



Media Release

LG keeps you warm this winter – economically and efficiently

Sydney, 21 July 2008 – With winter well and truly upon us, LG Electronics (LG), is helping people stay warm by providing simple tips on how to heat their home both economically and efficiently this winter.

As consumers become more environmentally conscious, people are looking for ways to keep warm in the winter months without wasting unnecessary energy.

Irena Stojceska, Category Manager, Air Conditioning, Cooking Appliances and Floorcare, LG Electronics understands that as people become more environmentally aware, they are beginning to understand the role they can play in protecting the environment. Especially in the home.

“We know that consumers will be looking for ways to minimise their energy usage as they keep warm this winter. However, breaking through the technical jargon when researching the best economic and energy efficient option can often be confusing and difficult.”

It's important that customers have all the information they need to make the best choice possible. So, to keep you and your family warm this winter, LG has prepared the following tips to buying the most appropriate air conditioning unit:

1. Switch to Inverter Compressors

To minimise energy lost with the repetitive 'start-stop' of traditional air conditioners, ask for a unit with a variable speed compressor (known as an Inverter compressor) as opposed to fixed compressor models. Inverter technology allows variable output temperatures as opposed to traditional 'on' or 'off' compressors, heating the room quickly and maintaining the set temperature.

2. Home Insulation

Insulation stops heat from escaping in winter and prevents it from entering in summer. So, regardless of the type of air conditioner used, insulation is a cost efficient way to maximise the efficiency of the heating system.

3. Size does matter

Know the exact measurements of the room or your home, as the capacity and style of the air conditioner you'll need is determined by a number of factors such as the size of the room, the construction of the house, window placement and the building aspect.

4. Maintain temperature at medium flow

The 'perfect' temperature of a room in winter should be around 23-26 degrees Celsius. Running an air conditioning unit at a medium flow rather than at maximum speed helps save energy and is a much more efficient way to heat your home or office.

5. Anticipate weather conditions

Listening to the weather reports each day can help you save energy – if you know it is going to be a cold day, you should not wait until it gets really cool before turning on the air conditioning unit. Turn on your unit as soon as possible. This way it won't have to work as hard to get to the required temperature for you and your family.

6. Cool proof your home

If glass is allowing direct sunlight to come into a room, the heat generated from the glass will have an enormous effect on the temperature of the room, particularly if the glass is West facing.

LG encourages consumers to allow sunlight into the home to assist heating but keep all doors and windows closed when using their air conditioning unit, unless it is an evaporative air conditioner which requires some air flow.

7. Ask for professional advice

Ask for advice from specialist installers and retailers, who can assist with measuring rooms and testing. Specialists can tell you the best size and type of air conditioner suited for your needs.

8. Location, location, location

Where you put your air conditioning unit will impact the energy required to heat a room and the effectiveness of the unit. For example, LG encourages people not to place their air conditioning unit directly above a frequently used area as another spot may be more suitable for even air-flow distribution.

Also, if you're looking for air conditioning in the bedroom, take into account varying noise levels of different units. You should also consider neighbours and access areas when finding an ideal location for the outdoor unit/condenser.

9. Materials of your home

When purchasing your air conditioning unit, it's important to remember that your unit won't just heat your room, it will also heat all materials in the room. For example, bricks have a high storage mass and it takes an enormous amount of energy to heat them, making double brick homes easier to cool, but it may take them longer to heat up.

10. Research

It's easy to find information when you're looking for air conditioners to heat your home. LG's website www.lge.com.au/airconditioning provides you with helpful tips and explains the different technologies available, energy efficiency ratings and much more.

For more information please visit the LG website at www.lge.com.au or call 1800 LG HELP (1800 434 357) for stockists.

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LG Electronics' goal is to enable the intelligent networking of digital products that will make consumers' lives better than ever. For more information, please visit

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