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EURONICS CLOSES THE LOOP

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has formed a partnership in the UK with Loop, the free smart meter app that helps customers save an average of 15% on their energy bills.

Loop, recently acquired by Procode – a leader in energy tech - is on a mission to make energy easy for UK households, starting with increasing the control households have over their energy use. The free Loop app helps more than 150k households improve their energy efficiency, lowering their energy bills by £250 on average and reducing their carbon footprint by an average of 250kg CO2e. Once the app is downloaded, it simply connects to a household's smart meter, providing a detailed view of their energy use and personalised energy insights. Loop shows the energy homes are using but also what is being wasted by appliances being left on, a unique opportunity to highlight the impact of old or inefficient home appliances.

Rich Knapman, New B2B Acquisition and Development Manager at CIH, comments, "As a retailer of appliances, it is important for us to help customers make an informed decision about the products they purchase. Our members are experts in white goods and understand the rapid pace of technology, but consumers might not be aware of the cost savings that can be achieved by investing in an efficient solution. Loop helps households understand those energy savings and then provides a straightforward way for them to buy energy-efficient appliances from Euronics. Loop is available to any household with a smart meter in the UK meaning all CIH members can benefit from this partnership. With the excellent service members are known for, we're confident that we can attract customers that will become lifelong Euronics advocates."

"We're really excited to partner with Euronics," says Simon Stocks, Head of Marketing at Loop. "There's a massive opportunity to help our users to reduce their energy consumption by replacing old, inefficient appliances with newer, more energy efficient alternatives. Switching to a new appliance can often pay for itself incredibly quickly and then the savings can really add up. For example, swapping an old inefficient tumble dryer for an efficient heat pump model could pay for itself in as little as two years and then the household could save around £250 a year from that on."

Loop users can access the Euronics website to find the most energy-efficient appliances from the available Euronics range. A discount will be provided to the consumer for purchasing through the Loop app via a single-use voucher code.

Paul Tyler, CEO of CIH, comments, “Our members have a vast amount of experience and are embedded within their local communities. Linking with Loop allows us to reach a wider audience and attract more customers to our members’ stores. Combined with our Which? Recommended Provider endorsement and Feefo Gold Trusted Service award, our offering is compelling to Loop’s users, who would not necessarily make purchasing decisions on price alone.”

For details on how to become a part of Euronics in the UK email: membership@cihgroup.com.