

# Corporates should support commitment to reach environmental targets

LG South Africa has welcomed government's commitment to green energy and believes that corporates should aid them in meeting their 2020 environmental targets. This can be accomplished by companies turning their manufacturing processes green and through their corporate social responsibility (CSR) initiatives.

According to JM Lee, CEO of LG Electronics South Africa, there are more options available to manufacture products that are energy efficient and environmental friendly. "Enhanced efficiency does not only save energy and protect the environment by helping prevent pollution and greenhouse gas emissions, but it also brings financial benefits to both corporates and consumers."

## Index assess impact of product

LG continues to be a leader in developing green innovations based on three elements, namely energy, human, and resources. To manage the whole life-cycle of the products, LG has implemented eco-design in the product design process and developed an eco-index to assess the environmental impact of a product. The company's products have also been named most energy efficient on a number of occasions.

"We are always looking for innovative ideas and technologies which will support our efforts as a leading company in practicing environmental management. Our commitment to customer-oriented environmentally-friendly innovation has resulted in a full range of more energy-efficient products and services, from consumer electronics to appliances."

ENERGY STAR qualified TVs save energy both in standby and active modes and use about 40% less energy than standard TVs. LG TVs featuring their intelligent sensor automatically calibrate and optimise brightness, contrast, white balance and colour, based on the ambient light in the room.

### Replacing a refrigerator

In many homes, the refrigerator is among the top three most expensive appliances to operate. Replacing an old refrigerator with a new ENERGY STAR qualified model will provide substantial savings. LG has worked hard to achieve the ENERGY STAR programme requirements for many of its kitchen appliances, such as dishwashers and refrigerators.

LG washing machines have an energy efficient temperature control feature that enables users to save water and electricity. Its 6Motion technology is powered by the direct drive motor, which operates without belts or pulleys, sending power directly from the motor to the drum for increased efficiency, reduced noise and vibration, and a longer operating life.

In 2011, 406 LG product models, including TVs, refrigerators and washing machines earned the Energy Star Service Mark. Among those that qualified, eight TV models, two refrigerator models and three washing machine models were certified as ENERGY STAR.

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