kW. This is now your **Rated Power Demand**.
- Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
- Multiply this again by the power rate (Given as P3.20/kW-hour in the raffle coupon).

The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupon will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

PHILCOOL CORP	Cooling Capacity: 1.095 kW		
Brand: NEWDEN	Power Consumption: 1,000 W		
Model: SDE-1	Frequency: 60Hz / Single Phase		
ENERGY GUIDE			
ROOM AIR CONDITIONERS			
9.5			
ENERGY EFFICIENCY RATIO			
For units with the same cooling capacity, higher EER means lower electricity cost.			
For this model, the minimum EER standard set by the government is 7.9			
The monthly operating cost of this model will be approximately:			
RATED POWER DEMAND kW (1000/W)	MONTHLY USAGE hours (h)	POWER RATE Pesos/kWh	COST OF OPERATION Pesos
$\text{RATED POWER DEMAND} \times \text{MONTHLY USAGE} \times \text{POWER RATE} = \text{COST OF OPERATION}$			
Data on this label made available by		Certified to Meet 200 Part 1 1991	
REMARK: OF THIS LABEL, BEFORE COULD PURCHASE A VOUCHER OF RAFFLE ACT NO. 724			
<small>For information on the cost of operation and location of nearest cooling capacity unit, your dealer or write or call the Department of Energy, Fuels and Appliance Testing Laboratory, Commonwealth Avenue, Diliman, Quezon City. Tel. Nos. 978-442 or 987-991</small>			

* ICC Mark for imported units.

Understand this label and get a chance to win an energy-efficient room air conditioner

Six brand new room air conditioners will be given away!

How to join:

1. The raffle is open to persons 12 years old and above who have access to any window type room air conditioner with the following brand names:
Carrier Kelvinator Sansio
Condura National Sanyo
General Electric Nippon-Aire Uni-Aire
Hotpoint Oca Gree White Westinghouse
Keprite Climette Samsung
2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to Department of Energy Fuels and Appliance Testing Laboratory Fort Bonifacio, Makati 1201 Metro Manila
3. Deadline for submission of entries is on April 17, 1995
4. The Grand Raffle Draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City
5. Contestants may only win one aircon in case his or her name is drawn more than once.
6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prize.
7. Prizes are tax-paid and transferable but non-convertible to cash.
8. Winners may claim their prizes at the Fuels and Appliance Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.
9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Raffle Coupon

Name: _____
 Address: _____
 Tel. No.: _____
 Brand of Aircon: _____
 Model No.: _____ Power Consumption: _____ W
 Rated Power Demand: _____ kW
 No. of hrs. you operate aircon in a month: 200 hours
 Power Rate: P 3.20/kW hour
 Monthly Operating Cost: P _____
 Signature: _____

REALLY COOL PRIZES!

This print ad was made possible through the help of UNDP and UNIDO.

For further information, you may contact the following:

Product Certification Group
 Bureau Of Product Standards
 Tel. Nos. 817-5336, 817-9602
 Fax No. 817-9870

Fuels and Appliance Testing Laboratory
 Department of Energy
 Tel. Nos. 97-54-43, 97-54-74, 98-72-01
 Fax No. 97-54-74

Association of Home Appliance Manufacturers (AHAM)
 Tel. No. 87-80-81 loc 271

REALLY COOL SAVINGS!

Extended!

Introducing... the Energy Label for Room Airconditioners

Your assurance that the product you are buying passed government standards on safety and energy

Sample Label

PHILCOOL CORP Cooling Capacity 9.495 kJ/h
 Brand NEW GEN Power Consumption 1000 W
 Model 00E-9 Frequency 60Hz Single Phase

ENERGY GUIDE

ROOM AIR CONDITIONERS

9.5
 ENERGY EFFICIENCY RATIO

For units with the same cooling capacity, higher EER means lower electricity cost

For this model, the minimum EER standard set by the government is 7.9

The monthly operating cost of this model will be approximately

RATED POWER DEMAND (watt/1000kW) X MONTHLY USAGE (hours (h)) X POWER RATE (Pesos/kWh) = COST OF OPERATION (Pesos)

Data on this label were verified by

Certified to PNS 396 Part 1 1991

REMOVAL OF THIS LABEL BEFORE CONSUMER PURCHASE IS A VIOLATION OF REPUBLIC ACT NO. 7394

For information on the cost of operation and selection of correct cooling capacity ask your dealer or write or call the Department of Energy, Fuels and Appliance Testing Laboratory Commonwealth Avenue Diliman Quezon City Tel. Nos. 975-443 or 987-201

* ICC Mark for imported units

The Cooling Capacity expressed in kilojoules per hour quantifies the maximum amount of heat that the conditioner can remove from an enclosed space

The Power Consumption expressed in watts, tells you how rapidly the energy is used when your air conditioner runs at its maximum cooling capacity

EER = Cooling Capacity / Power Consumption

Use this formula to calculate the electricity cost and compare this with other air conditioners

Substitute the power consumption after converting it to kW. Do this by dividing it by 1000 W/kW

The cost of electricity charged by your utility company. You may estimate it at P3.20/kWh

This refers to the number of hours you operate your air conditioner in a month

Understand this label and get a chance to win an energy-efficient room air conditioner

Energy Saved Today Provides for a Brighter Tomorrow

REALLY COOL PRIZES!

The Energy Labelling Program was developed by the government with the help of the Association of Home Appliance Manufacturers (AHAM), the United Nations Development Programme and the United Nations Industrial Development Organization. The Energy Label is a guide to help you find the best room aircon for your money. At the same time, it allows you to compute how much energy your room aircon consumes monthly. When you buy an energy efficient room air conditioner, you not only help conserve energy, you also help reduce air pollution and global warming.

What's more, you get a chance to win an energy efficient room air conditioner just by understanding what the energy label means.

Six brand new room air conditioners will be given away.

No purchase is needed to join. If you have access to a room air conditioner, all you need to do is fill out the raffle coupon and compute for the monthly operating cost of the aircon of your choice by following these easy steps:

- Get the **power consumption** of your aircon found at the upper right corner of the energy label.
- Convert it to kW by dividing it by 1,000 W per kW. This is now your **Rated Power Demand**.
- Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
- Multiply this again by the power rate (Given as P3.20/kW hour in the raffle coupon).

The final product will be the cost of operating your aircon in a month.

Make sure you fill in all the essential details in the raffle coupon. Only completed forms will be accepted.

So hurry! The grand raffle draw is on [REDACTED] **April 19, 1995.**

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

How to join:

1. The raffle is open to persons 12 years old and above who have access to any **window type room air conditioner** with the following brand names:

Carrier	Kelvinator	Sansio
Condura	National	Sanyo
General Electric	Nippon-Aire	Uni-Air
Hotpoint	Oscor Gree	White Westinghouse
Keeprite Climette	Samsung	

2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to

Department of Energy
Fuels and Appliance Testing Laboratory
Fort Bonifacio, Makati 1201
Metro Manila

April 17, 1995.

3. Deadline for submission of entries is on [REDACTED]
4. The Grand Raffle draw will be held on [REDACTED] 1995 at

April 19,

9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City.

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6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prizes.
7. Prizes are tax-paid and transferrable but non-convertible to cash.
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Raffle Coupon

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Address: _____

Tel. No.: _____

Brand of Aircon: _____

Model No.: _____ Power Consumption: _____ W

Rated Power Demand: _____ kW

No. of hrs. you operate aircon in a month: 200 hours

Power Rate: P 3.20/kW hour

Monthly Operating Cost: P _____

Signature: _____

For further information, you may contact the following:

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Tel. Nos. 817-5339, 817-9602
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Fuels and Appliance Testing Laboratory
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