



As Seen On TV: The Eco Kettle

'ECO Kettle- the obvious choice for energy-saving role in UK's top TV Soap'

Coronation Street fans may have spotted the ECO Kettle's 'acting' debut on recent episodes of the show. With a plot line involving one of the principal characters, Roy Cropper, going green, the ECO Kettle was the obvious casting to make the energy saving point.

In the show, Roy has turned over a new leaf and is doing all he can to improve the energy efficiency of his business, and reduce the environmental impact of his *Roy's Rolls* café. Replacing the old, inefficient, always-hot coffee-urn with an energy-saving kettle causes some initial good natured ribbing by a couple of the less environmentally aware customers, but at the end of the day, the ECO Kettle is embraced and Roy's new ways win out.

The unbranded energy-saving kettle first appeared on September 16th 2007.

Let's hope Coronation Street viewers are inspired by Roy's example to switch to an ECO Kettle. They'll save electricity, save water, save money and save time so they can get back to their favourite show much quicker! All that and they will be helping reduce carbon emissions!



(With thanks to Granada TV for permission to use cropped still and script extract.)

The ECO Kettle's not acting – it really does save energy!

Here is the script from the show. Roy Cropper is explaining the benefits of the energy saving kettle to Hailey:

·CORONATION ST.·

“...there's 2 compartments. The first holds approximately 1.5 litres of water.

Now this button allows me to release any amount of water from the first compartment into the second.

So...if, for example, I wish to make 2 cups of tea, I simply release 2 cupfuls of water into the boiling chamber...

...thus sparing the energy required to boil the excess.”

~ Roy Cropper talking to Hailey

Key Facts:

Kettle use and the ‘TV Pick Up’

“The most common surges in electricity demand are related to tv events eg soaps such as *Coronation Street* or world cup football matches. During an advert break or at the end of a programme, National Grid gear up for an increase in demand when people turn on their kettles for a cup of tea, switch on the lights or reach for a drink from the fridge. For a short but dramatic period this almost instant increase can be as high as 10% of existing demand. The popularity of a comparatively small number of channels, combined with the country’s legendary tea-drinking habits and a marked preference for the electric kettle rather than stove-top varieties make TV pick-ups a uniquely British phenomenon. The biggest ever ‘tv pick-up’ recorded to date was after England’s world cup semi-final against West Germany in 1990, when demand soared by 2,800 megawatts – equivalent to more than a million kettles being switched on!”

“TV pick-ups are a regular feature of the National Grid Centre’s operations as popular ‘soaps’, such as *Coronation Street* and *East Enders*, typically generate TV pick-ups of 600-800 megawatts. “

Source: National Grid

For further information about the ECO Kettle, please contact:

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