

For Immediate Release
30 November, 2009

CLEAN GREEN ESPRESSO MACHINE

There is now an Espresso machine available in Australia that uses less energy to make an espresso coffee than regular electric machines use when they are turned off. In fact the Presso itself uses no electricity—there is nothing to plug in. The Presso is people powered in that it uses human pressure to make an espresso and the only power requirement is heating up a bit of water.

Typically it takes less than 1.2W of power to boil water to make an espresso with a Presso. In “off” mode the average espresso machine tested by NAEEEC (The National Appliance and Equipment Energy Efficiency Committee) used a whopping 1.8W.

Presso has the smallest carbon footprint in it’s class- more like a fingerprint than a footprint. One espresso made with the PRESSO after boiling your domestic 2200 watt kettle costs under 0.02 cents per day. “You’d have to make more than a hundred PRESSO espresso’s before your energy supplier rounded up the charge to 5 cents,” said Greg Cromwell of Presso Australia.

The NAEEEC conducted comparative studies of espresso machines, the well-known energy guzzlers. After these studies targets were set for energy consumption in “standby” and “off” modes for all Australian machines. The target was set at 1 W by 2007.

With the high consumption holiday season about to kick in Presso has added another dimension to their environmentally friendly coffee appliance with the promise of planting a native tree for each Presso sold. In addition to planting a tree they are also throwing in free of charge a designer sugar dispenser and some espresso beans. The promotion features the strap line “[I’m Dreaming of a Green Christmas](#)” is being promoted in print and online.

-30-

For more information

Greg Cromwell
+61 2 6684 9400
mobile 0447755440
<http://www.presso.com>
greg@presso.com