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FIRST INDEPENDENT LAB TESTED ENERGY RATINGS SYSTEM
BREAKTHROUGH FOR CONSUMERS:
SAVENIA LABS OF BETHESDA REVEALS THE TRUE COST OF YOUR APPLIANCES

Bethesda Green Incubator Company Launches at Strosniders True Value Hardware

Bethesda, MD -- [Savenia Labs](#) is revolutionizing the way consumers shop for their most popular electronic kitchen appliances. The Bethesda Green Incubator-based company is unveiling its Savenia Labs Energy Ratings, which for the first time allows shoppers to compare the lifetime energy costs of running microwaves, coffee makers and toaster ovens. It's like MPG (Miles Per Gallon) for your appliances: the ratings give consumers the information they need to save cash and energy when shopping for appliances.

Many appliances cost more to run in energy costs than their purchase price. Savenia Labs reports that the most energy hungry coffee makers cost over \$500 to run over a 5-year lifetime, while the energy saving models cost around \$30. Now consumers can access this new energy cost information before they buy.

Since 2009, a team of scientists and researchers working with Savenia Labs has perfected its 10-step process of independently* testing popular appliances to determine each model's energy usage. The result is a Savenia Labs Energy Rating—an easy-to-read store label now available exclusively in Strosniders True Value Hardware Stores in Bethesda and Silver Spring, MD. The stores are teaming with Savenia Labs to help consumers get acquainted with this groundbreaking ratings system.

*Independent is the key here. Appliance ratings to date are self-certified by manufacturers - Savenia Labs buys and tests all products themselves.

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Founded at Bethesda Green

Savenia Labs was a founding member of the new business incubator at Bethesda Green. “Bethesda Green was a great choice to start a new company,” says John Jabara, founder of Savenia Labs. “The connections with local universities, companies, government and concerned residents were very helpful in getting Savenia Labs to market quickly.”

[Bethesda Green](#) brings business, government and the community together through programs and services to promote a healthy economy and sustainable living. The business incubator program was founded in 2009 to help create and support the next wave of local and sustainable economic development. The incubator houses 12 companies, both for-profit and non-profit, covering a range of industries from technology to agro-tourism and services. The incubator draws on resources in the community including the county and universities to increase the likelihood of entrepreneurs’ chances of success.

For information on Bethesda Green Incubator contact Robert Snyder by email at robertgsnyder@msn.com.

John Jabara of Savenia Labs is available for media interviews. Please contact Marc Silverstein at (202) 716-9123 or by email at marc@onthemarcmedia.com.