

MAPLIN'S TOP ECO-TRAVEL TIPS FOR A GREENER HOLIDAY

With 33.6 million* Brits set to go on holiday this year, and a massive 45 per cent choosing to switch off to greener travel options**, it's time we start thinking about the little things we can do to make our trip more environmentally friendly.

A staggering 78 per cent of holiday makers believe there is not enough information available for those who want to travel green, with 88 per cent saying they would be willing to try out eco-friendly options. ***

While we may all be aware of how to incorporate energy saving measures into the home and everyday life, research by electronics retailer, Maplin, reveals that thinking about the planet when jetting off to get away from it all, is the last thing on our minds. To address this problem, Maplin has put together the following advice guide, containing simple tips and practical advice to help you create the perfect eco-excursion.

1. Where to stay

Many vacations now come with eco-friendly options, which offer greener accommodation, as well as opportunities to take part in volunteering activities that can help the environment. Whether you're travelling within the UK or going further afield, visit www.ecotourdirectory.com for more information.

2. Switch off your appliances

Millions of pounds worth of energy is wasted by mobile phones being left on charge unnecessarily, so make sure you unplug your mobile phone charger when you don't need it. Appliances, such as hair straighteners and stereos, keep using electricity when they're on standby in the hotel, so turn off all your other electrical devices when they're not in use.

3. Travel and transport

When you reach your destination, consider using public transport rather than hiring a car, and think about walking or cycling to get around. Not only will you be doing your bit towards helping the environment, but you'll also save cash, and get fit! And whether you're flying abroad or travelling within the UK, there are plenty of ways to make getting to your destination greener. Opt for the train or the boat, instead of using air miles that can often be avoided.

4. Recharge your batteries

With holiday makers packing more and more gadgets into their suitcase, consider the benefit to the environment that using rechargeable batteries and solar powered chargers can make. David O'Reilly, spokesperson for Maplin, comments: "There are a huge range of products that can help

when thinking about green travel, such as the Freeloader Portable Solar Charger, which powers your iPods, mobile phones and PDAs using free solar energy, so you can relax in the sun and charge your favourite gadget as you top up your tan.”

5. Entertainment

We all need to keep ourselves entertained while away, whether that be on a picnic by the river, or whilst sunbathing by the pool. Maplin’s wind-up solar radio provides the perfect solution for those wanting to relax with some music, and also includes built-in long-life rechargeable batteries.

6. Caravanning

With well over a million Brits regularly taking caravanning holidays****, there really are no excuses for not using the natural resources around you. David O’Reilly at Maplin suggests: “Many holiday makers still love taking the caravan away for a holiday within the UK. The latest portable solar panel kits can charge caravan batteries as well as gadgets inside, such as portable TVs, so you can be completely self-sufficient with solar energy.”

7. Switch to energy saving light bulbs

If you do decide to take the caravan away, think about using energy saving light bulbs, which use less electricity than normal bulbs and last 12 times longer. By buying an energy saving light bulb you can cut energy wastage by over three quarters. That’s a saving of up to £9 a year for a typical 100W bulb, or a massive £100 over the bulb’s lifetime. David O’Reilly at Maplin comments: “By replacing all your light bulbs with energy saving ones, you’ll be doing your bit to reduce carbon emissions.”

8. Go solar

It’s not just solar chargers that can help when you’re on your holidays – think about the gadgets you use every day, and next time they need replacing, check on solar options that are available. David O’Reilly at Maplin comments: “As well as solar chargers, there are wide variety of solar products available, including fans, clocks, and torches – all essential accessories for your trip away, all of which are powered by renewable energy.”

9. Travel light

One option is to think about buying luggage made of sustainable materials – but also consider how you pack. As vehicles and planes have to work harder and use more fuel to transport larger amounts, the less you pack the better – and bear in mind that many things you pack can also be bought locally at your destination.

Maplin’s great range of solar and travel products can be purchased at its network of 150 stores across

the UK and Ireland. Shoppers can also buy online at www.maplin.co.uk or call 0870 429 6000 to purchase via mail order from the Maplin catalogue.

-ENDS-

For more information or product images, please contact Holly Oldroyd at Brahm at h.oldroyd@brahm.com / 0113 22 00 508 or Chris Hughes at c.hughes@brahm.com / 0113 2200 626.

* Statistic provided by VISA UK

** Independent online survey of 1,273 people conducted by Maplin

*** Independent online survey of 1,273 people conducted by Maplin

**** Research undertaken by the National Caravan Council

Note to editors

Maplin is the UK's biggest and best specialist retailer of consumer electronics. Its national network of 150 stores in the UK and Ireland are a goldmine of useful consumer technologies and gadgets.

With over 14,000 different products Maplin sells everything from MP3 players and Sat Nav systems, to digital cameras and Wi-Fi connectors, across the broad categories of Sound & Vision, Computer, and Hobbies & Electronics.

As the specialists in consumer electronics, Maplin is proud to offer the best and most informed customer advice on the high street. Its team of over 2000 customer service staff help thousands of customers make informed choices about technology purchases each and every day; from technology enthusiasts, to complete novices.

Launched by two technology enthusiasts in 1972 who were frustrated by the lack of good quality electronics components, Maplin quickly became the experts' choice, with a reputation for the best product range and expertise. Though the company has grown massively since launching over thirty years ago, its reputation as the UK's only true experts in consumer electronics is still at the heart of Maplin today.

Customers can purchase from Maplin at 150 stores in the UK and Ireland, the Maplin catalogue, order over the phone on 0870 429 6000, or by logging on to the website at www.maplin.co.uk.

