



Engaging Retailers

D5.2 – Periodic Retailer Partnerships Report II

31 August 2018

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.usporiespotrebice.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.

Editor

Thierry Lagoda – Thierry.lagoda@oeko.lu

Sophie Attali – sattali@sowatt.net

Therese Kreitz: therese.kreitz@ademe.fr

This document reflects only the author's view. EASME is not responsible for any use that may be made of the information it contains.



The Topten Act project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°649647

Periodic Retailer Partnerships Report I

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 attempted — 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 implemented activities that ensured 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 were to gather information about the retailers in their country, building as much as possible on past and current experience: national partners identified key retailers; their positioning, selling practices (e.g. on-line or in shops) and advertising methods and channels. This helped developing national retailer engagement strategies.

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

- Encouraged retailers to include Topten products in their shops and on-line catalogues and to present them prominently.
- Encouraged retailers to include links to TOPTEN ACT national websites in their on-line catalogues or a TOPTEN ACT logo sticker in retailer shops.
- Organised 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, Oekozerter prepared 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 was in charge of the reporting activities concerning affiliate marketing.

Partner stores – General analysis of the partner countries

To sum up, in the second half of the project duration there were only slight changes in the number of partnerships compared to the first 18 months. 35 new partnerships have been added since October 2016. 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 3 (Poland, Norway and Belgium) of them could not reach collaboration with retailers, but 13 were successful. The Topten network now counts 8 081 outlets cooperating with a Topten partner.

102 agreements were signed at the end of the project. 83 collaborations with retailers have been formed without such a written agreement.

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 Oekozerter for the IEE Euro-Topten Max project, 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 another 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 retail store. The main goal is to convince the partner store that energy efficiency, and thus long-term cost savings on devices, is a good (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 has certainly helped some partners to gain new partnerships. The highlight of the new software is unquestionably the introduction of 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 are able to see the benefit of a partnership with Topten because they 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. Italy, the UK, France and the Czech Republic followed this year.

Country-specific analyses

Source of the information provided in the following pages are information send by the Topten partners by mail. The information listed below is limited to the second period of the project.

Austria

Austria has signed agreements with retailers having an online shop, including very large retail chains such as Mediamarkt, 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.

Discussions with a third retailer named Grünspar mentioned in the previous report have not led to a partnership.

Belgium

Belgium still had no opportunity to enter in a partnership with retailers.

Czech Republic

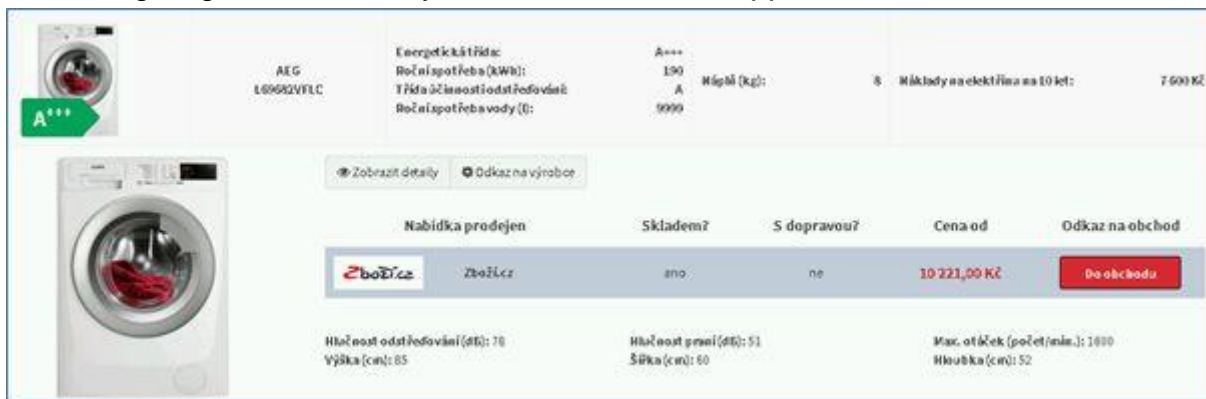
In the Czech Republic, SEVEN focused on installing and finishing of the new Topten software. The SEVEN's strategy was to initiate or extend the cooperation with retailers by offering them the deeplinking function (deeplinks from specific Topten products to internet shops). This deeplinking function is available only on new Topten software so

it was the highest priority to set it up. The installation process started in spring 2018 and after several problems was finally published in July 2018.

After successful installation, SEVEN started the cooperation with Zboží.cz (“zboží” means goods in Czech) which is a price comparison website owned by Czech search engine company Seznam, with nearly half of the local search market share. Zboží.cz is the second-biggest price comparison website in the Czech Republic, with 100,000 regular visits a day.

The cooperation with Zboží.cz does not focus only on affiliate deep links, but takes several forms. For example, the Czech Topten (branded as Úsporné spotřebiče) provided Zbozi.cz with recommendation guidelines for eight product categories: washing machines, refrigerating appliances, dishwashers, range hoods, households lamps, TVs, coffee machines and vacuum cleaners. The recommendation guidelines are displayed at the bottom of the search page for the relevant product category. In addition, recommendation guidelines have their own section of energy efficiency and recommended selection criteria. The criteria were adapted to the Czech Topten project and a link to the Czech Topten website is provided. (www.uspornespotrebice.cz).

Initial cooperation in deep linking (affiliate marketing) has been established for washing machines. All white goods are currently in the process of adaption as well (refrigeration appliances, dishwashers and dryers). The cooperation with the Zboží.cz comparison website will likely continue. Future cooperation will likely introduce labelling of Topten appliances in the displayed lists of appliances on the Zbozi.cz website, giving further visibility to the most efficient appliances.



Model: AEG L60982VFLC	Energetická třída: A+++	Roční spotřeba (kWh): 190	Max. náplň (kg): 8	Náklady na elektřinu za 10 let: 7 500 Kč
Třída účinnosti odšťavňování: A	Roční spotřeba vody (l): 9 999			

Nabídka prodeje: Zboží.cz **Cena od:** 10 221,00 Kč **Odkaz na obchod:** [Do obchodu](#)

Skladem?: ano **S dopravou?:** ne

Max. otáček (počet/min.): 1300 **Hloubka (cm):** 52

Hmotnost odšťavňování (kg): 70 **Výška (cm):** 85 **Hmotnost prvních (kg):** 51 **Šířka (cm):** 60

France

France, after having installed the new software, concentrated its efforts on web-based retailers (and retailers with already established contacts), though there are technical questions on how to easily and automatically exchange information between the Topten platform and the retailer's platform.

Topten France renewed its specific work for IKEA France : in 2018, they updated their XLS tool (developed by Topten) so that they can analyse their own range of products covered by the energy label and understand their positioning in terms of efficiency. Ikea reported to have done a test on their e-shop appliances pages to assess how consumers react when they are provided with information on sustainable development and if it impacts their products' choice. For white goods, they displayed information provided by Topten (e.g. this product allows to save x€ compared to the

least efficient on the market"). The result is that consumers seem sensitive to this type of information for small and cheap products, but tend to ignore it for bigger goods such as cold appliances. They also think that their clients may not be interested in the "Top 10" products.

Topten France was also approached by an on-line retailer - Magarantie5ans - which focuses on products with an at least 5 year guarantee included in its price (which is negotiated by the retailer). Since the public motivation for this focus is product durability, this retailer now wants to investigate on energy performance and include the Topten selection criteria in their range. In October 2018, Guide Topten will analyse its range. The objective is that this retailer will try to negotiate a 5 year warantee for the specific Topten products. If it manages to do so, Topten will have its logo on their website and we will put in place affiliate links.

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).

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*.

Greenstars unfortunately went insolvent in 2017, so there is no more partnership possible with them. In the past, Ecotopten had two vacuum cleaners from the manufacturer Severin that where sold at Aldi with the *EcoTopTen* logo on the package (e.g. in February 2017).

They still continue the partnership with Saturn. Since summer 2017 the EcoTopten criteria - and as a consequence the EcoTopTen products - are the bases of Saturn's product recommendations within their campaign "Jetzt auf Grünschalten" [Go green now]. They also continue the partnership with idealo, Germany's largest price comparing website.



Italy

Thanks to the new functionalities characterizing the new software, Topten Italy's team was able to start 3 partnerships with online retailers in order to help consumers in their search for efficient appliances.

The retailers involved are:

Amazon who offers an affiliate programme allowing to link specific products to their online shop automatically. What has been done is to integrate Topten's lists inside Amazon's to show to visitors the opportunity to buy a Topten product on Amazon. This is a "passive" partnership because it does not include any logo exchange, nor a direct contact between us and Amazon's staff.

The second partner is Idealo who offers an affiliate programme as well; unlike Amazon, the use of its database is dependent on their approval, which was obtained. So, to date Topten's visitor can buy efficient products on Idealo.

The partnership goes beyond a mere exchange of links, it includes a logo exchange and some joint communication activity. idealo.it visitors can understand which are the most efficient products in the market by spotting Topten logo on product pages. Moreover, articles on Idealo's blog about energy efficiency of products, such as TV sets, have been disseminated.

Norway

In Norway, discussions with 8 retailers: 4 online shops (prisjakt.no, whiteaway.no, Lysman.no, and LEDonline.no) and 4 retailer shops (Elkjøp, Lefdal, Expert, and Clas Ohlson) did not end in setting-up new partnerships.

Poland

Poland has tried to form partnerships with retailers but unfortunately without any positive results. Retailers said clearly that they are not interested in any cooperation because of the website which has no contemporary design. The new website with the new Topten software has been launched at the very end of the project period on the 31st August. As the project Topten Act has come to an end after the 31st of August, no new partners could be engaged for a partnership.

Portugal

The partnership with a large electronic superstore / on-line retail shop called Worten, having 145 stores in Portugal, led to the launching of three campaigns. The campaigns consisted in promoting the most energy efficient refrigerators, washing machines and dishwashers, during a specific period of time, by offering a discount on those home appliances. Topten.pt contribution to those campaigns, in 2016 "Eco mode", in 2017 "Green saving" and in 2018 "Efficiency at home", included writing for their leaflet specific recommendations regarding buying and using those product categories, one page articles on energy efficiency in general and also determining the energy and money savings of some models by comparing some of the promoted energy efficiency models with equivalent but inefficient ones, over the products lifetime.

SONAE >> válido de 16 de junho a 6 de julho de 2016

worten **ECO MODE**

ESCOLHA OS EQUIPAMENTOS PARA POUPAR TODOS OS DIAS

ATÉ 30% DESCONTO EM TALÃO
VER CONDIÇÕES NO INTERIOR

LAVAR LOIÇA

2999€ DESCONTO EM TALÃO
20€ de desconto

SIEMENS
MAQUINA DE LAVAR LOIÇA SN26P692EU
+ Eficiência energética: A+++ Capacidade: 16 conjuntos;
+ Tecnologia speedFatic; Indicador ultrahigienizador e sal;
+ Dim.: (A) 84,5x (L) 60 x (P) 60 cm

9999€ DESCONTO EM TALÃO
20€ de desconto

1799€ DESCONTO EM TALÃO
20€ de desconto

5999€ DESCONTO EM TALÃO
60€ de desconto

HOTPOINT
MAQUINA DE LAVAR LOIÇA LFF8M132 IX
+ Eficiência energética: A+++ 2 braços de lavagem;
+ Capacidade: 14 conjuntos; Motor flexpower;
+ Opção meia carga; 8 programas; 2 cestas;
+ Dim.: (A) 85 x (L) 60 x (P) 60 cm

POUPE 366.99€ CONSIDERANDO O INVESTIMENTO A 10 ANOS
Tendo em conta o **MLL HOTPOINT-ARISTON LFF8M132 IX** consome em média - 19% poupança em energia + 26% em água (187€ energia+água) comparando com um modelo A+ da mesma estrutura.
Fazendo as contas a 10 anos representa uma poupança na fatura de energia de 187€ (ENERGIA+ÁGUA).
Tendo em conta o desconto em talão de 179.99€ partilhado um total de poupança de 366.99€.

DICAS

LAVAR À MÁQUINA É MAIS EFICIENTE

Utilizar a máquina de lavar loiça com carga completa reduz o consumo de água em cerca de 70 % em comparação com a lavagem manual. Esta poupança pode equivaler a 209 garrafas de 5 litros por mês.

COMPRE COMO E ONDE QUISER

COMPRE NA LOJA

COMPRE EM WORTEN.PT

LEVANTE NA LOJA OU RECEBA ONDE QUISER

Romania

Romania still has only one agreement signed with retailer R'ART Giurgiu counting 3 shops in Romania and selling home appliances, consumer electronics, air conditioning and other goods.

Together with R'ART, they carried out dissemination activities at the point of sale, leaflets distribution, poster, project presentation and staff training aimed in increasing consumers understanding of and interest in energy-efficient products.

Romania started a collaboration with 4 online shops (Electromagnetica Consolight, DOMO and PC Garage); One of them is Consolight, an important actor on the home appliances and consumer electronics market with more than 90 shops (with whom they had discussions for signing an agreement); DOMO Retail became insolvent and has closed all the stores; however, this retailer continued to operate online and the collaboration also continued online.

The other retailers contacted have not shown interest; they are generally involved in various promotional campaigns initiated by manufacturers or distributors focused on a specific brand or a specific product category or in recycling campaigns developed by various NGO's.

Spain

Until now, WWF Spain, the Spanish Topten partner, had no success in establishing partnerships with retailers, though the new website for Spain proposes a link to a comparison price website.

Sweden

An agreement with pricerunner.se exists. Discussions 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 Komplet) – mentioned in the previous report – did not progress well. In all the discussions with retailers, Topten Sweden has difficulties in convincing the top management of the advantages of the Topten brand.

Switzerland

By now, Topten Switzerland has 14 signed agreements. 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.

Three 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.

In overall, Switzerland counts 31 partners (signed and non-signed agreements). Since the last report in 2016, Switzerland convinced 8 new retailers to join the Topten movement.

UK

Beyond Marks Electrical and Well-Lit in period 1, the UK has collaborated with the following retailers and signed co-operation agreements with them:

- Hughes (Appliances/electricals)
- Gerald Giles (Appliances/electricals)
- Snellings (Appliances/electricals)
- Atlantic Electric (Appliances/electricals)
- Ecotopia (lighting, we did a competition with them)
- Save Money Cut Carbon (lighting, we did a competition with them)

They worked with the following retailers and exchanged data, but without a signed co-operation agreement:

- AO.com (appliances/electricals, they put us on a pay per click referrals platform)
- WAD (Appliances)
- Ryness (lighting)

Meetings have been arranged with these retailers but never engaged in formal product/pricing data exchange with them. But the UK did offer links to them as a 'taster' for collaborating with us:

- Currys
- Co-op Electrical.

Appendix – Questionnaire

Oekozer, with the support of Bush Energy, developed a questionnaire giving an overview on existing partnerships in the different countries. The results of the questionnaire reflect the situation of partnerships with retailers from the beginning to the end of the project in every country.

Country	Name of company	Cate- gory	Out - lets	Description	Web	Starting point of collabo- ration	Agree- ment	Payed colla- bora- tion	Topten efforts	Topten in CSR tools	Topten as a procure- ment criteria	Topten training for staff	Deep- link Topten to retailer	Retailer labels Topten online	Retailer labels Topten in stores	Retailer labels Topten in print mater- ials	Retailer use Topten commu- nication material (i.e. leaflets, web)	Regular visits in retail stores	Retailer monit orTopten (mode lssale s, turno- ver)	Comments
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	n.a.	
Austria	Mediamarkt	Retailer	34	Austria's leading retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.mediamarkt.at	2012	signed	no	medium	no	no	partly	no	n.a.	no	no	partly	yearly	n.a.	
Austria	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	2017	yes	no	medium	no	no	yes	yes	yes	no	no	partly	no	n.a.	
Austria	Expert	Retailer	180	Austria retail chain of consumer electronics, home office products, entertainment software, appliances and related services.	www.expert.at	2017	yes	no	medium	no	no	yes	no	n.a.	no	no	partly	no	n.a.	
Austria	Saturn	Online shop	1	Online shop of Austria's second leading retail chain of consumer electronics, home office products, entertainment software, appliances and related services.		2017	signed	no	high	no	no	no	yes	yes	no	no	partly	no	n.a.	
Austria	Saturn	Retailer	15	Austria's second leading retail chain of consumer electronics, home office products, entertainment software, appliances and related services.		2017	signed	no	medium	no	no	no	no	n.a.	no	no	partly	yearly	n.a.	
Belgium	VITO	n.a.		Study agency specialised in car data	www.ecoscore.be	2014	signed	yes	low											
Belgium	Ecoconso	Affiliate network		french speaking consumer organisation		2014	signed	yes	low											
Switzerland	Coop	Retailer	1000	Leading retailer in Switzerland with the channels Lumimart, Bau+Hobby, Interdiscount, Fust, NettoShop, Microspot etc.	www.coop.ch	2012	signed	yes	high	yes	yes	yes	no	no	partly	partly	yes	weekly	yes	
Switzerland	Lumimart	Retailer	33	Lamps and luminaires	www.lumimart.ch	2015	signed	yes	high	yes	yes	no	yes	yes	yes	yes	no	monthly	yes	
Switzerland	Bau+Hobby	Retailer	80	Lamps and appliances	www.bauundhobby.ch	2012	signed	yes	high	yes	yes	no	yes	no	yes	partly	no	yearly	yes	

Switzerland	Interdiscount	Retailer	200	Household and CE	www.interdiscount.ch	2012	yes	yes	medium	no	no	no	yes	no	no	no	no	3-monthly	yes	
Switzerland	Fust	Retailer	200	Household and CE	www.fust.ch	2012	yes	yes	medium	no	no	no	yes	no	no	no	no	partly	yes	
Switzerland	Schubiger	Retailer	3	Household	www.schubiger-online.ch		no	no	medium	no	no	no	no	yes	no	no	no	3-monthly	no	
Switzerland	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	no	no	no	partly	partly	monthly	yes	
Switzerland	m-electronics	Retailer	200	Household and CE	www.mel-electronics.ch		signed	yes	high	no	no	no	yes	yes	no	partly	partly	monthly	yes	
Switzerland	Micasa	Retailer	30	Lamps and luminaires	www.micasa.ch		signed	yes	high	no	yes	yes	yes	yes	yes	yes	partly	3-monthly	yes	
Switzerland	Do it + Garden	Retailer	50	Lamps, Lawn mowers and appliances	www.doitgarden.ch		signed	yes	low	no	partly	no	yes	yes	no	no	no	yearly		
Switzerland	ibw	Retailer	1	Electrical utility with shop	www.ibw.ag		signed	yes	high	no	partly	no	no	no	partly	partly	partly	yearly	no	
Switzerland	Brack	Online shop	1	Household and CE	www.brack.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no	
Switzerland	Super-Discount	Online shop		Household and CE	http://www.super-discount.ch/		yes	no	high	no	no	no	partly	yes	no	no	no	3-monthly	no	
Switzerland	Microspot	Online shop	3	Household and CE	www.microspot.ch	2016	no	no	high	no	no	no	yes	yes	n.a.	no	no	3-monthly	no	
Switzerland	Nettoshop	Online shop	3	Household	www.nettoshop.ch	2016	no	no	high	no	no	no	yes	partly	n.a.	no	no	3-monthly	no	
Switzerland	Digitec	Online shop	9	Household, CE, Light	www.digitec.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no	
Switzerland	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	
Switzerland	Mediamarkt	Retailer	27	Household, CE	www.mediamarkt.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no	
Switzerland	Siroop	Online shop		Household, CE, Light	www.siroop.ch				low				no							
Switzerland	IKEA	Retailer		Household, Light	www.ikea.ch	2016			medium				no							
Switzerland	Kaufsignal	Online shop		Household	www.kaufsignal.ch	2016	yes	no	medium	no	no	no	yes	yes				3-monthly	no	
Switzerland	Toppreise	Price comparison site	0	Best prices	www.toppreise.ch		no	no	low	no	no	no	no	no	no	no	no	3-monthly	no	
Switzerland	Merx	Online shop	1	Household	www.merx.ch	2017	no						no							
Switzerland	Lichtbox	Online shop	1	Lamps and luminaires	www.lichtbox.ch	2017	yes	yes	medium	no	no	no	yes	yes				yearly		
Switzerland	Risch Lufttechnik AG	Retailer	1	Fans	www.risch-lufttechnik.ch	2018	yes	yes	high	no	no	no	yes	yes	yes	no	yes	yearly		
Switzerland	Conrad	Online shop	3	CE, Light	www.conrad.ch	2018	no	no	low	no	no	no	yes	no	no	no	no	yearly		
Switzerland	Dyson	Manufacturer online shop		Household, light	www.dyson.ch	2017	no	no	low	no	no	no	yes	no	no	no	no			Interested in labelling Topten products

Switzerla nd	DELL	Manufac turer online shop		Notebooks	www.dell.ch	2017	no	no	low	no	no	no	yes	no	no	no	no		no	
Switzerla nd	Onlux	Online shop		Lamps	www.onlux.ch	2016	no	no	low	no	no	no	yes	no	no	no			no	
Switzerla nd	Girard Sudron	Online shop		Lamps	www.girardsudron.ch	2017	no	no	low	no	no	no	yes	no	no	no			no	
Switzerla nd	HP	Manufac turer online shop		Notebooks	store.hp.com/SwitzerlandStore/	2018	no	no	low	no	no	no	yes	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	
Germany	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	
Germany	idealo.de	Price compari son site	n.a.	All kind of products for private households. The most important price comparison website in Germany.	www.idealoo.de	2012	yes	no	medium	no	no	no	yes	yes	n.a.	n.a.	partly	6-monthly	partly	
Germany	Greenstar s	Online shop	n.a.	different small electronic products, especially lamps	www.greenstars.de	2015	yes	no	medium	no	no	partly	no	partly	n.a.	n.a.	no	6-monthly	no	The shop stopped its activities in 2017.
Germany	Testberich te	n.a.	n.a.	test reports of all kind of different consumer products	www.testberichte.de	2015	no	no	low	no	no	no	no	n.a.	n.a.	n.a.	partly	n.a.	n.a.	
Germany	Otto	Online shop	n.a.	different of consumer products	www.otto.de	2017	no	no	low	no	no	no	no	partly	n.a.	n.a.	no	no	no	
Spain	Shopydo o	Price compari son site	1	One of the largest price comparison webs in Spain	http://www.shopydoo.es/	January 2017	signed	no	high	no	no	no	partly	no	no	no	no			
Spain	El Corte Ingles	Retailer		One of the most important retailers in Spain	https://www.elcorteingles.es/	January 2017	no	no	high	no	no	no	no	no	no	no	no	no	no	We are still in negotiation phase. We expect the next months to have an agreement
Spain	Worten	Retailer		Retailer chain in Spain and Portugal	https://www.worten.es/	October 2017	no	no	high	no	no	no	no	no	no	no	no	no	no	Difficulties to find the good contact
Spain	KuantoKu sta	Price compari son site		Price comparison web	https://www.kuantokusta.pt/	Novemb er 2016	no	no	high	no	no	no	no	no	no	no	no	no		They had agreed to come back to us but never did
Spain	Shopmani a	Price compari son site		Price comparison web	https://www.shopmania.es/	Novemb er 2016	no	no	high	no	no	no	no	no	no	no	no	no		Showed interested in putting an API in our web but not possible at that time

Spain	Idealo	Price comparison site		Price comparison web	https://www.idealos/	January 2017	no	no	high	no	no	no	no	no	no	no	no			We had an initial contact.
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	XLS tool prepared to analyse their range in terms of efficiency (updated in March 2018)/ Topten calculations used in communication campaign in shops. Ikea made a test on their e-shop on how consumers react when provided with information on sustainable development and impacts resulting from the products they are considering to buy.
France	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	Participation in a strategic meeting on environmental labels. (This did not lead to any real collaboration)
France	MaGarantie5ans	Online shop		New On-line retailer proposing only products with a 5 year Warranty	https://www.magarantie5ans.fr/	February 2017	no	no	medium	yes	no	partly	no	no	no	no	no	no	no	Possible future collaboration , helping retailer to identify most efficient products that could also benefit from an extended guarantee at a good price
Italy	Idealo	Price comparison site	Online		www.idealos.it	01/11/2015	yes	no	low	no	no	no	yes	yes	n.a.	n.a.	yes	n.a.	n.a.	Link on Idealo.it pages displaying Topten products and viceversa
Italy	Mediamarket	Retailer	92		www.mediamarket.it		no		high											No agreement
Italy	COOP	Retailer	1199		www.e-coop.it		no		medium											No agreement
Italy	Amazon	Price comparison site	Online		www.amazon.it	29.04.2018	no	no	high	no	no	no	yes	yes	n.a.	n.a.	no	n.a.	n.a.	No agreement, the implementation of shoplinks is made through an automatic system

Italy	Eprice	Price comparison site	Online		www.eprice.it		no		medium											No agreement
Italy	IKEA	Retailer	21		www.ikea.it		no		high											No agreement
Italy	qualescegliere.it	Price comparison site	Online		www.qualescegliere.it	20.06.2018	yes	no	medium	no	no	no	yes	yes	n.a.	n.a.	yes	n.a.	n.a.	Link on Idealo.it pages displaying Topen products and viceversa
Lithuania	Neostore.lt	Online shop	1	All goods	http://www.neostore.lt	10/12/2012	yes	no	medium	no	partly	no		no	no	no	yes	monthly	yes	We are on agreement to get information about goods matching criteria
Lithuania	Fortakas	Retailer	3	Household, office equipment, video, audio	http://www.fortakas.lt/	20.07.2016	yes	no	medium	no	no	no	no	no	no	no	no	monthly	no	
Lithuania	imk.lt	Online shop	1	All goods	http://www.imk.lt	04.05.2016	yes	no	high	no	no	no	no	no	no	no	no	no	no	
Lithuania	UAB Bona Mens	Online shop	1	TV, monitors, computers	https://bonamens.lt/	06.01.2012	yes	no	low	no	partly	no	no	no	no	no	partly	no	partly	
Lithuania	ELMO technologijos	Retailer	9	LED technology	https://www.elmo.lt/Stasys	02.08.2016	yes	no	medium	no	partly	no	no	no	no	no	partly	3-monthly	partly	
Lithuania	UAB "LitLEDas"	Retailer	1	LED technology	http://www.litledas.lt	17.08.2016	yes	no	medium	no	no	no	no	no	no	no	no	3-monthly	no	
Lithuania	UAB Margin	Online shop	1	All goods	https://www.zemakaina.lt	10.01.2018	yes	no	high	no	no	no	yes	no	no	no	no	no	no	
Lithuania	1a.lt	Online shop	1	All goods	https://www.1a.lt	30.01.2018	yes	no	high	no	no	no	yes	no	no	no	no	no	no	
Lithuania	UAB AP TRADE	Online shop	1	All goods	https://www.derekis.lt	08.06.2018	yes	no	high	no	no	no	yes	no	no	no	no	no	no	
Lithuania	BTN, UAB	Online shop	1	All goods	https://www.btn.lt	25.07.2018	yes	no	high	no	no	no	yes	no	no	no	no	no	no	
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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	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	
Luxembourg	Electro Bintz	Retailer	1	white and brown goods	www.bintz.lu	11/07/2008	signed	no	low	no	no	no	no	no	yes	no	yes	3-monthly	no	

Luxembo urg	Electro Casimiro	Retailer	1	white and brown goods		13/03/2 016	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Biobau	Retailer	1	Insulating material	www.biobau.lu	02/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electro & Kichenzen ter (Electro Bruna)	Retailer	1	white and brown goods	www.electrobruna.lu	03/02/2 009	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	B/S/H	Retailer	1	white and brown goods	www.bsh.lu/	01/07/2 008	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Decker- Ries	Retailer	1	Insulating material	www.decker-ries.lu	14/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	DEG	Retailer	1	Insulating material	www.deg.lu	08/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Mono Luxembou rg (e-bike)	Retailer	1	E-bikes	www.ebike.lu	26/10/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electro Hauser	Retailer	1	brown goods	www.hauser.lu	02/03/2 010	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electro Nord	Retailer	1	white and brown goods	www.electro-nord.lu	26/07/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	N. Folschette	Retailer	1	white and brown goods		19/08/2 008	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electricité Frisch	Retailer	1	white and brown goods		28/07/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Ameublem ent Galerie Moderne	Retailer	1	kitchen equipment	www.gmg.lu	02/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Galerie du Nord	Retailer	1	white and brown goods	www.galeriedunord.lu	17/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Cactus	Retailer	4	white and brown goods	www.cactus.lu		no	no	high	no	no	yes	no	no	yes	yes	yes	3- monthly	no	
Luxembo urg	Electricité Roger Glodt- Becker	Retailer	1	white and brown goods		07/09/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Eelctricité Hahn	Retailer	2	white and brown goods	www.electricitehahn.lu/	03/08/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	HIFI Internation al	Retailer	12	white and brown goods	www.hifi.lu	16/09/2 008	signed	no	high	no	no	no	no	no	yes	yes	yes	3- monthly	no	
Luxembo urg	Hoffmann- Frères	Retailer	1	Insulating material and kitchen equipment	http://www.hfm.lu/	08/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Kichechef	Retailer	1	kitchen equipment	www.kichechef.lu	01/03/2 012	signed	no	medium	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Kichenatel ier	Retailer	1	kitchen equipment	www.kichenatelier.lu	18/06/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Kitchen Store	Retailer	1	kitchen equipment	www.kitchenstore.lu	22/03/2 012	signed	no	medium	no	no	no	no	yes	yes	no	yes	3- monthly	no	
Luxembo urg	Nico Kirpach	Retailer	1	brown goods		26/10/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Lombardi Sports	Retailer	1	E-bikes	www.lombardi-sports.lu	27/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Miwweltre nd	Retailer	1	kitchen equipment	www.miwweltrend.lu	29/03/2 012	signed	no	medium	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo	ML-	Retailer	1	kitchen equipment	www.ml-	29/11/2	signed	no	low	no	no	no	no	no	yes	no	yes	3-	no	

urg	Interior Design				interiorde.sign.lu	011												monthly		
Luxembo urg	Ostergaar d's	Retailer	1	E-bikes	www.obs.lu	04/04/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electricité Peiffer	Retailer	1	white and brown goods	www.elec-peiffer.lu	02/09/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Home Center Putz	Retailer	1	kitchen equipment	www.willy-putz.lu	21/02/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Rucken	Retailer	1	white and brown goods		19/03/2 009	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Saturn	Retailer	2	white and brown goods	www.saturn.lu	02/06/2 009	signed	no	medium	no	no	yes	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	S-Cape	Retailer	2	E-bikes	www.s-cape.lu	29/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Singer (Maison Theisen & Schmitz)	Retailer	1	white and brown goods		06/06/2 009	signed	no	medium	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Ameublem ent Thill Hosingen	Retailer	1	kitchen equipment	www.thill.lu	09/12/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Trisport Niederanv en	Retailer	1	E-bikes	www.trisport-lux.com/trisport-niederanven/	16/03/2 012	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Electricité Fr. Wagener et Fils	Retailer	1	white and brown goods	www.wagener-fils.lu	09/07/2 008	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Cycles Arnold Kontz	Retailer	1	E-bikes		21/02/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	LS-Sports	Retailer	1	E-bikes	www.ls-sports.lu	16/02/2 011	signed	no	high	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Velocenter Goedert	Retailer	1	E-bikes	www.velocenter.lu	02/02/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Velo Sport Center	Retailer	1	E-bikes	www.vsc	26/10/2 011	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Heinen	Retailer	1	kitchen equipment	www.heinen-schreiner.ei.com	07/03/2 016	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	ElectriCity	Retailer	3	E-bikes	www.electricity.lu	09/03/2 016	signed	no	low	no	no	no	no	no	yes	no	yes	3- monthly	no	
Luxembo urg	Autodiffusi on	Retailer	1	E-bikes	www.autodiffusion.lu	08.06.2 016	signed	no	low	no	no	no	no	no	no	no	yes	3- monthly	no	
Norway	prisjakt.no	Price compari son site		Main price comparison site in Norway	prisjakt.no	pending	no											3- monthly		
Norway	whiteaway.no	Online shop		Large on household appliances	whiteaway.no	pending	no											3- monthly		
Norway	Elkjøp	Retailer	96	Large shop for electronics and household. Both online and physical.	elkjop.no	pending	no											3- monthly		
Norway	Lefdal	Retailer	22	Large shop for electronics and household. Both online and physical.	lefdal.com/	pending	no											3- monthly		
Norway	Lysman.n	Online		Large shop for lighting	Lysman.n	pending	no											3-		

	o	shop			o													monthly		
Norway	Expert	Retailer	126	Large shop for electronics and household. Both online and physical.	expert.no	pending	no											3-monthly		
Norway	LEDOnline.no	Online shop		Large shop for LED	ledonline.no	pending	no											3-monthly		
Norway	Clas Ohlson	Retailer	72	Mostly household appliances. Online and physical	clasohlson.com/no/	pending	no											3-monthly		
Norway	IKEA	Retailer		Large shop for household appliances. Both online and physical.	ikea.no	pending	no													
Norway	Komplett.no	Online shop		Large shop for electronics and household.	komplett.no	pending	no													
Poland	Saturn	Online shop			www.saturn.pl		no													
Poland	EuroAGD	Online shop			www.euro.com.pl		no													
Poland	Morele	Online shop			https://www.morele.net		no													
Poland	MediaExpert	Online shop			https://www.mediaexpert.pl		no													
Poland	Electro.pl	Online shop			http://www.electro.pl		no													
Poland	Redcoon	Online shop			https://redcoon.pl		no													
Poland	Emag	Online shop			https://www.emag.pl		no													
Poland	Neonet	Online shop			https://www.neonet.pl		no													
Poland	Avans	Online shop			http://www.avans.pl		no													
Poland	Mall	Online shop			https://www.mall.pl		no													
Poland	Oleole	Online shop			https://www.oleole.pl	June 2018	no		low			no	yes							
Poland	Ceneo	Price comparison site			https://www.ceneo.pl	February 2018	no		low			no	yes							
Poland	SalesMedia	Affiliate network			https://salesmedia.pl		no													
Poland	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	occasional collaboration
Poland	Worten	Retailer	145	Electronic Superstore and online shop	http://www.worten.pt	April 2017	yes	yes	medium	no	no	no	no	yes	yes	yes	yes	no	no	previous collaboration was renewed; more intensive collaboration is under discussion
Poland	Worten	Retailer	145	Electronic Superstore and online shop	http://www.worten.pt	January 2018	yes	yes	medium	no	no	no	no	yes	yes	yes	yes	no	no	previous collaboration was renewed; more intensive collaboration is under discussion

Czech Republic	Kasa.cz	Online shop		Major internet shop (electronics, appliances)	www.kasa.cz		no	no	medium	no	no	no	no	no	no	no	no	no	no	
Czech Republic	Euronics.cz	Online shop		Major internet shop (electronics, appliances)	www.euronics.cz		no	no	medium	no	no	no	no	no	no	no	no	no	no	
Czech Republic	Zbozi.cz	Price comparison site		Major price comparison website	www.zbozi.cz	1.7.2018	no	no	high	no	no	no	yes	no	no	no	yes		partly	
Roumania	R'ART	Retailer	3	Shop with home appliances, consumer electronics, air conditioning and other goods		2012, 2015 New Agreement signed	signed	no	medium	no	no	yes		no	yes	partly	partly	6-monthly		
Roumania	Electromagnetica	Online shop		LED solutions producer and online shop	http://www.elma-led.ro/	pending	no	no	low											
Roumania	Consolight	Online shop		electric and electronics on-line shop	https://www.depozit-electronic.ro/	pending	no	no	low											
Roumania	DOMO	Online shop		on-line retailer (home appliances, electronics, office equipment, air conditioning)	http://www.domo.ro/	pending	yes	no	medium											
Roumania	PC Garage	Online shop		IT&C online shop	https://www.pcgara.ge.ro/	pending	no	no	low											
Roumania	price.ro	Price comparison site		price comparison web site	https://www.price.ro/	pending	no	no	low											
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	
Sweden	Elgiganten	Retailer	153	Large shop for electronics and household. Online and physical.	www.elgiganten.se	pending	no													
Sweden	CDON.com	Online shop		Large shop for electronics and household.	www.cdon.com	pending	no													
Sweden	Whiteaway	Online shop		Large on h.h appliances	www.whiteaway.se	pending	no													
Sweden	Bygghemma.se	Online shop		Mostly household appliances	www.bygghemma.se	pending	no													
Sweden	Mediamarkt	Retailer	27	Large shop for electronics and household. Online and physical.	www.mediamarkt.se	pending	no													
Sweden	Elon	Retailer	190	Mostly household appliances. Online and physical	www.elon.se	pending	no													
Sweden	Elkedjan.se	Retailer	180	Mostly household appliances. Online and physical	www.elkedjan.se	pending	no													
Sweden	Net on net	Retailer	17	Large shop for electronics and household. Online and physical.	www.netonnet.se	pending	no													
Sweden	Webhallen	Retailer	19	Large shop for electronics.	www.webhallen.com	pending	no													
Sweden	Dustin	Online shop		Large shop for electronics.	www.dustin.se	pending	no													
Sweden	Komplett	Online shop		Large shop for electronics and household.	www.komplett.se	pending	no													

Sweden	Rusta	Retailer	79	Large shop for electronics. Online and physical.		pending	no													
UK	Ryness	Retailer	30	Lighting retailer	www.ryness.co.uk	Apr 2015	no	no	medium	no	no	no	no	no	no	no	no	yes	no	Discussing in-store QR code trial when we have new website
UK	Avensys	Retailer	1	Appliances and Electrical retailer	http://www.avensys-home.co.uk/	Apr 2015	no	no	high	no	no	no	no	no	no	no	no	no	no	
UK	Marks Electrical	Online shop	1	Appliances and Electrical retailer	http://marks-electrical.co.uk/	July 2016	signed	no	medium	no	no	no	no	yes	no	no	no	yes	yes	
UK	Appliance World	Retailer	2	Appliances and Electrical retailer	http://www.applianceworldonline.com/	July 2016	no	no	low	no	no	no	no	no	no	no	no	no	no	
UK	Which LED Light?	Price comparison site	N/A	Lighting price comparison website	https://www.whichledlight.com/	June 2015	no	no	high	no	no	no	no	no	no	no	no	yes	no	
UK	Hughes	Retailer	49	Appliances and Electrical retailer	http://www.hughes.co.uk/	July 2016	yes	no	low	no	no	no	no	no	no	no	no	no	yes	
UK	WAD Limited	Retailer	1	Appliances and Electrical retailer	http://www.wadappliances.co.uk/	July 2016	yes	no	medium	no	no	no	no	no	no	no	no	no	no	
UK	Argos	Retailer	740	Catalogue retailer	http://www.argos.co.uk/	June 2015	no	no	medium	no	no	no	no	no	no	no	no	no	no	
UK	Well-Lit	Online shop	1	Lighting supplier	www.well-lit.co.uk	1/8/2016	signed	no	low	no	no	no	no	yes	no	no	no	yearly	yes	
UK	Ecotopia	Online shop	1	Retail arm of Utility	https://www.ecotopia.co.uk/	7/10/16	signed	no	high	no	no	no	no	no	no	no	no	no	no	Ran competition in February 2017
UK	AO	Online shop	1	Appliances and Electrical retailer	http://ao.com/	17/11/16	yes	yes	medium	no	no	no	no	no	no	no	no	no	no	
UK	Gerald Giles	Retailer	1	Appliances and Electrical retailer	www.geraldgiles.co.uk	5/1/17	signed	no	low	no	no	no	no	no	no	no	no	no	no	
UK	Snellings	Retailer	1	Appliances and Electrical retailer	http://www.snellings.co.uk/	5/1/17	signed	no	low	no	no	no	no	no	no	no	no	no	no	
UK	SaveMoneyCutCarbon	Online shop	1	ESCO and online retailer	https://www.savemoneycutcarbon.com/	11/4/17	signed	no	medium	no	no	no	no	no	no	no	no	no	no	Ran competition in December 2017
UK	Atlantic Electrics	Retailer	1	Appliances and Electrical retailer	https://www.atlantic-electrics.co.uk/	5/10/17	yes	no	low	no	no	no	no	no	no	no	no	no	no	
UK	Currys	Retailer	500	Appliances and Electrical retailer	https://www.currys.co.uk	3/10/17	no	no	low	no	no	no	no	no	no	no	no	no	no	
UK	Coop Electrical	Online shop	1	Appliances and Electrical retailer	https://electrical.coop.co.uk/	1/6/18	no	no	low	no	no	no	no	no	no	no	no	no	no	