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Our promise

Expert advice when you need it

Which? aims to help you choose the best goods and services – and avoid the worst. We're entirely independent – we take no ads, no freebies and everything we test is paid for at full price. Since

1957 we've informed, influenced and campaigned on behalf of all consumers in the UK.



Best Buys

These are products that achieve high total test scores.

Don't Buys

These are products that have performed extremely poorly in at least one of our key tests or that have achieved very low total test scores.



Exceptional Value

Our coveted award is given on those rare occasions to products that are of both superb quality and outstandingly priced.



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For impartial advice and the cheapest deal for comprehensive car insurance cover, check out our Best Buys **PAGE 24**



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Comment

Which? goes public

For 50 years the honour of being selected as a Which? Best Buy has been highly sought after by suppliers of consumer goods and services. Our research on hundreds of diverse products, from credit cards to washing machines, is known for its thoroughness and integrity.

Consumers trust us. Readers follow our recommendations. Manufacturers and suppliers know that praise from Which? can lead to commercial success – which is why many strive to meet our exacting standards of excellence.

Now, we are to launch our annual awards, which will celebrate publicly the best goods and services and highlight the work we carry out and results that we achieve on behalf of all UK consumers. At the same time we will allow businesses that have gained Best Buy status to publicise the fact. We outline these two schemes on p6.

Our members, quite rightly, guard jealously the information we research on their behalf. So we are happy to reassure you that the integrity of the Which? subscription will be maintained. We will not be releasing any further Best Buy information to the public through these schemes.

Our hope is that when consumers see the Which? icon – in shops, in advertisements or through media coverage of the awards – they will be encouraged to subscribe to our products and enjoy full member benefits. It's vital that we do this. Which? is the premier consumer organisation in the UK, but there are pretenders to our throne. We need to ensure that our voice continues to be heard in all sectors of society. These tactics will make us more visible as we go forward to our next half century.

Sugar and spice and all things nice

The fact that sugar hides in the unlikelyst of places (see p22) confirms the need for food traffic light labelling. We believe consumers deserve more transparency about what they eat. Please tell your local supermarket that – and support our campaign.

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The number of grams of liquid used to clean windows in our tests on 12 liquids and wipes. Choose a Best Buy and take the pain out of cleaning: p72.

1,086

The number of times our golf balls were hit in our tests of 28 drivers and irons. We used a robot, so no one was left feeling under par. Get in the swing on p62.

5,417

The number of online and phone quotes we got from 37 companies to find the best car insurance. For our fully comprehensive results, see p24.