



Engaging Retailers

D5.1 – Periodic Retailer Partnerships Report I

October 2016

Topten Act coordinator: ADEME

European portal www.topten.eu

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEn
www.uspornespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotopten.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Romania, Icemenerg
www.topten.info.ro

Spain, WWF
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.top10energyefficiency.org.uk/

Topten Act aims at transforming the European market of energy-using products towards higher energy efficiency by addressing non-technical market barriers. Topten Act works in order to:

1. Increase consumer purchases of top energy-efficient products in Europe: Topten Act identifies the top energy-efficient products in 16 European countries, and pushes this information to consumers through tailored national websites and targeted communications activities. Topten websites are a free, accessible to all, 'public service' that helps consumers navigate the myriad of energy-using products offered to them in AT, BE, CZ, FR, DE, IT, LT, LU, NO, PL, PT, RO, ES, SE, CH and UK.

2. Increase the availability and visibility of top energy-efficient products on EU markets: Consumer demand for top energy-efficient products improves Topten Act's ability to: 1) work with manufacturers to help them steer production lines towards more energy-efficient products; 2) support retailers to display and promote energy-efficient products in their shops.

3. Increase large buyers' knowledge of and demand for top energy-efficient products in Europe (both public and private entities): Large buyers have the ability to steer the market towards more energy-efficient products. Topten Act approaches them with information on products of their interest (e.g. office equipment, vehicles) and offers direct advice in preparing calls for tenders that include energy efficiency criteria.

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Periodic Retailer Partnerships Report I

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Reminder – Description of WP5

The national websites are a key element of the TOPTEN ACT structure. Not only do they arm consumers with valuable, up-to-date information; they also give TOPTEN ACT —thanks to the large number of visitors attracted— the capacity to establish constructive working relationships with manufacturers and with retailers. Retailers are key to TOPTEN ACT's end goal of market transformation, for two main reasons:

- They 'edit' the choice of products available to consumers by deciding what is available in their shops and websites;
- They have a direct relation with consumers: at the point of sales and at the very moment of purchase.

TOPTEN ACT partners know from experience that establishing energy efficiency partnerships with retailers is a challenging job. Retailers might have other priorities; they might be looking for impactful, one-off communication activities that promote them generally and not just some of their products; administrative hurdles in large retailers, and lack of staff in small ones, might jeopardise the establishment of such partnerships. Despite these anticipated difficulties, TOPTEN ACT attempts — through the activities developed in this work package — to establish partnerships with retailers to help them choose and promote top energy-efficient products. TOPTEN ACT also implements activities that ensure consumer ACTION (they purchase the top energy-efficient products offered by retailers) regardless of the degree of cooperation of retailers.

Reminder – Objectives

Task 5.1. Establishing Retailer Partnerships

TOPTEN ACT partners are to gather information about the retailers in their country, building as much as possible on past and current experience: national partners should identify key retailers; their positioning, selling practices (e.g. on-line or in shops) and advertising methods and channels. This should help develop national retailer engagement strategies.

Based on the information gathered, TOPTEN ACT national partners establish partnerships with retailers to help bring energy-efficient products closer to consumers. They:

- Encourage retailers to include Topten products in their shops and on-line catalogues and to present them prominently. TOPTEN ACT national partners will keep retailers informed of upcoming changes in their lists of energy-efficient products.
- Encourage retailers to include links to TOPTEN ACT national websites in their on-line catalogues or a TOPTEN ACT logo sticker in retailer shops.
- Organise additional activities, in-store or online, aimed at increasing consumers understanding of and interest in energy-efficient products (e.g. training of staff on energy efficiency).

On the one hand, Oekozer will prepare two Retailer Partnerships Reports (one interim, one final) summarising TOPTEN ACT partners approach to retailer partnerships, activities carried out, successes and failures (and reasons for them), pictures of activities, market coverage of retailer partnerships (if possible) and other relevant information. On the other hand, Bush Energie is in charge of the reporting activities concerning affiliate marketing.

Summary of results

In order to gather (below) and analyse (in the following sections) data from partners regarding their collaborations with retailers, Oekozer, with the support of Bush Energy, developed a questionnaire, an online survey and a spreadsheet. The TOPTEN ACT partners were asked to answer questions and report on their national activities.

The Topten teams were able to reach the following results in the first half of the project:

- They have identified more than 120 retailers where collaboration seems promising. These 120 retailers cover more than 7000 stores all over Europe.
- So far 11 out of the 16 participating countries were able to establish partnerships with retailers. Some are rather informal, but in more than 60 cases, it was possible to sign agreements.
- In 3 countries, a Topten training for staff was provided to 8 retailers.
- Many retailers used Topten to label their corresponding products: 56 in stores, 13 online, 4 in print materials.
- More than 50 retailers used Topten communication material (i.e. leaflets, web).
- Several teams were able to start affiliate marketing activities (see deliverable 5.4).
- For 4 retailers, Topten criteria play a role in the selection of the range of goods.

In addition, the data which has been collected in the Google survey will be used, in the next step of the project, to establish several strategies fitted to the unique situation of each partner. The strategy will simplify the contact with potential partners and will provide Topten partners with strong arguments convincing retailers to join the Topten initiative.

Going into the detail of the survey, the following questions will guide possible “retailer approach” strategy into a specific direction.

- If a Topten partner has a partnership with a retailer in another project, it could be easy to enlist him for the Topten project.
- If there is a contact with a national trade association, the Topten partner together with the trade association could approach their members in order to form partnerships.
- If Topten partners think that a nationwide control of potential partners in their shops is not possible, it would be recommendable to approach online retailers rather than shops.

- The questions about the names of price comparison websites and big retail chains will help to build up an overview of the market situation in every Topten country.
- Public efficiency grant programmes can be used as a strong argument by Topten partners in order to label Topten products in (online) shops, since, usually, the Topten products comply with the criteria of efficiency grant programmes. The Topten label would make these products more visible for consumers which should raise the sales figures of the retailer.
- By naming the biggest difficulties in forming partnerships, Oekozenner will define for every specific Topten partner a way to overcome the obstacles.
- The questions about the use of the new Topten-software and the logo usage guidelines are relevant for Bush Energie who is in charge of overseeing affiliate-marketing activities in the Topten Act project.

Partner stores – General analysis of the partner countries

All in all, the 16 partners have tried to work with retailers, looking for the good contacts, presenting Topten, trying to convince them for a long lasting collaboration – with different results, as 6 of them could not reach collaboration with retailers, but 10 were successful.

Unlike small countries like Luxemburg or Switzerland, countries that have a large surface do encounter difficulties in establishing contacts with potential partner stores. In smaller countries, the negotiations evolve comparatively quickly, whereas in larger countries, several months may be needed in order to conclude a partnership. The company size itself also plays a substantial role in contract negotiations. Small entities can act in a short period of time, multiple store businesses often need months before issuing a confirmation. In the latter case, the delay may also occur through difficulties finding the competent contact partner.

Another problem seems to arise from the fact that stores as well as manufacturers try to avoid a direct linking of their products to a Topten internet portal, as they do not wish to enable a comparison of their own products with products that they do not have on offer.

The marking of the products in store represents an additional hurdle for the partner stores. The larger the business chain, the more difficult are the implementation and the agreement on a common marking strategy of Topten products.

Larger countries such as Germany will find easier contact by trading online. Here, business areas are not necessarily involved and on their homepages, the user can not only discover marked products and eco-friendly electronics, but also links back to the Topten project.

In smaller countries, the contact maintaining with the market as well as the project controlling itself are easier due to the close contact with the dealer based on short distances.

The „Guidelines for retailers“, published by Oekozenner for the last project EuroTopten Max, enables a better staff training and an easier project managing in store. This 10-page information guideline can be customised in order to fit the needs

and situations of the different countries. The guidelines are divided into 2 parts. The first part explains the project Topten and its philosophy and the second part provides the salesmen with information about energy efficient products and their benefits for consumers.

The various activities and country profiles are not completely transferable from one to other partner countries. Each country has its geographical and commercial characteristics; With more than 50 different partner stores (covering small village shops up to the big appliances group), Luxembourg clearly shows that the project can address a wide range of businesses, using different media and business tools. In other countries, the partnership is limited to bigger online shops, which are – as already mentioned – not related to any distances or the size of the country.

When a partnership is established, the main task consists in actively involving the project partner. The main goal is to convince the partner store that energy efficiency, and thus long-term cost savings on devices, is the better (best) sales argument, and that the Topten partnership allows the store, unlike competitors, to create a new niche business.

The launch of the new Topten software will certainly boost the effort in establishing partnerships. The new software will introduce referral marketing. By creating links from product lists on Topten websites to online shops, retail partners can measure the impact of the partnership. Retail partners will be able to see the benefit of a partnership with Topten because they will receive more clicks for their products leading to higher sales rates. Topten Switzerland had been the first Topten partner introducing referral marketing on its website two years ago. The experience they made with it had been very positive so that referral marketing will be extended to other Topten partners in a near future after the introduction of the new Topten software.

Country-specific analyses

Source of the information provided in the following pages are a survey and a questionnaire sent to all partners. All partners have participated either in the survey or in the questionnaire. Both documents have been added at the end of this document.

Austria

Austria has started with retailers having an online shop, including very large retail chains such as Media Saturn and Expert. The Topprodukte logo is shown at the retail shop on-line and a lot of competitions and development of information materials is undertaken.

By now, Austria has signed agreements with both retailers mentioned above allowing Topprodukte to mark products in their shops. Quality control visits in shops take place once a year. 214 shops are covered with both partnerships. Austria has ongoing discussions with a third retailer named Grünspar.

Belgium

Until now, Belgium had no success in establishing partnerships. They plan to do it for the sector of household appliances, lamps and consumer electronics.

Czech Republic

In Czech Republic, Topten had many contacts with retailers, distributing their leaflets, press releases, etc. They are building their hopes on the new Topten software. They believe that affiliate network will simplify the work with retailers which will be possible with the new software. Topten Czech Republic will focus their efforts on online shops.

France

France tried several times to involve retailers, even with the support of the Ministry and concluded it was not possible to work with them. However, the retail sector is transforming and they will work in the future on collaboration with web-based retailers, though this raises technical questions on how to easily and automatically exchange information between the Topten platform and the retailer's platform. Until now, Topten France made some specific work for the groups IKEA and a very well-known hypermarket which approached them.

They prepared an XLS tool for Ikea so that they can analyse their own range of products covered by the energy label and understand their positioning in terms of efficiency. Furthermore, they prepared a calculation about an efficient family for a communication campaign in shops. Guidetopten.fr was quoted in the document and during this week the price of the Topten compliant model (1 fridge) was lower to provide an incentive to consumers.

Considering the hypermarket, Topten France was contacted to participate in a strategic meeting on environmental labels. In the future, Topten compliant appliances may be highlighted in shops - but more investigations has to be made on this retail chain's range.

Topten France holds the view that the difficulty to establish partnerships is due to the fact that there are so many large retailers that they mainly compete on the price.

They are also looking for one-off events to mobilise their clients, so they do not favour long term approaches (e.g. in which they would have to change their range).

They are very difficult to reach (even with the support of the ministry which organised meetings in their premises). When the new software is installed, they will start affiliate marketing and if it is successful (i.e. brings a lot of clicks) try to propose a "real" partnership.

Germany

Germany has contacted several retailers. At the moment, Saturn, idealo.de and Greenstars are cooperating with them. Agreements have been signed with the two last mentioned companies. The cooperation with Saturn is actually a cooperation with one further partner: namely Utopia.de. Besides their efforts on the Saturn online shop, Topten Germany marks *EcoTopTen* products in their stores as well. Germany is additionally working with idealo.de, a price comparing website that shows the *EcoTopTen* logo together with a short text about the specific features of the *EcoTopTen* products (e.g. energy efficiency class A+++, low noise etc.) and a link to the website. Germany agreed on a regular exchange of data – idealo.de provides the median prices for the *EcoTopTen* products and *EcoTopTen* delivers the up-to-date product lists. They also collaborated with Tchibo that displayed the *EcoTopTen*-logo on the package of a Cafissimo, a coffee capsule machine that is listed on *EcoTopTen*.

Germany has started to offer training courses for the sales staff of the company Greenstars.

Italy

Topten Italy has a signed agreement with Idealo.it, a price comparison website selling almost all the product categories available on the Topten Italy website. Ongoing discussions are running with 5 retailers: Mediamarkt, COOP, Amazon, Eprice and IKEA. Mediamarkt, COOP and IKEA are counting 1312 shops in Italy. Amazon and Eprice are online shops.

Topten Italy explains the lack of interest in partnerships from retailers with the argument that there is little interest for energy efficiency in Italy. Most of the revenues for retailers come from manufacturers, so they don't want to make comparisons between products of different brands which would put them in difficulty.

Lithuania

Lithuania has a signed agreement with the online shop Neostore.lt. Topten Lithuania has not started labelling products on the website yet, but they have an agreement that Neostore provides technical information about products matching the Topten criteria. They are receiving the data on a monthly basis.

Luxembourg

In Luxembourg, the partnerships are divided into 4 specific categories:

- Electronics and household appliances
- Mobility
- Kitchen stores (fitted kitchens)
- Construction materials

In addition to labels and flyers, Topten Luxembourg also provides partner stores with logos in digital format. Partner stores may use these logos for their respective homepages as well as for their in-house commercials.

The stores are visited by Topten Luxembourg on a regular basis and new staff members are duly informed about the project. As a rule, every store has its contact person that is also responsible for further training of the staff. Quite often, this contact person is the store owner himself, or the managing director of the store (or the company director if the business has several sales points).

The staff is informed about the project upon request. In case of an important staff renewal rate, Topten Luxembourg may also request fresh staff training.

With over 50 partners and 80 branches, Luxembourg has – from a geographic point of view - largely covered the market.

Norway

In Norway, there are ongoing discussions with 8 retailers: 4 online shops (prisjakt.no, whiteaway.no, Lysman.no, and LEDonline.no) and 4 retailer shops (Elkj p, Lefdal, Expert, and Clas Ohlson, representing all together 434 shops in Norway).

Poland

Poland has tried to form partnerships with retailers but until now without any positive results. They noticed that retailers are not interested in projects like Topten. Probably retailers are afraid to cooperate with Topten because their products would be compared with other products not listed in their product line. In order to preserve a good relation with manufacturers, retailers do not want to irritate them by forming a partnership with an internet portal showing similar products from other brands.

Portugal

Negotiations were held with a large electronic superstore / on-line retail shop called Worten, which led to a signed agreement in April 2016. Worten uses Topten communication material i.e. leaflets in their shops. Furthermore, Topten products are labelled in their shops. Worten counts 145 shops in Portugal.

Romania

Romania has one agreement signed with retailer R'ART Giurgiu counting 3 shops in Romania and selling home appliances, consumer electronics, air conditioning and other goods. They label the Topten products in their shops. Topten Romania explained that reaching the top management of retail chains represents the biggest challenge in establishing partnerships.

Spain

Until now, WWF Spain, the Spanish Topten partner, had no success in establishing partnerships with retailers. Apparently, retailers are more interested in using the WWF-Logo than using the Topten logo which is not acceptable for Topten Spain.

Sweden

Sweden has training/information material for retailers regarding how they can use Topten in their physical shops and online shops and a leaflet and training material for retailers on how to use and collaborate with Topten in order to reward energy efficient products in their product line. Sweden offers also digital logos etc. for retailers to label Topten products. As for now, pricerunner.se, a price comparison site, uses the logo on products online. An agreement with pricerunner.se exists. At the moment, ongoing discussions exist for the following retailers: 7 retail chains (Elgiganten, Mediamarkt, Elon, Elkedjan.se, Net on net, Webhallen and Rusta, representing in total 665 shops) and 5 online shops (CDON.com, Whiteaway, Bygghemma.se, Dustin and Komplett). In all the discussions with retailers, Topten Sweden has difficulties in convincing the top management of the advantages of the Topten brand.

Switzerland

Besides Luxembourg, Topten Switzerland is very successful in establishing partnerships with retailers. By now, Topten Switzerland has 11 signed agreements and 10 ongoing negotiations. Most of the agreements are made with retailers having one or more shops. Topten Switzerland visits regularly their partners on a monthly basis. Shops selling Topten labelled products with a low sales rate like for example washing machines, are visited less regularly, ca. every three months.

Two agreements are signed with online retailers. With the new Topten software, Topten Switzerland focuses on online stores by integrating affiliate marketing. For Topten Switzerland, the challenge to attract new retailers is to generate enough benefit for retailers.

UK

Even though Topten UK exist only for 2 years, they have succeeded in establishing two partnerships. Two online shops, Marks Electrical and Well-Lit, have signed an agreement with Topten UK. Furthermore, they have on-going discussions with 7 more retailers. During discussions with retailers, Topten UK noticed that retailers are not keen to alter their branding or mix their brands with others.

Summary of the country-specific analyses

Survey

How many partnerships with retailers do you have?	0: 6	1-10: 7	11-20: 1	21-30: 0	>40: 1
Does your organisation has partnerships with retailers in other projects? If yes, could you please name them?	YES: 5	NO: 6	N.A. : 5		
Do you have contacts with national trade associations in your country? If yes, could you please name them?	YES: 11	NO: 2	N.A. : 3		
Do you have ongoing discussions with retailers with the objective of forming partnerships? Could you please name these retailers?	YES: 9	NO: 3	N.A. : 4		
Do you think that a nationwide control of potential partners in their shops could be possible in your country?	YES: 2	NO: 11	N.A. : 3		
Do you have energy efficiency grant programs for household appliances on the national or local level?	YES: 8	NO: 6	N.A. : 2		
The new Topten-software allows working with shops through referral marketing. In the event that you use the new software, do you plan to refer to online shops?	YES: 11	OTHER: 2	N.A. : 3		
The new software allows you to place the logo of shops next to specific products. If you have the logo of an online shop on your website, would you request that your logo should be on its website on return?	YES: 8	NO: 1	OTHER: 4	N.A. : 3	

Questionnaire

Total of retail partners	125				
Category	RETAILER: 92	ONLINE SHOP: 23	PRICE COMPARISON SITE: 8	AFFILIATE NETWORK: 1	N.A.: 1
Total of outlets	7196				
Agreement	YES: 14	NO: 40	SIGNED: 64	N.A.: 10	
Topten efforts	HIGH: 23	MEDIUM: 24	LOW: 56	N.A.: 25	
Topten in CSR (corporate social responsibility) tools	YES: 4	NO: 92	PARTLY: 0	N.A.: 32	
Topten as a procurement criteria	YES: 4	NO: 87	PARTLY: 5	N.A.: 32	
Topten training for staff	YES: 8	NO: 86	PARTLY: 2	N.A.: 32	
Deeplink Topten to retailer	YES: 14	NO: 77	PARTLY: 1	N.A.: 35	
Retailer labels Topten online	YES: 15	NO: 75	PARTLY: 1	N.A.: 36	
Retailer labels Topten in stores	YES: 56	NO: 27	PARTLY: 5	N.A.: 40	
Retailer labels Topten in print materials	YES: 4	NO: 80	PARTLY: 8	N.A.: 36	
Retailers use Topten communication material (i.e. leaflets, web)	YES: 58	NO: 26	PARTLY: 11	N.A.: 33	
Regular visits in retail stores	NO: 12	WEEKLY: 1; MONTHLY: 4; 3-MONTHLY: 72; 6-MONTHLY: 4; YEARLY: 4; PARTLY: 1;	N.A.: 1; BLANK: 26		
Retailer monitors Topten (models, sales, turnover)	YES: 12	NO: 80	PARTLY: 1	N.A.: 33	

Examples of communication material used for partnerships



Advertising material of Topten labelled products in a retail shop in Luxembourg



A map of retail partners in Luxembourg classified into 4 groups.

The white label shows all Topten retail partners selling household appliances. The blue label shows bike shops, the yellow label represents shops selling built-in kitchen and the red label provides information about Topten shops selling construction material.



Webpage of Mediamarkt in Austria with a special page dedicated to Tooten products



Roll up in a Romanian shop.

PriceRunner
Jämför innan du handlar

Annons

Jämför priset!

Dags för en ny mobiltelefon?
Vi hjälper dig att hitta bästa pris!

Kategorier Populärt Erbjudanden Resurser Om

PriceRunner > Vitvaror > Kylfrysar > A+++ Kylfrysar - Produktjämförelse

A+++ Kylfrysar

Jämför Produkter Snabbval Köpråd

Filter

Dina val:
Energiklass: A+++
Skapa en prisbevakning

Sök i kategorin

Prisintervall
Min - Max

Tillverkare
Bosch (8)
Electrolux (2)
Gorenje (5)
Liebherr (11)
Siemens (10)
Fler

Typ
Fristående (35)
Integrerad (3)
Fler

Färg
Beige (1)
Integrerad (3)
Rostfritt (17)
Svart (2)
Vit (13)
Fler

Utförande
Fler

Energiklass
A+++ / 281

38 produkter Jämför Topp 3 Sortera Popularitet Lista Bildvy Kompakt

Siemens KG39EAW40 Vit
Kyl: 247 L, Frys: 92 L, Energiklass: A+++, Bredd (cm): 60cm, 38dB mer info
★★★★★ 1 Expertrecensioner
SIEMENS
Energismart produkt! top ten
5 990 - 8 995 kr
Jämför Priser
10 butiker

Siemens KG49EAI40 Rostfritt Stål
Kyl: 247 L, Frys: 92 L, Energiklass: A+++, Bredd (cm): 60cm, 38dB mer info
★★★★★ 1 Användarrecensioner, 1 Expertrecensioner
SIEMENS
Energismart produkt! top ten
6 990 - 10 990 kr
Jämför Priser
11 butiker

Siemens KG49EAI40 Rostfritt Stål
Kyl: 296 L, Frys: 112 L, Energiklass: A+++, Bredd (cm): 70cm, 38dB mer info
★★★★★
SIEMENS
Energismart produkt! top ten
7 990 - 12 990 kr
Jämför Priser
10 butiker

Bosch KGE36AW40 Vit
Kyl: 211 L, Frys: 92 L, Energiklass: A+++, Bredd (cm): 60cm, 38dB mer info
★★★★★
BOSCH
Energismart produkt! top ten
5 890 - 7 595 kr
Jämför Priser
12 butiker

This screenshot shows the Swedish retail partner “PriceRunner”, a Swedish web comparison website which marks Topten products on its website.

Appendix – Survey and questionnaire

Oekozer, with the support of Bush Energie, developed a questionnaire giving an overview on existing partnerships in the different countries. The results of the questionnaire allowed Oekozer to better understand the current situation in the different countries. In addition to the questionnaire, Oekozer created an online survey. The data which has been collected by means of the survey will be used, in the next step of the project, to establish several strategies fitted to the unique situation for all countries. The strategy will simplify the contact with potential partners and will provide Topten partners with strong arguments convincing retailers to join the Topten initiative.

16 responses



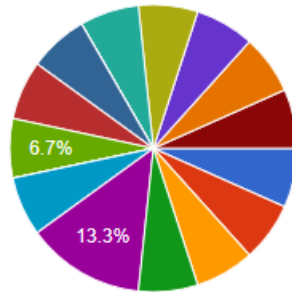
SUMMARY

INDIVIDUAL

Accepting responses



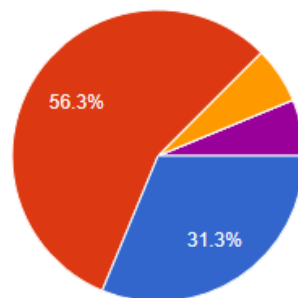
Choose your country (15 responses)



- Austria
- Belgium
- Czech Republic
- France
- Germany
- Italy
- Lithuania
- Luxembourg
- Norway
- Poland
- Portugal
- Romania
- Spain
- Sweden
- Switzerland
- United Kingdom

▲ 1/2 ▼

How many partnerships with retailers do you have? (16 responses)



- 0
- 1-10
- 11-20
- 21-30
- >40
- Other

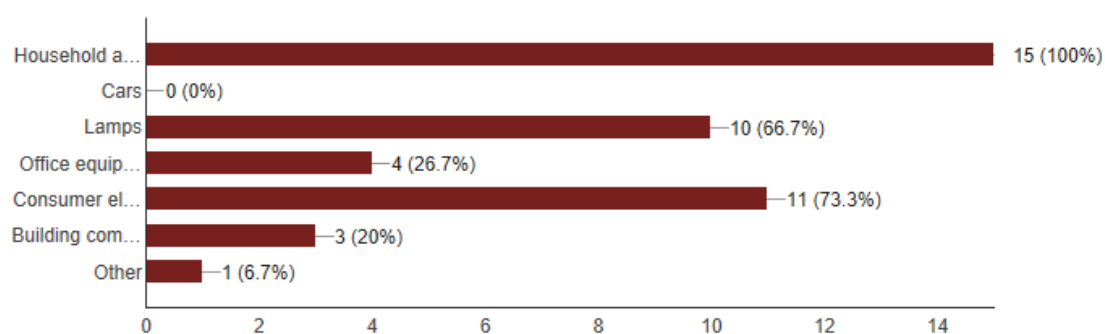
Does your organisation has partnerships with retailers in other projects? If yes, could you please name them?

(13 responses)

No
No
No
No
no
no
Previously in the PremiumLight project. The Digilabel project will look to also partner with retailers
Digi-Label
Some of closed projects like PremiumLight
No, but we will shortly try to achieve this in the Digilabel project
WWF only develops strategic partnerships with companies, with very strict criteria.
Projects yas, but no parterships.
IKEA, Norgesgruppen,

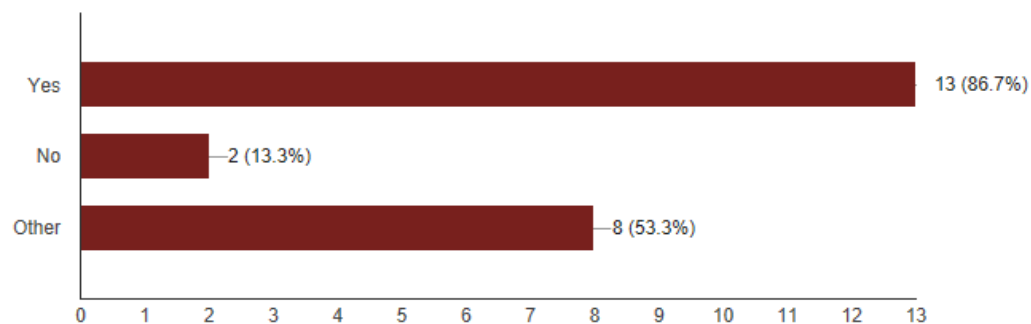
In which sector do you have or do you plan to form partnerships with retailers?

(15 responses)



Do you have contacts with national trade associations in your country? If yes, could you please name them?

(15 responses)



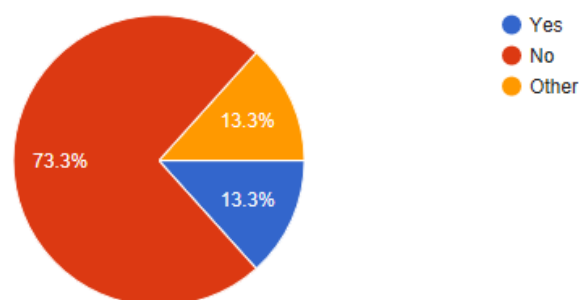
Do you have ongoing discussions with retailers with the objective of forming partnerships? Could you please name these retailers?

(13 responses)

no
Yes, Ryness, Currys, Avensys
Yes (DOMO, Gorenje)
Not yet
With 1 considering to highlight Tooten products (but their range is not very good)
Coop-Italia, Amazon, Banzai,
We have started. No real output yet.
grünspär.at
Ryness, Avensys, Marks Electrical, Appliance World, Which LED Light?, Hughes, WAD Limited, Argos
Yes, see Google Docs Progress report retailers
Until now only Saturn shows the EcoTooten logo, we aim - at the long run - to cooperate also with MediaMarkt
Yes, we are trying to form partnerships with Whiteaway and Elkjøp.
No

Do you think that a nationwide control of potential partners in their shops could be possible in your country?

(15 responses)



Could you please name price comparison websites active in your country?

(16 responses)

www.testaankoop.be
pricerunner.se, prisjakt.nu
www.ciao.co.uk, www.kelkoo.co.uk, www.pricerunner.co.uk, www.shopping.com
price.ro, compari.ro
ceneo.pl, skapiec.pl, nokaut.pl
idealo.fr, leguide.com... Because of several scandal a new law just pass obliging comparison websites to publish information on who funds them
Idealo, Trovaprezzi, Scegliprezzi, Kelkoo, Amazon, Scioppy
Heureka.cz
geizhals.at, idealo.at, durchblicker.at, preisvergleich.at, aktionsfinder.at
www.pricerunner.co.uk, www.ideal.co.uk, WhichLEDLight?
ciao.es, idealo.es
www.toppreise.ch
idealo.de, billiger.de, guentiger.de, geizkragen.de, geizhals.de,
idealo.de, billiger.de, geizhals.de
prisjakt.no, kelkoo.no
We don't have any price comparison websites in Luxembourg

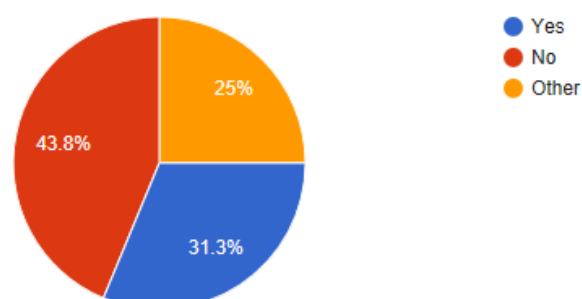
Could you please name big international retail chains in your country?

(16 responses)

VandenBorre, Mediamarkt
Mediamarkt, Komplet
Currys, AO.com, Marks Electrical, Argos
No
Saturn, MediaMarkt, RTV Euro AGD, Media Expert, Neonet
(we are not sure they are "international" except for e.g. Ikea and may be Amazon, but sellers are local anyway) Darty, Boulanger, Fnac, Ubaldi, Groupe Digital, Rue du Commerce, Price Minister, Amazon, Cdiscount, SuperDiscount, Pixmania, Conforama, Maismoincher, Les Ménagers, Ikea
Mediamarkt, Euronics, Unieuro, Darty, Expert, Trony
Expert (not interested however), Ahold, Tesco, Billa (consumer electronic chains are often Czech owned)
Mediamarkt, Saturn, Expert,
Currys, AO.com
Mediamarkt, Worten, Ikea, Carrefour, El Corte Inglés, Fnac
IKEA
Saturn, Mediamarkt, Electronic partners (associated partner shops, no classical retail chain), medimax
Saturn, MediaMarkt, Medimax, Elektronik (in fact this is an association of single shops) Partner
IKEA, Komplet,
Saturn, Mediamarkt and Auchan

Do you have energy efficiency grant programs for household appliances on the national or local level?

(16 responses)



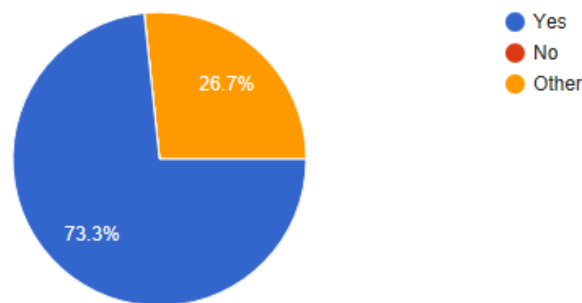
Could you please name your biggest difficulties in forming partnerships?

(15 responses)

Not enough visitors on our website, not interesting for retailers
Make them interested and see value in using the Top Ten brand.
Retailers are not keen to alter their branding or mix their brands with others.
Hard to reach the top management
Retailers rather aren't interested in partnership - they are not interested in energy efficiency devices, but only sales, independently energy class.
There are so many large retailers that they mainly compete on the price. They are also looking for one-off events to mobilise their clients, so they do not favour long term approaches (e.g. in which they would have to change their range). They are very difficult to reach (even with the support of the ministry which organised meetings in their promises). We were advised to start affiliate marketing and if it is successful (i.e. it brings a lot of clicks) try to propose a "real" partnership. We will try when the new software is installed.
In Italy there is little interest for energy efficiency. Most of the revenues for retailers come from manufacturers, so they don't want to make comparisons between them to not put them in difficulty
Not known yet. We suppose technical problems (it should be really easy for retailers to export some lists) and will to cooperate (we could offer only limited visits to e-shops and payback of retailers' investments should be short).
The larger the potential Partner, the longer the decision time
Retailers generally do not want to have any collateral that may compete with or dilute their brand UK Topten website could look a bit better - new design
The challenge is to generate enough benefit for the retailers
The product range of retailers usually contains much more product groups than addressed by EcoTopTen, they would prefer a system that covers (almost) all their product groups. And - similarly important - the staff is already busy with the normal work and needs an extra time budget for EcoTopTen, otherwise the implementation risks not to work properly.
Retailers would prefer an award system that covers almost all of their product groups in the shops; Topten only covers part of product groups. Retailers must commit that their staff really gets extra-time in order to do the Topten work.
We are not seen as relevant enough. We hope this will change in time.
The biggest difficulties for us are not forming a partnership but maintaining a high quality partnership. The control of the Shops is time-consuming and the change of the sales staff leads everytime to new Problems because they don't know the project.

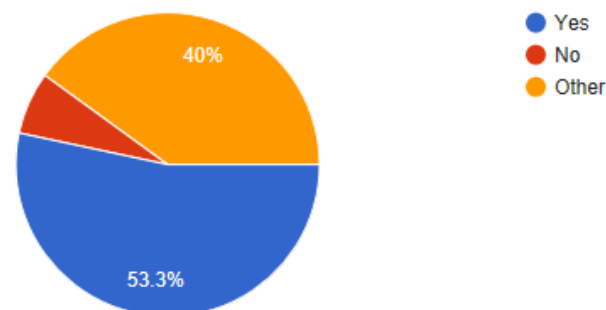
The new Topten-software allows working with shops through referral marketing. In the event that you use the new software, do you plan to refer to online shops?

(15 responses)



The new software allows you to place the logo of shops next to specific products. If you have the logo of an online shop on your website, would you request that your logo should be on the its website on return?

(15 responses)



	Name of company	Category	Outlets	Description	Web	Starting point of collaboration	Agreement	Payed collaboration	Topten efforts	Topten in CSR tools	Topten as a procurement criteria	Topten training for staff	Deeplink Topten to retailer	Retailer labels Topten online	Retailer labels Topten in stores	Retailer labels Topten in print materials	Retailers use Topten communication material (i.e. leaflets, web)	Regular visits in retail stores	Retailer monitors Topten (models, sales, turnover)
Austria	Mediamarkt	Online shop	1	Online shop of Austria's leading retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.mediamarkt.at	2012	signed	no	high	no	no	no	yes	yes	no	no	partly	no	partly
	Mediamarkt	Retailer	34	Austria's leading retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.mediamarkt.at	2012	yes	no	medium	no	no	no	no	n.a.	partly	partly	partly	yearly	no
	Expert	Online shop	1	Online shop of Austrian retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.expert.at		yes	no		no	no	yes	yes	in progress	no	no	partly		no
	Expert	Retailer	180	Austria retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.expert.at		yes	no		no	no	yes	no	n.a.	no	partly	partly		no
	VITO	n.a.		Study agency specialised in car data	www.ecoscore.be	2014	signed	yes	low										
	Ecoconso	Affiliate network		french speaking consumer organisation		2014	signed	yes	low										
Czech Republic	-																		
France	Ikea	Retailer	32	Furniture and white goods	www.ikea.com/fr	January 2016	no	partly	medium	no	no	partly	no	no	no	no	no	no	no
	Leclerc	Retailer	650	Supermarkets (also selling appliances when size of the outlet allows)	http://www.e-leclerc.com/catalogue/nos-magasins	June 2016	no	no	low	no	no	no	no	no	no	no	no	no	no

Germany	Saturn	Retailer	155	All kind of electric and electronic products for private households (slightly different range of products of the different shops)	www.saturn.de	2012	no	partly	high	no	partly	no	no	n.a.	partly	no	partly	no	no
	Saturn	Online shop	n.a.	All kind of electric and electronic products for private households with some exceptions (e.g. no lamps) and overall less different products than in the shops.	www.saturn.de	2012	no	partly	high	no	partly	no	no	yes	n.a.	no	no	6-monthly	no
	idealo.de	Price comparison site	n.a.	All kind of products for private households		2012	yes	no	medium	no	no	no	yes	yes	n.a.	n.a.	partly	6-monthly	partly
	Greenstars	Online shop	n.a.		-	2015	yes	no	medium	no	no	partly	no		n.a.	n.a.	no	6-monthly	no
Italy	Idealo	Price comparison site	Online	Price comparison website selling almost all the product categories available in Tipten IT website	www.idealo.it	01.11.2015	yes	no	low	no	no	no		yes	n.a.	n.a.	yes	n.a.	n.a.
	Mediamarket	Retailer	92		www.mediaworld.it	01.04.2016			high										
	COOP	Retailer	1199		www.e-coop.it				medium										
	Amazon	Price comparison site	Online		www.amazon.it				high										
	Eprice	Price comparison site	Online		www.eprice.it				medium										
	IKEA	Retailer	21		www.ikea.it				high										
Lithuania	Neostore.lt UAB	Online shop	1	All goods	http://www.neostore.lt	10.12.2012	yes	no	medium	no	partly	no		no	no	no	yes	monthly	yes
Luxembourg	Electro-Center	Retailer	4	white and brown goods	www.electro-center.lu		no	no	high	no	no	no	no	yes	yes	no	yes	3-monthly	no
	Electricité F. Wagner et fils	Retailer	1	white and brown goods	www.f-wagner.lu	01.07.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro Jacoby	Retailer	1	white and brown goods		07.07.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Möbel Alvisse	Retailer	1	kitchen equipment	www.alvisse.lu	07.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Auchan	Retailer	1	white and brown goods	www.auchan.lu	22.03.2010	signed	no	medium	no	no	no	no	yes	yes	no	yes	3-monthly	no
	Water Wind Sun (anc. BatiLux EcoConcept)	Retailer	1	Insulating material	www.water-wind-sun.com/	16.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electricité Bauer	Retailer	1	white and brown goods	www.electricitebauer.lu	27.01.2009	signed	no	low	no	no	no	no	yes	yes	no	yes	3-monthly	no
	Bike World	Retailer	1	E-bikes	www.bikeworld.lu	16.04.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro Bintz	Retailer	1	white and brown	www.bintz.lu	11.07.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-	no

				goods														monthly	
	Electro Casimiro	Retailer	1	white and brown goods		13.03.2016	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Biobau	Retailer	1	Insulating material	www.biobau.lu	02.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro & Kichenzenter (Electro Bruna)	Retailer	1	white and brown goods	www.electrobruna.lu	03.02.2009	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	B/S/H	Retailer	1	white and brown goods	www.bsh.lu/	01.07.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Decker-Ries	Retailer	1	Insulating material	www.decker-ries.lu	14.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Decor Cuisine	Retailer	1	kitchen equipment	www.dccuisines.com	14.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	DEG	Retailer	1	Insulating material	www.deg.lu	08.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Mono Luxembourg (e-bike)	Retailer	1	E-bikes	www.ebike.lu	26.10.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro Hauser	Retailer	1	brown goods	www.hauser.lu	02.03.2010	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro Nord	Retailer	1	white and brown goods	www.electro-nord.lu	26.07.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electro Ferreira	Retailer	1	white and brown goods		09.06.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	N. Folschette	Retailer	1	white and brown goods		19.08.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electricité Frisch	Retailer	1	white and brown goods		28.07.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Ameublement Galerie Moderne	Retailer	1	kitchen equipment	www.gmg.lu	02.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Galerie du Nord	Retailer	1	white and brown goods	www.galeriedunord.lu	17.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Cactus	Retailer	4	white and brown goods	www.cactus.lu		no	no	high	no	no	yes	no	no	yes	yes	yes	3-monthly	no
	Electricité Roger Glodt-Becker	Retailer	1	white and brown goods		07.09.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Eelctricité Hahn	Retailer	2	white and brown goods	www.electricitehahn.lu/	03.08.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	HIFI International	Retailer	14	white and brown goods	www.hifi.lu	16.09.2008	signed	no	high	no	no	no	no	no	yes	yes	yes	3-monthly	no
	Hoffmann-Frères	Retailer	1	Insulating material and kitchen equipment	http://www.hfm.lu/	08.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Kichechef	Retailer	1	kitchen equipment	www.kichechef.lu	01.03.2012	signed	no	medium	no	no	no	no	no	yes	no	yes	3-monthly	no
	Kichenatelier	Retailer	1	kitchen equipment	www.kichenatelier.lu	18.06.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Kitchen Store	Retailer	1	kitchen equipment	www.kitchenstore.lu	22.03.2012	signed	no	medium	no	no	no	no	yes	yes	no	yes	3-monthly	no
	Nico Kirpach	Retailer	1	brown goods		26.10.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Lombardi Sports	Retailer	1	E-bikes	www.lombardi-sports.lu	27.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Miwweltrend	Retailer	1	kitchen equipment	www.miwweltrend.lu	29.03.2012	signed	no	medium	no	no	no	no	no	yes	no	yes	3-monthly	no
	ML-Interior Design	Retailer	1	kitchen equipment	www.ml-interiordesign.lu	29.11.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no

	Ostergaard's	Retailer	1	E-bikes	www.obs.lu	04.04.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electricité Peiffer	Retailer	1	white and brown goods	www.elec-peiffer.lu	02.09.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Home Center Putz	Retailer	1	kitchen equipment	www.willy-putz.lu	21.02.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Rucken	Retailer	1	white and brown goods		19.03.2009	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Saturn	Retailer	2	white and brown goods	www.saturn.lu	02.06.2009	signed	no	medium	no	no	yes	no	no	yes	no	yes	3-monthly	no
	S-Cape	Retailer	2	E-bikes	www.s-cape.lu	29.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Singer (Maison Theisen & Schmitz)	Retailer	1	white and brown goods		06.06.2009	signed	no	medium	no	no	no	no	no	yes	no	yes	3-monthly	no
	Ameublement Thill Hosingen	Retailer	1	kitchen equipment	www.thill.lu	09.12.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Trisport Niederanven	Retailer	1	E-bikes	www.trisport-lux.com/trisport-niederanven/	16.03.2012	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Electricité Fr. Wagener et Fils	Retailer	1	white and brown goods	www.wagener-fils.lu	09.07.2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Cycles Arnold Kontz	Retailer	1	E-bikes		21.02.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	LS-Sports	Retailer	1	E-bikes	www.ls-sports.lu	16.02.2011	signed	no	high	no	no	no	no	no	yes	no	yes	3-monthly	no
	Velocenter Goedert	Retailer	1	E-bikes	www.velocenter.lu	02.02.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Velo Sport Center	Retailer	1	E-bikes	www.vsc	26.10.2011	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Heinen	Retailer	1	kitchen equipment	www.heinen-schreinerei.com	07.03.2016	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	ElectriCity	Retailer	3	E-bikes	www.electricity.lu	09.03.2016	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no
	Autodiffusion	Retailer	1	E-bikes	www.autodiffusion.lu	08.06.2016	signed	no	low	no	no	no	no	no	no	no	yes	3-monthly	no
Norway	prisjakt.no	Price comparison site		Main price comparison site in Norway	prisjakt.no	pending	no											3-monthly	
	whiteaway.no	Online shop		Large on household appliances	whiteaway.no	pending	no											3-monthly	
	Elkjøp	Retailer	96	Large shop for electronics and household. Both online and physical.	elkjop.no	pending	no											3-monthly	
	Lefdal	Retailer	22	Large shop for electronics and household. Both online and physical.	lefdal.com/	pending	no											3-monthly	
	Lysman.no	Online shop		Large shop for lighting	Lysman.no	pending	no											3-monthly	
	Expert	Retailer	126	Large shop for electronics and household. Both online and physical.	expert.no	pending	no											3-monthly	
	LEDonline.no	Online		Large shop for	ledonline.no	pending	no											3-	

		shop		LED														monthly	
	Clas Ohlson	Retailer	72	Mostly household appliances. Online and physical	clasohlson.com/no/	pending	no											3-monthly	
Poland																			
Portugal	Worten	Retailer	145	Electronic Superstore and online shop	http://www.worten.pt	April 2016	yes	yes	medium	no	no	no	no	no	yes	no	yes	no	no
Romania	R'ART	Retailer	3	Shop with home appliances, consumer electronics, air conditioning and other goods		Before Topten Act	signed	no	medium	no	no	yes		no	yes	partly	partly	6-monthly	
Spain																			
Sweden	Pricerunner	Price comparison site		One of two price comparison sites in SE	www.pricerunner.se	01.08.2013	yes	no	high	no	no	no	yes	yes	no	no	yes	no	no
	Elgiganten	Retailer	153	Large shop for electronics and household. Online and physical.	www.elgiganten.se	pending	no												
	CDON.com	Online shop		Large shop for electronics and household.	www.cdon.com	pending	no												
	Whiteaway	Online shop		Large on h.h appliances	www.whiteaway.se	pending	no												
	Bygghemma.se	Online shop		Mostly household appliances	www.bygghemma.se	pending	no												
	Mediamarkt	Retailer	27	Large shop for electronics and household. Online and physical.	www.mediamarkt.se	pending	no												
	Elon	Retailer	190	Mostly household appliances. Online and physical	www.elon.se	pending	no												
	Elkedjan.se	Retailer	180	Mostly household appliances. Online and physical	www.elkedjan.se	pending	no												
	Net on net	Retailer	17	Large shop for electronics and household. Online and physical.	www.netonnet.se	pending	no												
	Webhallen	Retailer	19	Large shop for electronics.	www.webhallen.com	pending	no												
	Dustin	Online shop		Large shop for electronics.	www.dustin.se	pending	no												
	Komplett	Online shop		Large shop for electronics and household.	www.komplett.se	pending	no												
	Rusta	Retailer	79	Large shop for electronics. Online and physical.		pending	no												
Switzerland	Coop	Retailer	1000	Leading retailer in Switzerland with the channels Lumimart, Bau+Hobby, Interdiscount, Fust, Nettoshop,	www.coop.ch	2012	signed	yes	high	yes	yes	yes	1	no	partly	partly	yes	weekly	yes

				Microspot etc.															
	Lumimart	Retailer	33	Lamps and luminaires	www.lumimart.ch	2015	signed	yes	high	yes	yes	no	yes	yes	yes	yes	no	monthly	yes
	Bau+Hobby	Retailer	80	Lamps and appliances	www.bauundhobby.ch	2012	signed	yes	high	yes	yes	no	no	no	partly	partly	no	yearly	yes
	Interdiscount	Retailer	200	Household and CE	www.interdiscount.ch	2012	yes	yes	medium	no	no	no	yes	no	no	no	no	3-monthly	yes
	Fust	Retailer	200	Household and CE	www.fust.ch	2012	yes	yes	medium	no	no	no	yes	no	no	no	no	partly	yes
	Schubiger	Retailer	3	Household	www.schubiger-online.ch		no	no	medium	no	no	no	no	no	no	no	no	no	no
	Migros	Retailer	1000	Leading retailer in Switzerland with the channels m-electronics, Micasa, Galaxus and Digitec	www.migros.ch		signed	yes	high	yes	partly	yes	yes	no	no	partly	partly	monthly	yes
	m-electronics	Retailer	200	Household and CE			signed	yes	high	no	no	no	yes	no	no	partly	partly	monthly	yes
	Micasa	Retailer	30	Lamps and luminaires	www.melectronics.ch		signed	yes	high	no	yes	yes	yes	yes	yes	yes	partly	3-monthly	yes
	ibw	Retailer	1	Electrical utility with shop	www.ibw.ag		signed	yes	high	no	partly	no	no	no	partly	partly	partly	yearly	no
	Brack	Online shop	1	Household and CE	www.brack.ch		no	no	low	no	no	no	yes	no	no	no	no	3-monthly	no
	Super-Discount	Online shop		Household and CE	http://www.super-discount.ch/		yes	no	high	no	no	no	yes	yes	no	no	no	3-monthly	no
	Microspot	Online shop	3	Household and CE	www.microspot.ch	2016	no	no	high	no	no	no	yes	no	n.a.	no	no	3-monthly	no
	Nettoshop	Online shop	3	Household	www.nettoshop.ch	2016	no	no	high	no	no	no	partly	partly	n.a.	no	no	3-monthly	no
	Digitec	Online shop	9	Household, CE, Light	www.digitec.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no
	Galaxus	Online shop	9	Household, CE, Light	www.galaxus.ch		no	no	low	no	no	no	no	no	n.a.	no	no	3-monthly	no
	Mediamarkt	Retailer	27	Household, CE	www.mediamarkt.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no
	Siroop	Online shop		Household, CE, Light	www.siroop.ch				low										
	IKEA	Retailer		Household, Light	www.ikea.ch	2016			medium										
	Kaufsignal	Online shop		Household	www.kaufsignal.ch	2016	yes	no	medium	no	no	no	yes	yes				3-monthly	no
	Toppreise	Price comparison site	0	Best prices	www.toppreise.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no
UK	Ryness	Retailer	30		www.ryness.co.uk	Apr 2015	no	no	medium	no	no	no	no	no	no	no	no	yes	no
	Avensys	Retailer	1		http://www.avensyshome.co.uk/	Apr 2015	no	no	high	no	no	no	no	no	no	no	no	no	no
	Marks Electrical	Online shop	1		http://markselectrical.co.uk/	July 2016	signed	no	medium	no	no	no	no	yes	no	no	no	yes	yes
	Appliance World	Retailer	2		http://www.applianceworldonline.com/	July 2016	no	no	low	no	no	no	no	no	no	no	no	no	no

	Which LED Light?	Price comparison site	N/A		https://www.whichledlight.com/	June 2015	no	no	high	no	no	no	no	no	no	no	no	yes	no
	Hughes	Retailer	49		http://www.hughes.co.uk/	July 2016	yes	no	low	no	no	no	no	no	no	no	no	no	yes
	WAD Limited	Retailer	1		http://www.wadalliances.co.uk/	July 2016	no	no	medium	no	no	no	no	no	no	no	no	no	no
	Argos	Retailer	740		http://www.argos.co.uk/	June 2015	no	no	medium	no	no	no	no	no	no	no	no	no	no
	Well-Lit	Online shop	1		www.well-lit.co.uk	1.8.2016	signed	no	low	no	no	no	no	yes	no	no	no	yearly	yes

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