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# newsletter

Vol. 8 / No. 2

Products with Eco Criteria: Know your appliances good for environment and you



Exhaust Fans for  
a Healthier Home

Hand Blenders- Chef's  
Best Friend

Greenwashing: Deceptive  
Business Claims of  
"Eco-Friendliness"

*The Environmental Information System acronymed as ENVIS was implemented by the Ministry of Environment & Forests by end of 6th Five Year Plan as a Plan Scheme for environmental information collection, collation, storage, retrieval and dissemination to policy planners, decision makers, scientists and environmentalists, researchers, academicians and other stakeholders.*

*The Ministry of Environment and Forests has identified Consumer Education and Research Centre (CERC), Ahmedabad, as one of the centers to collect and disseminate information on "Eco-labelling and Promotion of Eco-friendly Products". The main objective of this ENVIS Centre is to disseminate information on Eco products, International, and National Eco labeling programs.*

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**Products with Eco Criteria**

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# Foreword

Humans can live in harmony with the environment — without warming the planet by sending more greenhouse gases into the atmosphere. To live in harmony GO GREEN and SAVE GREEN at home and at work should be the goal of life. It means to adopt knowledge and practices that can lead to environmental friendly and ecological responsible decisions and lifestyles. It will help to protect the environment and sustain its natural resources for present and future generation.



Going green by purchasing appliances with eco labeling/eco criteria is one way. These appliances are specifically designed to save energy and natural resources. Products have the greatest environmental impact throughout their life cycle, from cradle to grave. These are measured separately by different categories of environmental impact, in physical terms.

To help consumers make an informed choice, Ahmedabad based Consumer Education & Research Centre (CERC) has conducted a series of test on 14 well-known brands of hand blenders, one of the most important household equipment in the kitchen, as well as 13 models of 300 mm (12") domestic exhaust fans for safety, performance, and quality in its independent in-house laboratory.

The test findings compare performance of each of the models tested on various fronts making it easy for the consumers to select the most suitable model. None of the hand blenders tested carried the ISI mark. Exhaust/fresh air fans are neither covered under quality control order nor under the mandatory certification.

Indoor air quality has been a growing serious concern, particularly when Indian women spend their most of the time in kitchen. Kitchen traps unhealthy indoor pollutants inside. These gases in the home can have a negative effect. To reduce exposure to these pollutants, Exhaust fans with high-efficiency motors remove pollutants and moisture in specific areas of the home such as in bathrooms, showers, kitchens, and workshops and utility areas. Hand blenders are a common appliance in most Indian kitchens, given that they're reasonably priced and extremely convenient.

So before you rush out and buy the cheapest bathroom exhaust fan on the market or the hand blender, keep few points in the mind. Foremost it should be environment friendly. For hand blenders it should be easy to operate, easy to clean and store, and very portable. For the bathroom exhaust fan consider the area of your bathroom and the reason that you are buying the fan to begin with. If the fan isn't large enough, it won't be able to do the job. A well thought out plan will provide adequate convenience to operate these appliances.

# Exhaust Fans for a Healthier Home

In earlier days, houses were ventilated by the wind. However, now people no longer accept the cold, hot, or drafty houses of the old days. People need homes to be cozy, draft free, and energy efficient. In any home, uncontrolled air leakage is a fickle ventilator. The only way to ensure adequate ventilation is to install some type of automatically controlled



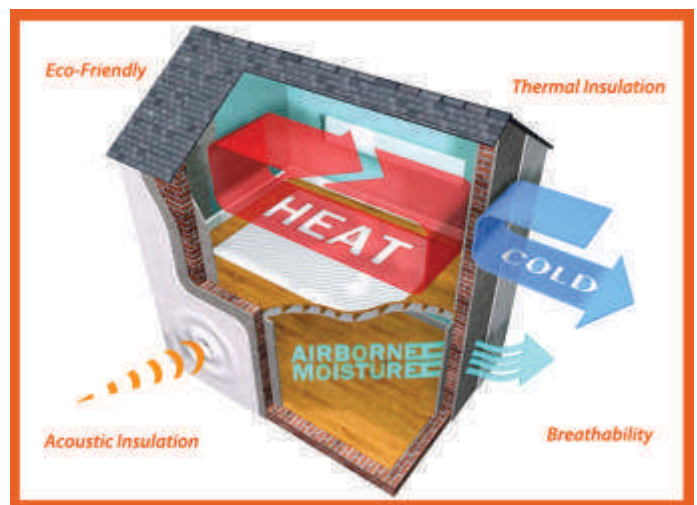
ventilation system. Exhaust fans are one of the choices. Exhaust fans in the kitchen and bathrooms are an important part of home's ventilation system. They remove odours from house, which improves indoor air quality. They also remove moisture, which decreases the level of humidity in the house. High humidity can damage building materials and can cause mold growth. Mold may affect family's health. With spot ventilation, people sense an obvious problem and then manually flip a switch to solve the problem.

Ahmedabad based consumer organization, Consumer Education and Research Center (CERC) has tested 13 models of 300 mm (12") domestic exhaust fans for safety, performance, and quality. The test also focused on eco parameters like energy consumption and sound.

10 with metal blades and 3 with plastic blades were tested. Exhaust fans with metal blades were *Almonard Fresh Air Fan, Bajaj Bahar, Crompton Drift Air Plus, Elpar Fresh Air Fan, Havells Ventil Air DS, Khaitan Euro Freshair Fan, Orient Airflow,*

*Usha Turbo Nova, Shaan-High Speed, and Zigma-High Speed. Bajaj Maxima DX, Orient spring Air, and Almonard Zoom Freshair Fan* were with plastic blades. The testing was done in the year 2011.

The Bureau of Indian Standards (BIS) does not have exclusive standard for exhaust fan which are used for domestic purpose. So, CERC tested the safety and performance of these fans as per methods given in the standard "Specifications for Propeller type ac ventilating fans" (IS: 2312- 1967 with 8 amendments). This standard is for commercial/industrial purpose ventilating fans. There is no mandatory BIS certification for domestic exhaust fans. BIS certification for domestic exhaust fans is voluntary. These fans are also not covered under the Household Electrical Appliances Quality



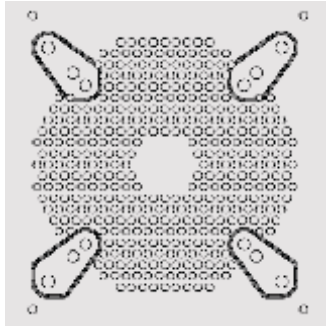
Control Order 2003. CERC has also assessed the service value, energy consumption, and sound levels of the exhaust fans even these specifications are not mentioned in the Standard just to make the consumers aware.

## Key Findings

### Safety

The safety parameters- *starting, power factor, current leakage, high voltage, insulation resistance, electrical input, fan speed, protection against direct current, and overall construction, finishing, and wiring* are taken under consideration for testing. BIS does not have any standards for domestic exhaust fans. Therefore, none of the models tested carried the ISI mark. All of them were found to conform to the safety requirements for commercial or industrial purpose ventilating fans set by the BIS.

Usually, exhaust fans are fitted with an external guard (grill or mesh). Such guards are useful to prevent accidental contact with moving parts of the fan. *Orient Spring Air* and *Almonard Zoom* were not provided with such guards.



### Performance

Air delivery – a key parameter for evaluation of the performance - is the volume of stale air pushed out by an exhaust fan. Among the fresh air fans with metal blades and normal speed, *Usha Turbo Nova* had the maximum air delivery (1652m<sup>3</sup>/hr) and *Elpar Fresh Air* the minimum (1125m<sup>3</sup>/hr). The air delivery of *Shaan* and *Zigma*, both high speed fans with metal blades, was (1797m<sup>3</sup>/hr) and (1567 m<sup>3</sup>/hr), respectively; however, their energy cost was the maximum and their sound levels were also high. In the plastic blade category, air delivery of *Bajaj Maxima DX* was the most (1401m<sup>3</sup>/hr) and *Almonard Zoom* the least (1252 m<sup>3</sup>/hr).



Service value is the efficiency of a fan. The higher the service value the better the air delivery and lower the energy cost. Among the fresh air fans with metal blades and normal speed, service value was maximum for *Orient Airflow* (32.37 m<sup>3</sup>/hr/Watt) and minimum for *Almonard Fresh Air* (18.17 m<sup>3</sup>/hr/Watt). The service values of two high-speed metal blade fans *Shaan* and *Zigma* were 19.96 m<sup>3</sup>/hr/Watt and 17.11 m<sup>3</sup>/hr/Watt, respectively. In the plastic blade variety, the service value of *Bajaj Maximum DX* was the highest (27.13 m<sup>3</sup>/hr/Watt) and that of *Almonard Zoom* the lowest (17.68 m<sup>3</sup>/hr/Watt). Overall, *Orient Airflow* had the highest service value (32.37m<sup>3</sup>/hr/Watt) and *Zigma* (high speed) the lowest (17.11 m<sup>3</sup>/hr/Watt).

### Energy consumption

Overall, *Orient Airflow* consumed the minimum electrical energy; *Zigma* (high speed) consumed the maximum. Both models are of the metal blade



variety. The two “high speed” metal blade exhaust fans *Zigma* and *Shaan* consumed the maximum energy. The energy cost of *Zigma* was more than double that of *Orient Airflow*.

### Sound level

With a sound level of 60.9 decibel, *Bajaj Maxima DX* was the least noisy exhaust fan among all the models tested. *Shaan* (high speed) was the noisiest (74.3 decibel).



### Ease of use

Only *Bajaj (Maxima DX and Bahar)*, *Crompton Drift Air Plus*, *Usha Turbo Nova* and *Orient (Airflow and Spring Air)* models provided installation and maintenance instructions in their manuals. Except *Shaan*, *Zigma* and *Almonard (Fresh Air and Zoom)*, none of the models were provided with a plug. Power cords of *Crompton Drift Air Plus*, *Bajaj (Maxima DX and Bahar)*, *Khaitan Euro Freshair* and *Usha Turbo Nova* were of better quality than the other models.

### Price

The maximum retail price (MRP) was not marked on *Shaan* and *Zigma*, which is a violation of the Weights and Measures Act, 2011. The price of *Zigma* was the lowest (purchase price was Rs 540); *Bajaj Maxima DX*, which had plastic blades, was the most expensive at Rs 1,290.

### Selecting the right exhaust

For a typical Indian kitchen, a fan with metal blades is the best option because it can be cleaned easily. A 12-inch exhaust fan is suitable for a kitchen that is 10x9x8 cubic feet. For bathrooms and toilets, exhaust fans with plastic blades are the best option because such blades do not rust. A complete plastic body fan, preferably with louvers, is ideal. The louvers stop insects, birds, and dust from entering the bathroom.

### Conclusion

The tests revealed that though all the 13 models tested conformed to the safety tests, their air delivery and electricity consumption differed widely, and hence, their service value also varied. Consumers should make a conscious decision depending on their need. For small spaces, an exhaust fan with high service value would be best because such a fan will give you sufficient air delivery with low energy cost. But for bigger spaces perhaps you wouldn't like to compromise with the air delivery of the fan, even if it adds a little more to your energy bill.

### Best Buy

Based on overall score, *Orient Airflow* and *Usha Turbo Nova* are the best buys in the metal blade variety. In the plastic blade category, *Bajaj Maxima DX* is the best buy.



CERC has suggested that consumers avoid purchasing *Shaan* and *Zigma* as their energy consumption, utilisation cost, and sound levels were high. Also overall construction of the two models was poor, which may affect their durability and safety in the long run.

For more information write to [cerc@cercindia.org](mailto:cerc@cercindia.org)

Source: Insight – The Consumer Magazine May-June 2011

# Hand Blenders- Chef's Best Friend

A *hand blender* is a multipurpose addition to any kitchen and an easy timesaver. Instead of transferring hot soup or puree in batches, we simply stick it into the cooking pot, push a button, and soon have smooth and silken soup. It also does perfect jobs for blending salad dressings, whipping small measures of cream or making smoothies and even chopping onions. It is handheld, light, and easy to maneuver. These are also easier to use and clean - just scrub with soapy water, rinse, and dry than ordinary mixers and food processors.



Ahmedabad based consumer organization, Consumer Education and Research Center (CERC) has tested 42 samples of 14 widely sold models of hand blenders. Approximately 3 kg of curd, 7 dozen eggs, 5.5 kg onions, 3 kg bananas, and 3.5 litres of milk were used to test the performance of blenders. A total 23 tests were conducted on each sample of hand blenders. These 14 models were tested for safety as per Indian Standards – Safety of household and similar electrical appliances: Part 2 Particular requirements, Section 14 Electric kitchen machines (IS: 302-2-14 2009) and Safety of household and similar electrical appliances: Part 1 General Requirements (IS 302-1 2008). There are, however, BIS has not specified any standards for performance, quality, durability, convenience, and environment criteria, i.e., energy consumption and sound. So CERC has devised methods for testing these parameters from the consumers' viewpoint. The models of hand blenders tested were *Braun MR-120*, *Kenstar Champ KHC 30W1b-HCF*, *Prestige PHB 6.0*, *Bajaj Majesty HB-06*, *Croma CRK-4094*, *Murphy Richards HB-05*, *Philips HR-1350-51/9C*, *Black & Decker SB-2000*, *Maharaja Whiteline Elegance 2504*, *Jaipan Lassi Maker*, *Boss Type B-125*, *Anjali Silver Touch*, *Orpat HHB-137-E/WOB*, and *Softel Turbo*.

## Safety

Several Safety tests were conducted on each hand blender, as per the BIS Standard. These were tested for protection against electric shock, starting of



motor, input (wattage), and temperature rise during normal use, electrical insulation and leakage current, moisture resistance, electrical insulation and high voltage test, abnormal operation, over all construction and supply connections, and external flexible cables and cords. These 5 models *Jaipan Lassi Maker*, *Boss Type B-125*, *Anjali Silver Touch*, *Orpat HHB-137-E/WOB*, and *Softel Turbo* did not conform to safety standards and are not recommended models.

## Performance

All the 14 hand blenders took almost equal time (12-15 seconds) in making 6-7 glasses of buttermilk. However for small quantities (1-2 glass using 50g of curd) *Black & Decker*, *Maharaja* took a little longer time (15-20 seconds), as their blades are mounted deep in the blade guard not easily making contact with small quantities. *Braun* was the fastest in making banana shake but *Philips* took the maximum (21 seconds) almost double than that *Braun*. *Black & Decker* and *Maharaja* were the slowest in whisking eggs (10 seconds) while others took 5-7 seconds. *Braun*, *Softel*, *Prestige*, *Philips*, and *Croma* were provided with separate blade and bowl and took only 10 seconds in chopping 100g of onions while other models can do chopping but take more time.

## Convenience

It includes functions, cleaning, and storage. *Jaipan*, *Boss*, *Anjali*, and *Orpat* had removable blades, so easy to clean, but *Orpat* did not provide blade removal spoon. *Braun*, *Prestige*, and *Croma* had a separate attachment for whisking and chopping. Switch operations need to press and hold a button continuously during entire operations in *Croma* and *Philips*. *Jaipan*, *Boss*, *Anjali*, and *Softel* had non detachable stem, so needs an extra precaution while cleaning under running water, as water may seep into electric parts of wiring. At one stretch, *Orpat* can be used for the longest time (6 minutes), *Black & Decker*, *Kenstar*, *Croma*, and *Philips* had the minimum operating time of 30 seconds only. *Philips* had the longest stem (21.2 cm) followed by *Black & Decker* (19.8 cm) and *Braun* (19 cm), while *Jaipan* has shortest stem (12.8 cm). *Philips* and *Orpat* had the longest power cord (1.9 m) and *Kenstar* had the shortest (1.09m). The length of the cords of most of the models was between 1.0 and 1.7m. In *Morphy Richards*, it was little difficult to separate and fix the stem from the blender.



## Environment Criteria

Rated wattage of *Braun* (300w) was greater than 9 other models but it consumed the least energy. *Philips* (250w) consumed almost four times that of *Braun*. In the 'user test' *Maharaja*, *Boss*, and *Anjali* produced the most acceptable sound compared to other models. *Kenstar*, *Braun*, and *Black & Decker* provided information on recycling/disposal. Though the manual of *Bajaj* said that the company dedicates itself to cause of environment protection but information on recycling/disposal was missing. None of the models provided any information on packaging material used.

## General Findings

Among the 14 models, *Kenstar* was the lightest (498g) and *Boss* was the heaviest (853g). The power indicator which helps the user to know the availability of power supply was provided only in *Anjali*. The push buttons for speed adjustment were not marked in *Maharaja* and *Murphy Richards*. So it was difficult to select between two speeds. No ISI mark was present on the hand blenders tested by CERC. Hand blenders are covered neither under the mandatory certification by the Bureau of Indian Standards (BIS) nor the Quality Control Order 2003.

## Markings

*Braun* and *Philips* had legible and durable markings. Rated operating time was marked only on samples of *Boss*, *Softel*, *Orpat*, *Anjali*, and *Jaipan*. Country of origin was not mentioned on *Softel*, *Anjali*, *Kenstar*, and *Maharaja*.

## Conclusion

All the 14 models tested can perform the basic functions of mixing, blending, whisking, and chopping. Models with separate chopping bowl and blade were faster in chopping hard material like onion. Rated wattage of hand blenders cannot be correlated with their performance or energy consumption. More options of blades does not related with better performance, even a hand blender with a single multipurpose blade perform better. Always think from budget and need, it will help in making a good buying decision.

## Best Buy

Based on the overall scorecard, CERC has suggested that consumers can go for *Braun MR-120*, *Kenstar Champ KHC30 W1B-HCF*, and *Prestige PHB 6.0*. CERC has advised to avoid purchasing *Jaipan Lassi Maker*, *Boss Type B-125*, *Anjali Silver Touch*, *Orpat HHB-137-E/WOB*, and *Softel Turbo* for not conforming to safety standard.

For more information write to [cerc@cercindia.org](mailto:cerc@cercindia.org)

Source: Insight – The Consumer Magazine May-June 2012



# Greenwashing: Deceptive Business Claims of "Eco-Friendliness"

Advertising Council of India (ASCI) - a self regulatory voluntary organization of the Advertising Industry is committed to the cause of Self-Regulation in Advertising since 1985. It ensures the protection of the interests of consumers. It maintains and enhances the public's confidence in advertising. Its mandate is that all advertising material must be truthful, legal, and honest. ASCI seeks to ensure that advertisement confirm to its Code for Self-Regulation.

The Consumer Complaints Council (CCC) under ASCI has upheld the following complaint ads which were found misleading, or making false or unsubstantiated claims.

1. Company: Sree Gokulam Plantations  
Product: Sree Gokulam Love Tea



Complaint:  
*"First time in Indian Market, Tea is Packed in Ecofriendly, Composite cans"*

Nature of Complaint:

As per the complaint, the advertiser claims, "First time in Indian Market, Tea is Packed in Ecofriendly, Composite cans". This claim needs to be substantiated with necessary support data and research data to prove that it is first time in Indian market that tea is packed in eco friendly cans.

Decision: Upheld

The CCC noted the contents of the Ad and the composite cans referred to and concluded that the 'flip' portion of the can was not eco friendly. The advertisement contravened Chapter I.1 of the Code. The complaint was UPHELD

<http://www.ascionline.org/index.php/january-2013.html>

2. Company: Gokulam Developers  
Product: Cheran Residency



Complaint:

*"provides 100 percent pollution free and eco friendly residency"*

Nature of Complaint:

As per the complaint, the advertiser claims that Cheran Residency "provides 100 percent pollution free and eco friendly residency". This claim needs to be substantiated with necessary support data.

Decision: Upheld

In the absence of comments from the Advertiser, the CCC concluded that the claim, "provides 100 percent pollution free and eco friendly residency", was not substantiated. The advertisement contravened Chapter I.1 of the Code. The complaint was UPHELD.

<http://www.ascionline.org/index.php/february-2013.html>

3. Company: Samsons Leather Cloth Mfg. Co. Pvt. Ltd.

Product: Royal Touch Joyride



Complaint:

"Has best quality artificial leather seat cover that reflects back the UV rays of sun and therefore keeps the temperature of your seat to 12- 22 Degree Celsius cool", "It is also 6 times more durable than the other seat covers", "Save approximately Rs. 1200 in 3 years", "Environment friendly", "First time in India".

Nature of Complaint:

As per the complaint, the advertisement claims, "Has best quality artificial leather seat cover that reflects back the UV rays of sun and therefore keeps the temperature of your seat to 12- 22 Degree Celsius cool", "It is also 6 times more durable than the other seat covers", "Save approximately Rs. 1200 in 3 years", "Environment friendly", "First time in India". These claims need to be substantiated with necessary support data along with durability data in comparisons to other brands.

Decision: Upheld

In the absence of comments from the Advertiser, the CCC concluded that the claims mentioned in the advertisement and cited in the complaint were not substantiated. The advertisement contravened Chapter I.1 of the Code. The complaint was UPHELD.

<http://www.ascionline.org/index.php/february-2013.html>

Source: ASCI report on complaints decided by their CCC.

## Vitality leaf

St. Petersburg Ecological Union has launched the voluntary eco labeling programme 'Vital leaf' for ecological certification in 2001. The system is based on requirements of international standard ISO 14024, which was accepted and put into operation by Russian Government Standard. It is based on the principles of ISO 14024, which are voluntary nature, accessibility, procedure transparency, along with evaluation of all life cycle of certain product group. The program is officially registered in Federal Agency on Technical Regulation and Metrology (certificate ?? ?? RU. ? 457.04? ?00)

The objectives of "Vitality leaf" ecolabelling scheme are the following:

- Encourage the demand for and supply of those products and services that cause less stress on the environment by providing full information about environmental features of products.
- Contributing to reduce environmental impacts of companies by identifying that production which comply criteria of environmental leadership.
- To improve the quality of the environment and to encourage the sustainable management of resources.



- Contribute to a fair comparison of products by the products' environmental life cycle performance that reflects the continuous environmental improvement of products over time.

"Vitality leaf" is the only Russian ecolabel recognized by international community as corresponding to the global practice of voluntary environmental certification. For the companies the international status of the label means also empowerment within international cooperation and export trading. Ecological Union is the first and only certification body in Russia that can award the ecolabel of international recognition.

Source: <http://www.ecounion.ru/en/site.php?&blockType=251>

Write to us

We value your views and suggestions. Please send us your feedback on this issue.

We would also like to have your contribution on the information relevant to the Eco product and Eco labeling.


Please mail: [cerc-env@nic.in](mailto:cerc-env@nic.in)





# SHOCKED?

Sayani Rani says....

Sub-standard plugs, sockets and electrical appliances can be extremely dangerous. Ensure that you always buy such products only with  The mark of quality, reliability and safety.



**Misuse of  Mark is a criminal offence punishable under BIS Act, 1986.**



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**ENVIRONMENTAL INFORMATION SYSTEM**



**Ministry of Environment and Forests**  
GOVERNMENT OF INDIA



जहाँ है हरिमती ।  
जहाँ है सुवर्णती ।



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