

# ITDOESTHEJOB.COM, LEYTONSTONE

# Low energy living

**R**ising energy bills are rarely out of the headlines these days, and as winter rolls around again, many of us will be looking at how we can keep warm for less. Step forward then Leytonstone-based business ItDoesTheJob.com, which specialises in ingenious products designed to help people make the transition to an energy efficient lifestyle.

Director Dee Wood set up the company, a local online business, after finding that soaring energy costs meant it was no longer sustainable to keeping running Carlton House, the Grade II Georgian House that they call home.

"This is the house I grew up in and I've been here my whole life," she explains. "We found that rising energy bills were an issue for many people and we decided to do something about it."

"Our aim is to get a balance where we offer a practical product that genuinely reduces energy and saves money."

Have a browse on the company website and you will find a range of products designed for those two purposes, from low

energy light bulbs and draught excluders to wood burning stoves and water filtration systems. To ensure that the products they sell all offer maximum returns as far as saving money and energy go, they established their own criteria that every item must meet.

In case anyone needs more reassurance that their products are reliable, most of them have been installed at Carlton House, the company's HQ. Built in 1735, the building was originally part of a terrace of three houses.

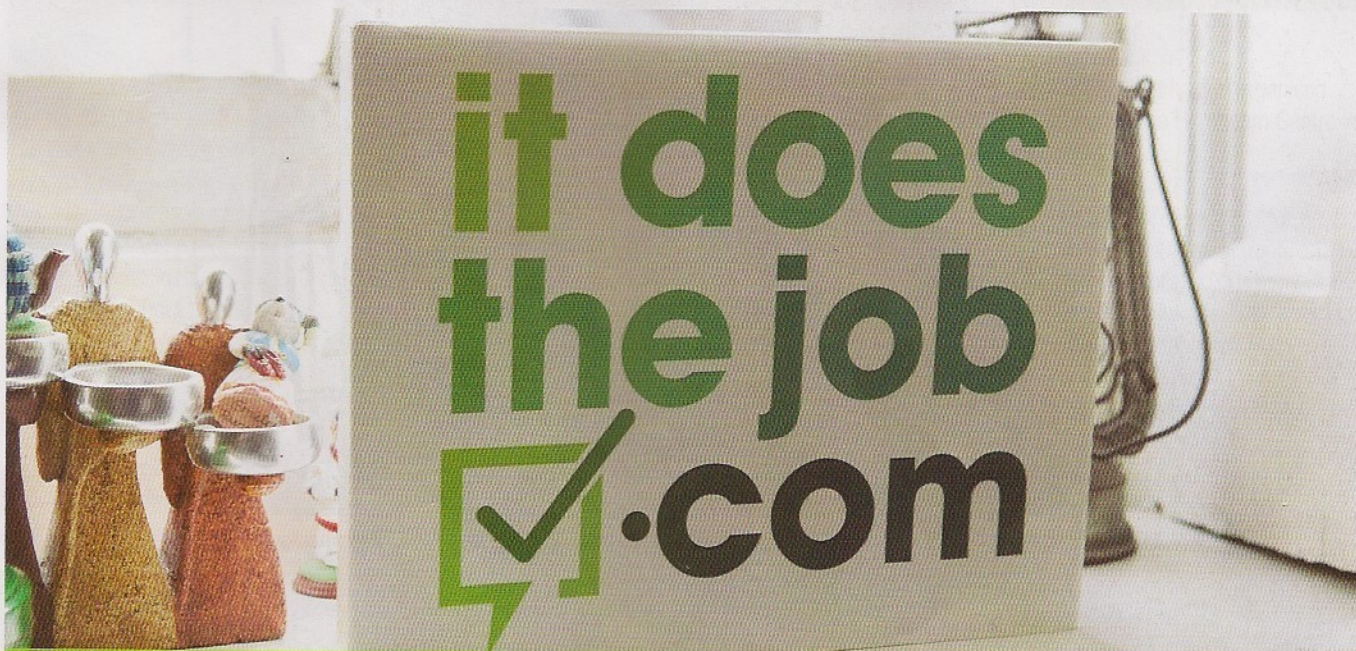
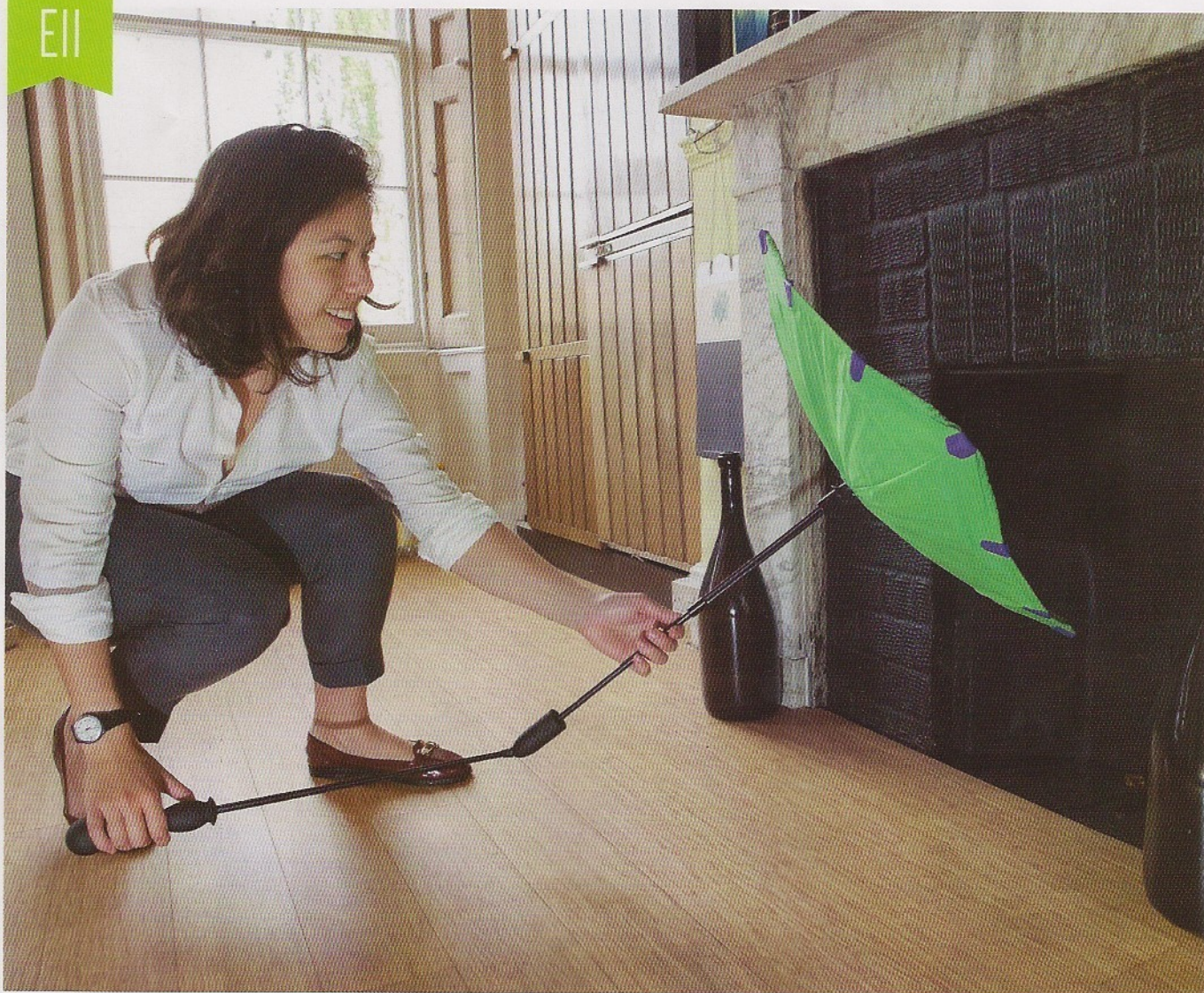
Whilst the original fabric of the building has been preserved, it has now been transformed to maximise energy efficiency and minimise running costs.

"We don't recommend anything that we haven't tested ourselves," says Dee. ➔

**"Our products are all very practical and almost DIY so that people can install as much as possible without having to hire in professional help."**



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Dee has been nominated as one of the final 25 contenders for the '2degrees Top 25 Under 25 Award' for sustainable businesses



## A FEW TOP PRODUCTS

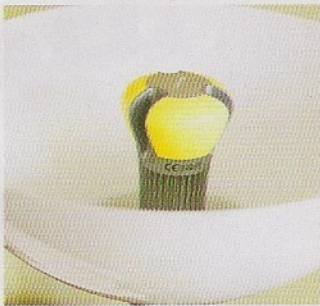
**ItDoesTheJob.com's** top products for helping you save energy this winter -

- Ecoflap Letterbox Draught Excluder – Keeps draughts away without crumpling your post
- Chimella Chimney Draught Excluder – Eliminates draughts from fireplaces, reducing energy loss whilst maintaining circulation
- Floorboard StopGap – For use in the gaps between floorboards to reduce draughts. Easy to install and won't affect the appearance of your floor.





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Chimney draught excluder

## GET IN TOUCH

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"We've done so many things that you wouldn't really notice, but that is the point – that you shouldn't notice. It's about the little things. Our products are all very practical and almost DIY so that people can install as much as possible without having to hire in professional help."

Having transformed her own property, Dee says that the goal of the company is now to bring sustainable, low-energy living to the masses.

"Part of what we want to achieve is for people to make improvements without it feeling

like a big or difficult task. We want to make it as easy as possible to make these changes and to fit with their lifestyle. Comfort and convenience plays a big part."

As well as helping people

**"There is a lot of sustainable green thinking developing in Waltham Forest. It is very community minded here."**

transform their homes, the company also has a commercial side, and works with restaurant and pub chains, where they are hired as experts in water filtration.

They also supply products to other local businesses, including BumbleBee Flowers (also featured in this issue).

Although they ship all over the world, the company likes to keep

things local as much as possible. "We've been involved in lots of local things in Waltham Forest," says Dee. "We recently took part in Green Open Homes Weekend,

a national campaign organised locally by The Hornbeam Centre in Walthamstow.

"We were a case study for how easily you can make good value improvements to your home." So does Dee think the area is ready to embrace sustainable living?

"There is a lot of sustainable green thinking developing in Waltham Forest. It is very community minded here.

"We have been here for 24 years and we've definitely seen a real change in the area and the people that live here."