

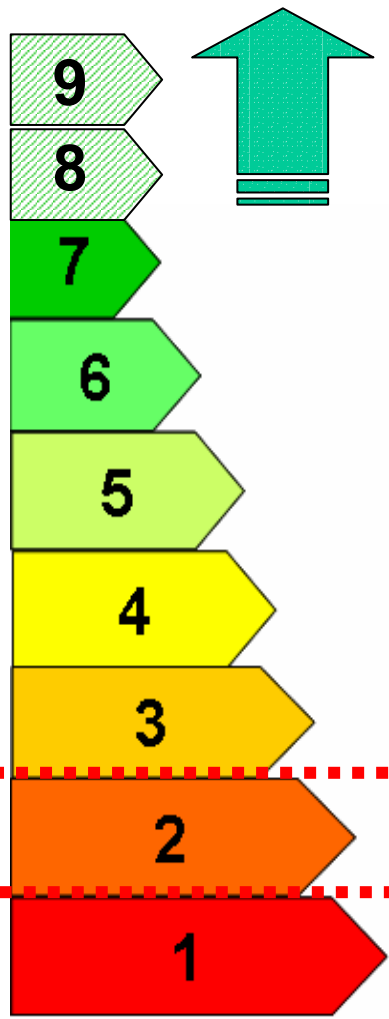
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## **Ad hoc marketing WG Cold**

**Proposal as discussed at the LAD on  
19 September 2007**

# Dynamic Approach

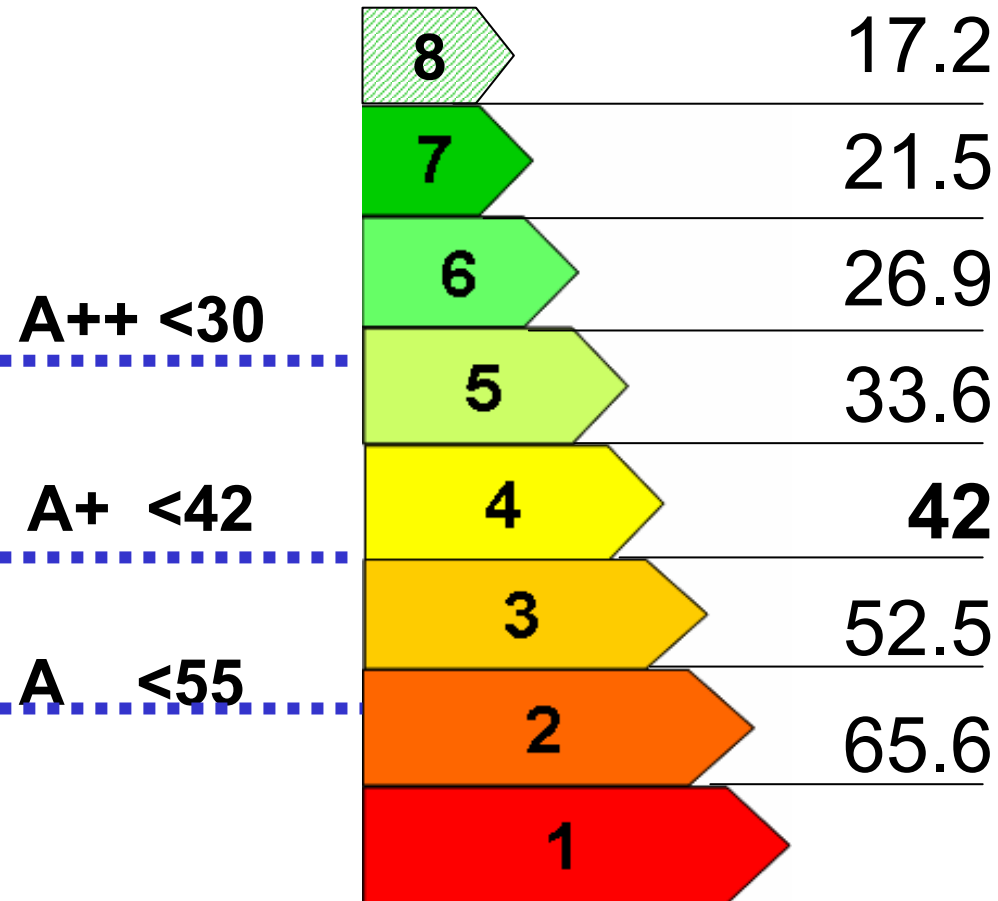


- ✓ **1-7 scale** with same layout
- ✓ **New class** when top class is sufficiently populated – referring to sales
- ✓ Classes band-width = ?% - decision needed on 15% or 20%
- ✓ For any new class at the top, the one at the bottom disappears (possibly new limits)
- ✓ New legislation will have **empty class on top** (2010 A++ expected to be 10%)
- ✓ **Ban of B** products from end **2009** and **A** products from **2013**
- ✓ **Tolerances**
- ✓ **Reference of old label on new label during transitional period**
- ✓ **Inclusion of Standby**



# Scenario EEI improvement of 20%

Dynamic Approach 2009

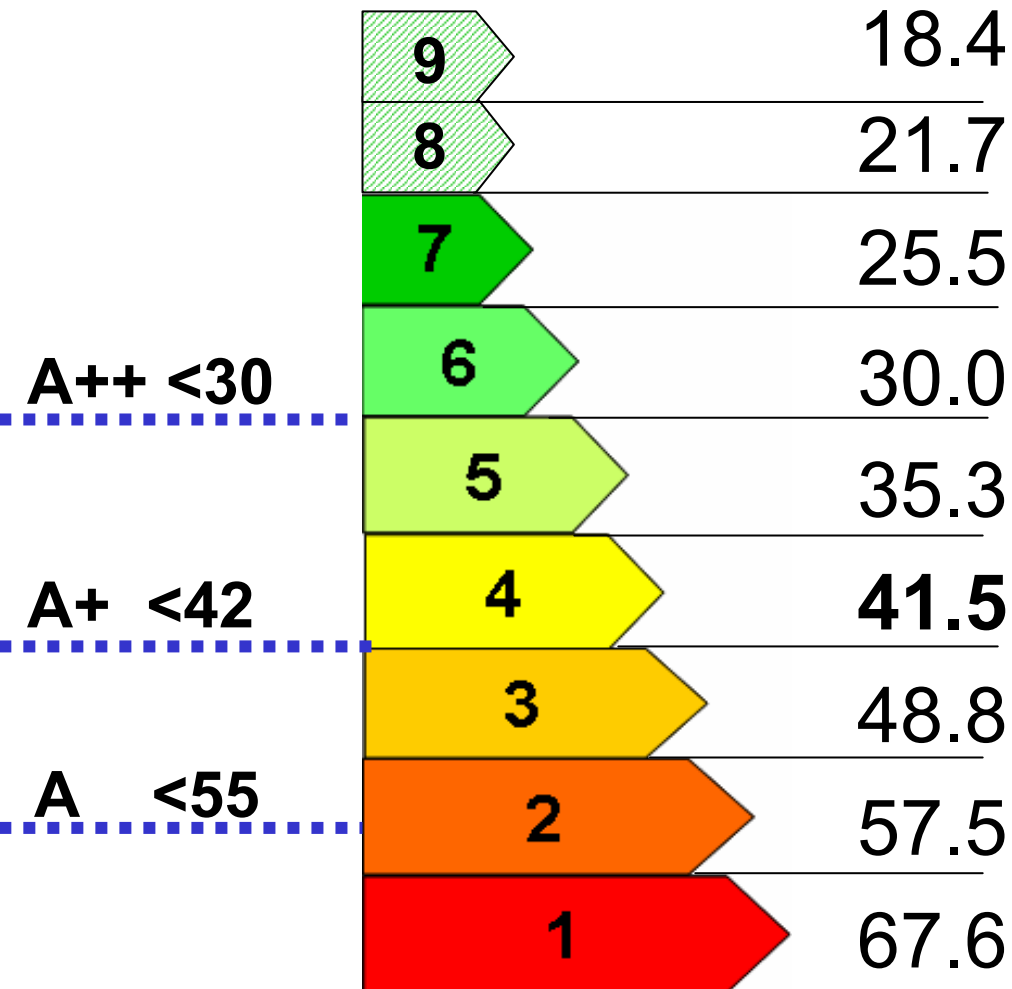


Improvement of **20%** from one class to another



# Scenario EEI improvement of 15%

Dynamic approach 2009



Improvement of  
**15%** from one  
class to another

