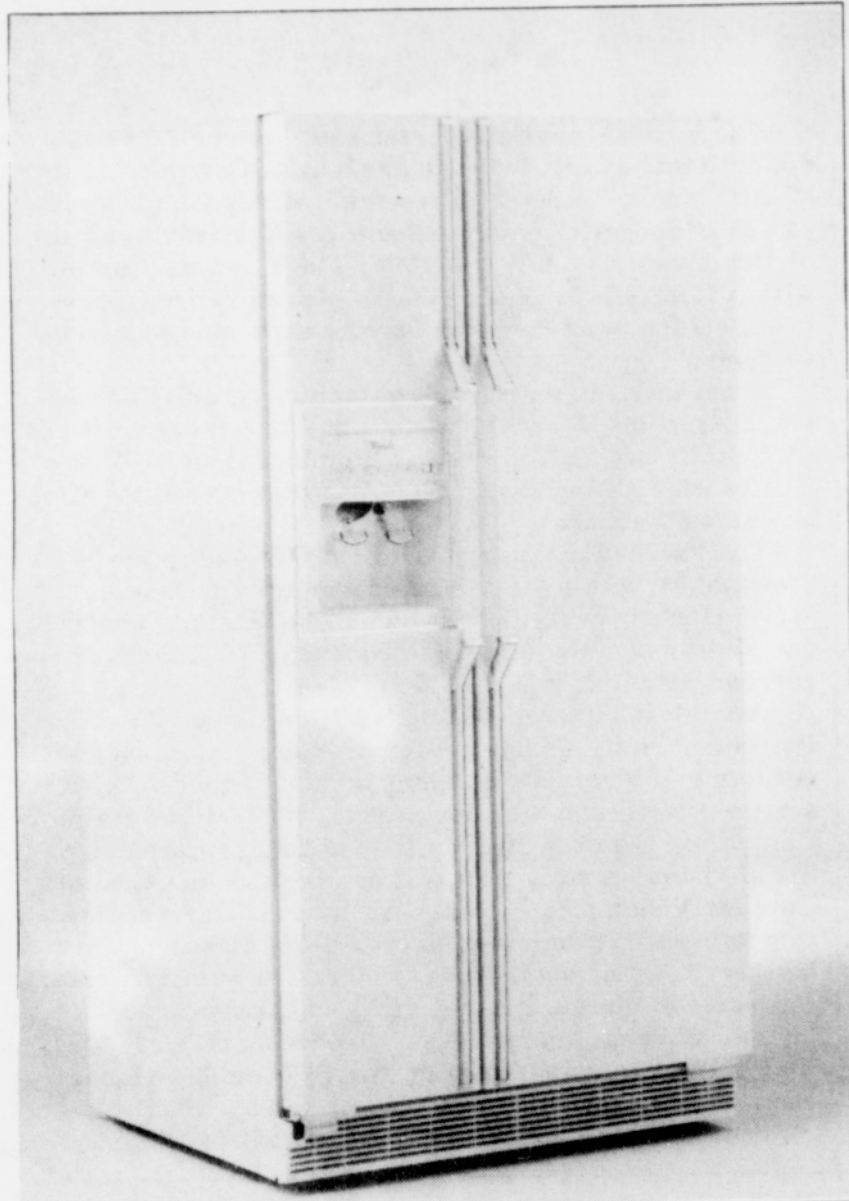


# HOUSING The Portland Observer

## World's Most Energy-Efficient Refrigerator



SERP Refrigerator

1.3 million customers in seven Western states.

Robinson said that one of the biggest incentives for the creation of a CFC-free refrigerator was the signing of the 1987 Montreal Protocol. Spurred by the growth of an ozone hole over Antarctica, the Protocol binds its 128 international members to reduce their production and consumption of CFCs by 1998, with a complete phase-out by 2000.

About the time the Montreal Protocol was signed, PacifiCorp and other organizations became frustrated with the slow pace of energy efficiency improvements in appliances. They formed the SERP consortium to pool resources and to influence the marketplace to create a refrigerator that would benefit the environment and consumers.

Members of the SERP consortium include PacifiCorp, the Bonneville Power Administration, 23 utilities, the Electric Power Research Institute, the Environmental Protection Agency, the Natural Resources Defense Council, the American Council for an Energy Efficient Economy, the Washington State Energy Office and the Department of Energy.

George Smith Warehouse and Parr Lumber in Portland are carrying SERP refrigerators. For more information about SERP, call PacifiCorp's Energy Services Hotline at 1-800-222-4335 or Whirlpool at 1-800-253-1301.

The most energy-efficient environmentally friendly refrigerator in the world has arrived in Portland, thanks to the support of PacifiCorp, which contributed to the funding to develop it.

The "super fridge" is the result of a national competition sponsored by PacifiCorp and 30 companies and organizations. They offered \$30 million to the manufacturer that could produce the most energy-efficient refrigerator that was free of chlorofluorocarbons. Used in most cooling systems, CFCs deplete the ozone layer, which protects the earth from radiation, and they may contribute to global warming.

Whirlpool won the Super Efficient Refrigerator Program (SERP) by producing a CFC-free refrigerator that also is 30 percent more energy efficient than 1993 federal energy standards. It uses hydrofluorocarbons instead of CFCs.

For consumers replacing refrigerators 10 years and older, they could cut their electric bills by about \$90 per year by purchasing the super efficient refrigerator.

"PacifiCorp took a leadership role in launching SERP because we want our customers to save money and energy," said Scott Robinson, a PacifiCorp manager who serves on SERP's board of directors. "The refrigerator is the third largest energy user in a home, so we knew that an energy-efficient refrigerator would offer savings to customers on their electric bills. And we were interested in spurring the development of an environmentally friendly refrigerator to improve air quality."

Since PacifiCorp helped fund the competition, Whirlpool has made the new SERP refrigerator available to dealers in areas served by PacifiCorp. Through its Utah Power and Pacific Power divisions, PacifiCorp serves

## A Bright Idea On Darkness

Being kept in the dark will at last be a pleasant and fashionable experience for Oregonians and Washingtonians, who get an average of less than 50 percent of possible sun on any given day during the year. Because sometimes real darkness is needed -- especially by babies, their parents, and anyone trying to catch a wink during daytime hours -- a new window blind called Light Garde is being introduced in the Portland and Seattle areas. The Northwest has been chosen as the first region in a national roll-out plan that will continue through 1995.

Light Garde has a revolutionary new construction that blocks light better than conventional blinds by eliminating the slat holes through which the cords are threaded. The top slat closes on the headrail to aid in light blockage and the overall design allows for tighter slat closure. Designed to reduce the amount of light allowed in the room, it is intended for children's rooms or nurseries, people who work at night and sleep during the day, or in any situation where almost total room-darkening is desired. Light Garde is the first major innovation in mini-blinds since the late '60s.

The new product is made by Del Mar Window Coverings of Westminster, CA. Research conducted by Del Mar indicated that a large percentage of all mini-blinds are purchased for bedroom windows. According to Joe Cole, president of Del Mar, "We realized that a stan-



The Light Garde mini-blind is a revolutionary new product by Del Mar Window Coverings that is the industry's first significantly room-darkening mini-blind.

dard mini-blind, used in the bedroom for privacy and light control, was not as efficient as it could be. So we took one of the best features of the mini-blind and made it better."

Light Garde, which will cost about 15 percent more than conventional blinds, is covered by Del Mar's Per-

fect Product Promise Guarantee, which is a lifetime guarantee covering defects in materials and workmanship. The new mini-blinds are available now at all Rodda Decor Centers in the Northwest and will be available in other retail stores nationwide as production capacity is expanded.

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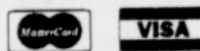
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