

Protecting peace of mind

With Quiet Mark accredited products that will not disturb the peace and quiet of the home.

Technology has made homes more efficient and convenient than ever before, but it has also made them noisier. Our daily lives are accompanied by the sounds of TVs, traffic, ringing phones, and working appliances. Quiet Mark was conceived as a global hub where consumers, trade buyers and architects can go to find verified third-party-checked quiet machines, equipment and technology. They have acoustic teams and a UK headquarters with labs where they test some products, and work with specialist labs worldwide to test others. Their testing covers a wide range of products, including not just home appliances but also forklift trucks, computer mice, and noise-cancelling headphones. Their goal is to make it standard for every dishwasher, for example, to operate under a certain decibel level and offer sound quality that is carefully considered during the research and design stage.



What effect does noise have on a person's wellbeing?

The impact of noise is more significant than people may initially think. Sound triggers the release of cortisol and adrenaline in the body, enabling quick action to protect ourselves against potential danger. This was necessary for survival in hunter-gatherer days. Fast forward to today, where people are surrounded by layers upon layers of noise which cause our bodies to release cortisol, creating adrenaline and putting additional pressure on the heart. Over time, this stress can cause headaches, difficulty concentrating or sleeping, and changes to the mood. Despite these potentially extreme reactions, the impact of sound is often ignored and misunderstood because it is invisible. This makes it even more of a threat to people's well-being.

How do noisy appliances affect the home

It is not just one noise but often multiple appliances running at once. This is likely to create a variety of beeps, bleeps, and sudden noises, and these can all add up. This can be particularly problematic if the office is also the kitchen table, or if someone in the household has hearing sensitivities or autism. By reducing the overall number of decibels in the home, people can also reduce anxiety levels and create a more peaceful space for everyone.

Which appliances are the biggest culprits when it comes to noise?

In late 2021 and early 2022, Quiet Mark conducted surveys to determine how people in the UK and the US feel about noise in the post-pandemic world. Their findings indicate that over four fifths of Brits, regardless of age group or region, would prefer to have quieter home appliances. The surveys also revealed that larger appliances, such as washing machines and dishwashers, were the biggest culprits of noise. Vacuum cleaners and juicers were also noted as sources of noise.

Is noise a consideration when people are buying appliances?

Their research also shows that over two thirds of UK consumers are more likely to purchase an appliance labelled as "quiet" compared to a similar product with no reference to noise levels. Furthermore, people are generally willing to pay more for quieter appliances. This trend is reflected in customer reviews, where many products receive high ratings specifically because they are quiet.



How does Quiet Mark accreditation work?

To compile their list of approved appliances, the team at Quiet Mark searches through all the new ranges of large appliances worldwide and creates databases of their energy labels. By law, every brand must undertake sound testing to certain ISO standards and declare this level. For washing machines, for example, this pertains to the levels for the spin and wash cycles. Although it is not possible for them to test every appliance, they do conduct spot checks. They then determine the very quietest 10 to 20% in each appliance category. A brand cannot buy a Quiet Mark; it is only awarded if its appliances meet these criteria. Siemens began its partnership with Quiet Mark in January 2023, and currently offers over 60 large appliances with Quiet Mark status. Look out for the Quiet Mark logo by the appliances to find them.