

The Carphone Warehouse releases eco-friendly mobile phone charger



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The Carphone Warehouse, the UK's largest independent mobile phone retailer, has announced its first ever environmentally friendly mobile phone charger. The Eco Charger reduces the amount of energy needed to power a mobile phone more than any other on the market. It will be available in over 820 stores from 3rd March.



According to [greenenergy.co.uk](#), about 95% of energy used by all mobile phone chargers is lost every year because they are left plugged in when not being used. Now, The Carphone Warehouse has announced it will be offering its customers an energy saving device to help reduce this amount.

[The Eco charger](#) is the only charger available on the High Street which shuts itself down as soon as it has charged the phone, or the [mobile phone](#) becomes disconnected. Its standby drain is therefore the lowest of all the eco-friendly chargers according to market tests carried out by Kondor, a claim which could save the UK approximately 217 million kWh of electricity per year – the equivalent to the annual energy consumption of almost 66,000 households.

Andrew Harrison, UK CEO at The Carphone Warehouse said; "Whilst looking for the cheapest deals, we're also aware that our customers want more than just a product that works well. Increasingly, concern over global climate change is becoming top of everyone's agenda, and

that's why I'm thrilled that we're now able to offer a device that will not only will save our customers money, but help them to be energy efficient too."

Priced at just £22.99, the Eco works exactly like a standard charger; plugging into the wall to charge a mobile phone. On the front is a button which can be pushed to turn the Eco on and that glows blue when operational. When the phone is fully charged or disconnected, the Eco switches off - making it up to 90% more efficient on standby than any own brand mains charger* and 88% more efficient on standby than an Own Brand High Efficiency mains charger**. So, now it's possible to enjoy the full capacity of a mobile phone and look after the environment at the same time.

Customers can also get £10 off the Eco charger when bought with a handset

About The Carphone Warehouse:
The Carphone Warehouse is Europe's leading independent retailer of [mobile phones](#), services and [mobile phone accessories](#) with over 2,400 stores in 9 countries. The Carphone Warehouse is also the largest independent mobile phone retailer in the UK, with over 820 [mobile phone shops](#) nationwide.

Notes to Editors
At launch, the Eco Charger works with Nokia, Sony Ericsson and Samsung handsets

* Up to 90% more efficient on standby than the Kondor Charger from The Carphone Warehouse.

** Up to 88% more efficient on standby than the O2 High Efficiency Mains Charger

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