Come On Labels

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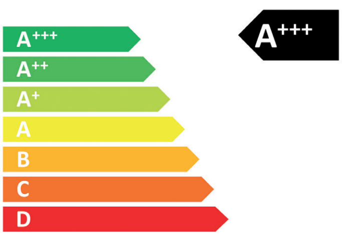
Common Appliance Policy – All for One, One for All – Energy Labels

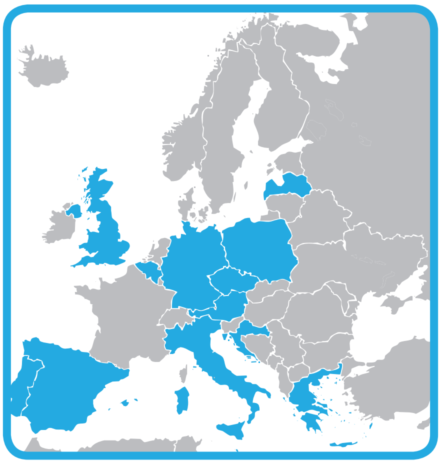
Contract N°: IEE/09/628/SI2.558219

National Shop Visits Report on the 2nd round

December 2012

Covering shop visits undertaken between July 2012 – October 2012 in 13 European countries





Supported by INTELLIGENT ENERGY EUROPE

(Work package 4, Deliverable 4.9)

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2nd round of the proper Energy Label display monitoring shop visits

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July 2012 – October 2012 in 13 European countries

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Table of Contents

This document was prepared within the **Come On Labels project**, supported by the Intelligent Energy Europe programme. The main aim of the project, active in 13 European countries, is to support appliance energy labelling in the field of product tests, proper presence of labels in shops, and consumer education. More information about the 'Come On Labels' project activities and all achieved results are published on:

www.come-on-labels.eu

1. Introduction

The Come On Labels project aims to assure the effective national and EU implementation of the (new) product energy labelling scheme.

There are three main areas to achieve the effectiveness of this scheme:

- Ensure that accurate information are shown on the energy labels
- Monitoring the proper display of the energy labels at the points of sale
- Develop promotional activities towards the final consumers.

While the Come On Labels project deals with all of the above-mentioned aspects of the proper energy labelling, this specific document is focused explicitly on the monitoring of proper display of product energy labels in shops and other points of sale.

The proper label display at the points of sale is specified in the European and national legislations, and in each EU member state there is a designated national or regional authority responsible for the continuous inspection of proper appliance labelling in shops (see e.g. the project website www.come-on-labels.eu website for more information on the legislative framework and practical activities undertaken).

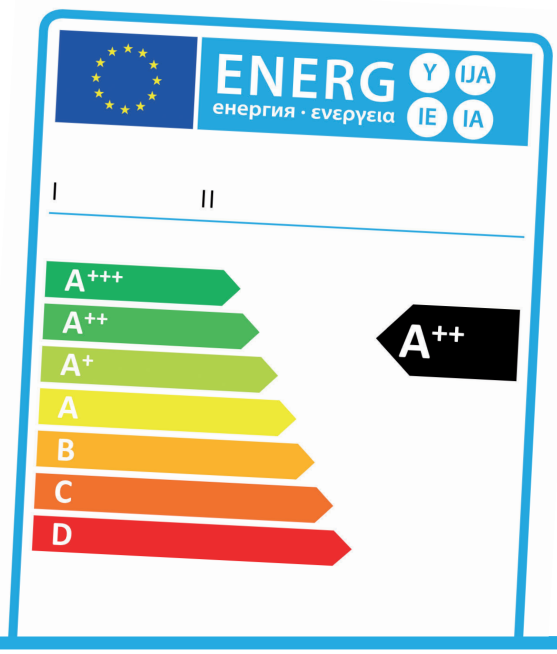
Within the Come On Labels project, each of the 13 project partners has a plan for visiting at least 20 selected shops three times during the project. During the entire duration of the project, over 800 points of sales will be visited and monitored.

The first set of shop visits took place between December 2011 – February 2012 and included 290 shops.

This edition of the document summarises the second set of shop visit conducted over half a year later, within the period of July 2012 – October 2012.

More detailed information can be found below on the strategy taken by individual project partners in choosing the shops, the results per country and the overall results on the basis on the second set of 331 shop visits undertaken in various regions all around Europe.

Note: *the size of the sample and the sampling characteristics result in a shops sample that is not representative of the EU appliance market or of the distribution of the shop types. The project visit results therefore are only indicative of same trends and highlight some of the problems with the label display, but do not represent the full situation of the household appliance retailers both at EU and national levels.*



2. Summary

This document describes the second set of shop visits undertaken by the Come On Labels project partners. The main outcomes and conclusions of this activity are:

- The shop visits took place mainly in September–October 2012, in some countries in April / June 2012 as well

By product type:

- The survey included 76 424 products in 9 product categories with an energy label
- The overall label display compliance by product type is 61% of products compliant (label displayed) / 18% partly compliant (label hidden, covered, available in part) / 21% non compliant (calculated by weighted average)
- Since the first shop visits (early 2012), partial labelling remained at 18–19%, with three contradictory tendencies:
  - The degree of partial compliance in physical shops have decreased, partly attributable to the new energy labels distributed to shops in one piece.
  - Proper display of information from the energy label on internet shops is often not sufficient, with some information often missing. Since internet shops offer large number of models, this has influenced the overall statistics of partly labelled products.
  - The level of non-labelled products was influenced by the TVs, which were fully included in the statistics, which was not the case in the first set of shop visits (due to the new legislation entering force and market entry issues).
- Wine storage appliances, TVs, air-conditioners and electric ovens are the product types with the lowest level of label display
- With products bearing the new energy label, over half of the products displayed already have the new energy label, and the figure is increasing, most notably in the case of refrigerating appliances and TVs (the other half having either the old or no energy label).

By shop type:

- The survey included 331 shops divided into 5 main shop types, located in 13 European countries.
- The overall label display compliance by shop types is 52% compliant / 11% partly compliant / 38% non-compliant (calculated by simple average)
- Since the first shop visits, correct labelling decreased from 54% to 52%, the degree of partial labelling improved from 13% to 11%, but the level of non- labelled products increased from 33% to 38%
  - Not all countries have, however, selected the shops evenly and fully reflecting their market shares, and thus the overall results indicate the trends, but not the full market picture.
  - The main statistical distortion of this overview lies with the internet shops, which offer large number of models (without the need of their physical storing). Without including internet shops, the degree of label display in physical shops would show a slight improvement.

- Kitchen studios remain the shop type with the lowest degree of energy label display
- Together with electric specialist retailers, general hypermarkets show the next highest rate of label display non-compliance
- The 3rd project´s set of shop visits will take place in early 2013. The related project activities also include the distribution of retailer training manuals, negotiations with the market surveillance authorities, and dissemination to consumers.

3. Proper energy label display in shops

The proper presence of energy labels at the point of sale, or specific information on catalogues and for internet sales, are crucial to allow consumers to make an educated choice of their new appliances.
The experience shows that the presence of labels on appliances in many shops is in general high around the European Member States; however, significant problems still exist in relation to specific product groups or distribution channels.

The Come On Labels project partners have therefore prepared a detailed document[1] to summarise the legal requirements for properly displaying energy labels in shops, and to encourage national authorities to develop a strong market surveillance policy to ensure the presence of a high occurrence of labels in all distribution channels and for all labelled appliances.

The project partners have also set up the organisation of direct shop visits in their own countries.

The planned schedule was designed as follows: at least 20 shops in individual countries 3 times during the project:

- December 2011 – February 2012
- August – October 2012 (described in this edition of the document)
- January – February 2013

3.1 Types of shops covered

The project team has specified the following types of shops to be covered and separately monitored:

Electronic superstores: Large-scale specialists offering electrical appliances with a broad product range and often specialised departments for the different product groups.

Electric specialists: Small and medium enterprises usually either with a large range of products or specialising in certain type of appliances but a limited display area, often combined with service and maintenance offers.

Kitchen/Furniture stores: Offering kitchen furniture including major household appliances; high degree of competence in planning and consulting services for clients; usually selling complete kitchens with most common major electrical appliances mainly of the built-in type. These shops usually display only a limited amount of products.

Hypermarkets/Cash and Carry: In most Member States, these are not as important for the sale of large household appliances as the other channels because the self-service character of these shops often does not respond to customers need for advice at the purchasing time; may offer maintenance services.

Mail order and internet stores: Based on websites and catalogues which are increasingly important for the sales of major domestic appliances. Information from the label and product fiche is displayed, often by text, not necessarily as a picture of the label.

1 This document is available from the project website: **http://www.come-on-labels.eu/displaying-energy-labels/appliance-labelling-in-shops**

3.2 Strategy of selecting shops

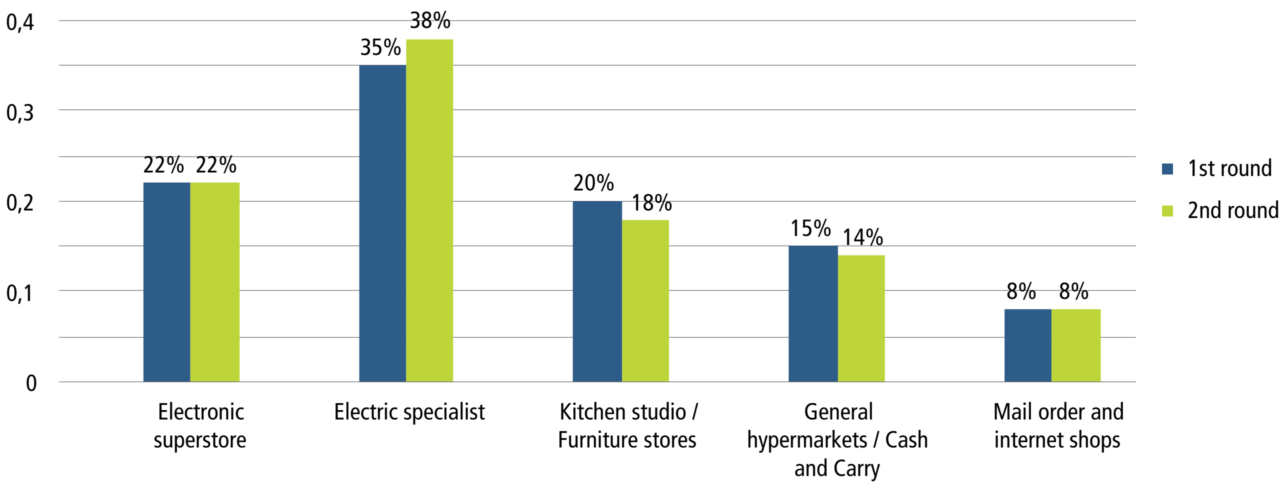
Each country could select between two options for the selection of the range of shops covered:

- **Random selection** – in a selected region or country, making sure that each type of shops would be represented.
  - Within the random selection, some countries focused primarily on the retailers representing highest national sales.
- **Focus on a potentially "problematic" type of shops** – still making sure that each type of shop would be represented, but the majority of shops covered would be the ones expected to have lower presence of labels – in general or for certain type of shops.
  - Please note that due to this fact the overall results are not representative of the market for the EU and for individual countries, but only indicate some trends and identify some of the problems.

The selection methodology of each country is specified in their own chapter.

Note that the project has prepared a special type of retailer **educational material[2],** available in 11 languages, which is actively offered to shops showing lower rates of proper label compliance. Please contact the project organisers in case of interest in obtaining copies of the retailer training material!

The Figure below compares the share of shops visited in the first and second round of shop visits. While the total numbers have changed (increased in total from 290 to 331), the shares remained similar.



2 http://www.come-on-labels.eu/displaying-energy-labels/retailer-training-manual

3.3 Types of appliances covered

The project partners monitor all types of products covered by the energy labelling scheme:

Appliances with a "**new label**":

- Washing machines
- Dishwashers
- Refrigerators, freezers and combinations including wine storage appliances
- Televisions.

***Note**: TVs and wine storage appliances have been included in the calculations, even though some of the products may have entered the market before the labelling requirement entered into force (11 / 2011). However, we assume that given the fast turnover of TVs, the number will be negligible (product placement would have to be several months before the shop visits, and a faster turnover in the case of TVs was moreover supported by the Olympic Games in London and the Euro Football championship 2012).*

Appliances with the **"old" energy label** during the shop visits:

- Tumble driers[3]
- Electric ovens
- Air conditioners[4]
- Household lamps.

All of the above-mentioned categories are listed, including the note if and how many products have been covered by the old and how many by the new energy labels (for the above-listed 4 product categories).

Note that light sources have been exempted from the compliance survey, since the label is printed on the package directly and therefore does not have the same potential label display problem as the rest of the products.

3.4 Category of Partly / Incorrectly labelled appliances

The project partners also considered the cases where the energy label was attached to the product, but in a form which is not sufficient for the full and correct display.

Examples include the label placed inside the product, the label hidden beyond another marketing material or price tag, or only the data strip of the old label being available.

In formal market surveillance activities, all these cases should be considered as "non- labelled" products, but within the Come On Labels the consortium decided to keep these situations monitored separately, in order to observe the most typical problematic situation (other than the label simply not being provided) and share these findings with the experts, surveillance Authorities, and the retailers – and to offer targeted training to the shop assistants, pointing their attention to these most common mistakes.

3 Note that voluntarily the new label can be used since May 2012. This fact was reflected in the tables.

4 For air conditioners, the new label will be in force from 2013 and therefore may have already been displayed on a voluntary basis. This fact was reflected in the tables.

4. Summary of shop visits – Overall results

4.1 General overview

The shop visits were carried out in order to provide an overview of compliance of retailers with the energy labelling directive. The second round of shop visits took place between July 2012 and October 2012 (with the core in September and October 2012). In general, the visits were not announced to the retail stores in advance. In some cases, discussions with the retail stores representatives with possible follow-up in trainings have been launched during the visits, if considered useful.

4. 2 Compliance per type of shops

In total, **331 shops** were monitored in the **13 countries** of the Come On Labels project. All shops were visited in person, with the exception of internet stores that were checked online (27 out of 331).

The strategy of shop selection differed in the partner countries. The main approaches were three-fold:

1 To cover all types of shops **evenly** to derive some trends of the situation in each shop type (Belgium, Croatia, Italy, Portugal, Spain)

2 To focus on shops with the largest **share of sales** in the given market (Austria, Greece, Latvia, Malta, Poland, United Kingdom)

3 To focus on shop types, which from previous studies show **lower compliance** levels (Czech Republic - nevertheless, all shop types were covered, even though with a lower share, but a 20% higher total number of shops than required were inspected; and Germany – where also all shop types were covered, even though with a lower share, but a 55% higher total number of shops than required were inspected).

Note that a different approach was taken by Italy – the first set of shop visits was taken in person by the Come On Labels / ENEA representative, whereas the second set of shop visits took place in April 2012 around Italy by a professional subcontractor. The different approach and timing may have influenced the overall national survey results.

We stress that the size of the sample is not reflective of the size of the EU retailer market and is not representative of the share of shops on the appliance markets. The project visit results therefore indicate the trends and main problems with the label display, but may not reflect the accurate market situation.

The following table shows the aggregated data of label display compliance per different types of shops. The last row of the table shows the weighted average of non-compliance from all the shops[5].

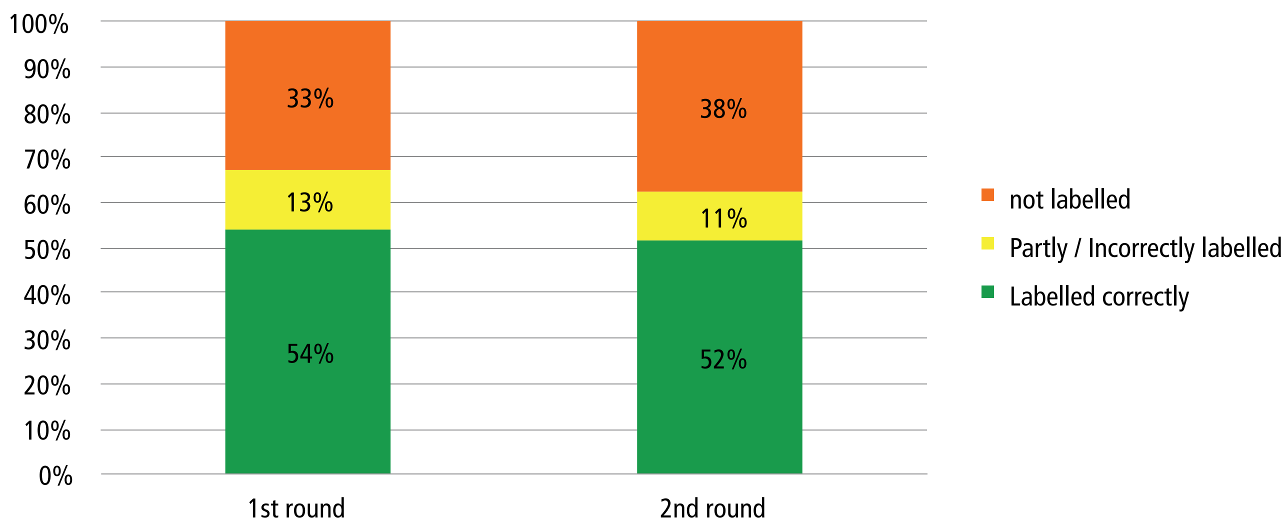
5 The overall average is different from the data by appliance type – see table 3. The reason is that the average compliance per shop type is a simple average, disregarding the number of appliance in the given shop. Therefore, 50 % compliance may mean that there were 2 appliances, one labelled and one not, as well as many hundreds in extreme cases.

Table 1 Overview of label display compliance in shops

Shop type	Count	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic superstore	73	22%	71%	7%	22%
Electric specialist	126	38%	52%	8%	41%
Kitchen studio / Furniture stores	58	18%	33%	13%	55%
General hypermarkets / Cash and Carry	47	14%	48%	9%	44%
Mail order and internet stores	27	8%	45%	41%	14%
Total - Visits 2	**331**	**100%**	**52%**	**11%**	**38%**
(Total Visits 1)	**290**	**100%**	**54%**	**13%**	**33%**

The results show that the **overall label display compliance in shops** is slightly above half (**52%**) in the visited shops (the overall compliance only refers to the number of fully correctly labelled products – partly or incorrectly labelled products are not considered here). However, the compliance varies greatly according to the type of shop, ranging from as low as in 33 % kitchen studios/furniture stores to 71 % in electronic superstores. On the other side, some 14% (internet shops) to 55% (kitchen studios) of appliances in the shops are not labelled at all.

The data differs even more when the individual countries are considered: where in some cases there is almost full compliance or on the contrary the label display is close to 0%. Kitchen studios remain the shop type with the lowest rate of proper label display. They are followed by the general hypermarkets and closely by the electric specialist shops.



In **comparison to the first round of shop visits**, the overall rate of proper energy labelling has not changed much, with the rate of correct label display remaining unchanged at 52–54%.

- The main change lies with the decrease of the partly labelled products – from 13% to 11%. This change can be attributed largely to the increased share of new energy labels, which are now printed in one unique piece, therefore minimising the "opportunities" for incorrect labelling (eg. displaying the data strip or the coloured arrows part only).
- The second main change is with the general hypermarkets, which now show the second highest rate of label display non-compliance: from 25% of non-labelled products to 44%. During the first round of shop visits, 44 hypermarkets were visited (out of 290 total shops), now they were 47 (out of 331 total shops). This indicates that shops selling a large variety of products may also present a high difference in label display – depending on the type of products offered, turnover of specific models, supply of energy labels (for the appliances still covered by the old label), attention of shop assistants, etc.

In **electronic superstores** the overall compliance remained high (71% in comparison to 76% in the first shop visits) but again, significant differences occur in individual countries – in some countries, the compliance is around 80% (Austria, Czech Republic, Italy, Portugal, Spain, UK), whereas in some other the compliance is much lower: around 40% in Greece.

In general, in comparison to the first round of shop visits, the label display has decreased slightly.

Most represented are **electric specialists** (38% of all visited shops). The overall label display compliance improved to 52% (from 48%), but again, the numbers differ significantly in individual countries, from about 30 % in Greece, Belgium, Poland, and Malta up to 80% in Germany and Croatia.

The highest overall shop compliance was found in Croatia (71% up from 61%), Germany (61% but down from previous 77%), Italy and Latvia. The lowest overall compliance was found in Belgium, Czech Republic, Greece, Malta (below 40%). The rest of the countries declared some 55–60% compliance rate. However, the results are strongly influenced by the selected strategy of shop selection, as for instance in the Czech Republic and Germany, the overall compliance average is pulled down by the kitchen studios, which were intentionally overrepresented in the sample.

In terms of partial / incorrect labels, **internet shops** represent the most problematic type of shops (41% in comparison to an average of 11% for all shops combined). The EU energy labelling legislation prescribes that a specific set of information has to be displayed with the product offered on internet or catalogue sales. But for the internet shop, while typical data such as energy class or volume of products are commonly displayed, some others such as noise or climatic class (for refrigerating appliances) are often missing; in this case the offered product is considered as partially / incorrectly labelled.

See also the examples of pictures taken from individual shops at the end of this document, for the evidence on wrongly placed labels.

4. 3 Compliance per product group

In total, 76 424 appliances were checked during the second round of shop visits. (Excluding the lamps, which usually have the energy labels printed on the packaging. In the first set of shop visits, some 51 thousand products have been surveyed).

Furthermore, as mentioned above, televisions and wine storage appliances with no label have also been included in the compliance check, despite its not being possible to determine with full certainty, whether those appliances were placed on the market before or after the respective regulations came into force (30th November 2011 for both types of appliances, i.e. several months before the shop visits took place).

The overall results are presented in the following table.

Table 2 Number of covered products in each category and retailer compliance

Product	Number of covered products	Labelling	Labelled correctly	Partly / Incorrectly labelled	Non labelled
Refrigerating appliances	21 505	old label	4 317	2 303	1 792
		new label	11 279	1 814	
Wine storage appliances	676	new label	132	117	427
TVs	17 814	new label	8 711	1 402	7 701
Washing machines	13 315	old label	3 238	1 103	1350
		new label	6 595	1 006	
Dishwashers	7 912	old label	1 899	547	936
		new label	3 829	701	
Lamps	729	old label	496	1	232
Air conditioners	2 429	old label	962	720	724
		new label	11	12	
Electric ovens	9 871	old label	3 862	3 347	2 672
Tumble driers	2 909	old label	1 611	594	347
		new label	208	155	

The table below shows, in turn, the share of correctly, incorrectly / partly correctly and non-labelled appliances in individual product categories.

Table 3 Labelled, partly labelled and non-labelled appliances per product group

Product	Labelled correctly	Partly / Incorrectly labelled	Non-labelled
Refrigerating appliance	72%	19%	8%
Wine storage appliances	20%	17%	63%
TVs	49%	8%	43%
Washing machines	74%	16%	10%
Dishwashers	72%	15%	12%
Lamps		not calculated	
Air conditioners	40 %	30%	30%
Electric ovens	39%	34%	27%
Tumble driers	62%	25%	12%
Total – Visit 2	**61%**	**18%**	**21%**
(Total Visit 1)	**63%**	**19%**	**19%**

In total **61% of the appliances covered were labelled** correctly (weighted average), 18% labelled partly/ incorrectly and 21 % not labelled at all. There is a significant difference between compliance among the traditional white-goods appliances, such as refrigerating appliances, washing machines and dishwashers, and appliances, whose penetration in households is lower, have carried the energy label for a shorter time, and / or are sold in different types of shops, such as air conditioners, electric ovens and tumble driers.

This tendency confirms the results from previous monitoring projects, such as for example CEECAP, focusing on Central and Eastern Europe (www.ceecap.org, 2008), and Survey of Compliance Directive 92/75/EEC – Energy Labelling (Fraunhofer ISI et al, 2009) in which refrigerating appliance and washing machines in general tended to have high compliance, compared to appliances which entered the labelling system later and for which the penetration in households is lower (dishwashers, air conditioners, electric ovens).

One additional conclusion is that the **new energy labels** have contributed to lower the overall rate of partly/incorrectly labelled products. Since the new labels gives no possibility for partial or wrong display of the label the products with the new energy label resulted in the lowest share of partly/incorrectly labelled models displayed because the partly/incorrectly labels are mainly due to the remaining models of each product group still bearing the old label.

Wine storage appliances show the lowest share of labels, which is in part due to the fact that they are newly labelled, and in part due to the fact that these products have small market and tend to remain in the shop for longer than the average time.

The most commonly spotted mistakes in proper display of the energy label

The most common examples of labels not being correctly displayed include:

- Labels covered with other stickers, advertising materials, or price tags
- Labels placed inside the appliance, on the side or on the back
- "DIY" labels, hand written labels made by retailers
- Labels sealed in a plastic envelope, not accessible to consumers in shops
- For old labels – only the data strip is displayed / or only the background with the coloured arrows but with no figures
- Labels not matching the appliances
- Two labels for one appliance – in some cases also both the old/new labels, both showing a different energy class.
- For internet shops, some of the prescribed data is missing
- Usage of non-existing energy classes, such as A+++++ or A+++-20% in internet sales, where it is used as the energy class indication.

More details on the mistakes spotted in displaying the labels are mentioned in the country specific chapters. These and other issues have also been reflected in the project´s retailer training manual, which was then actively circulated around the shops, and which includes further sample pictures of wrong label placement.

Some of the shop visits were accompanied by informal interviews with shop assistants, seeking feedback on why labels were not displayed fully in certain shops or for certain products types. These interviews have been done on a voluntary basis – not as a formal project deliverable. Retailers have been, however, indicating the following reasons for not showing the labels correctly:

- The national system of the distribution of energy labels to shops influences the availability of labels. In countries, where labels are not distributed by supplier associations, the responsibility of individual suppliers to deliver the two parts of the old labels could be lower.
- Sometimes the energy label is sealed in a plastic bag, which neither the retailers nor the consumers want to open in the shop, since it could be perceived that the specific model is a used product, or that other parts included in the bag could be lost.
- Sticking a label onto the product could leave glue residues on the surface of the product, when the label is removed.
- The aesthetics of the labels on the products, mainly for built-in and in kitchen/furniture shops.
- The use of the shop's or manufacturer´s own "eco" labels for retail stores. These labels, placed on selected products, are made clearly visible and are often part of marketing activities of the retail store. However, the criteria for selection are not always made available and in any case this behaviour is in contrast with the obligations of the retailers established in the energy labelling framework directive.
- Arguments of having no interest in labels, as if the label were simply a matter of choice.

- Slow turnover of some products, resulting in presumably old models being displayed that were placed on the market before the new legislation entering in force.
- Mandatory presence of energy class information generally unknown to managers of e-commerce shops' general catalogue websites and in product advertising since this is a new provision.
- Claiming that a different legal entity is selling the products to consumers, than the one displaying the products in the shop.

4.3.1 Market share of new energy labels

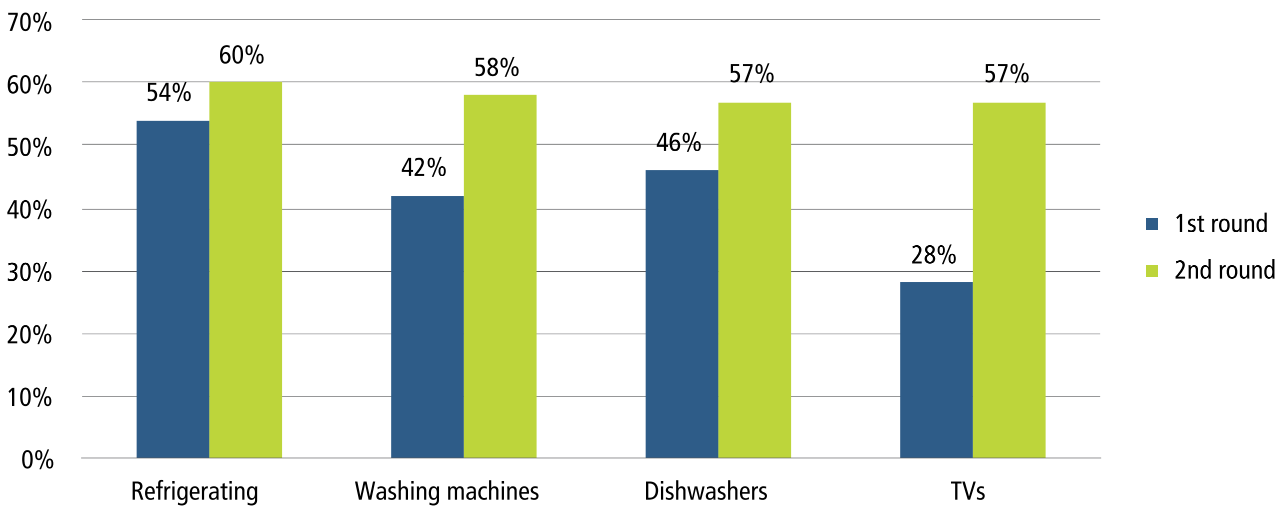
The display of the new labels became mandatory for some products from November/December 2011[6]. Therefore for these appliances, refrigerating appliances, washing machines and dishwashers, both the **old and new labels** are still displayed in shops.

In both rounds of the project shop visits the share of old and new labels has been monitored – but in the first set of shop visits the absence of labels displayed for TVs and wine storage products was not calculated, due to the lack of information on their market entry date.

In the first set of shop visits, about 42% to 54% of the respective appliances with the possibility to bear the old or the new labels were found with the new label while 46% to 58% bore the old label.

In the second set of shop visits, the share of new energy labels has increased in general.
This increase was mainly "visible" in the case of TVs, where the percentage of the models bearing the energy labels (no old labels in this case) has significantly increased.

In general, for the three products with both new and old labels more than half of the displayed appliances were bearing the new energy label already, as shown on the Figure below.



***Note**: The overview includes the share of correctly labelled and partly/incorrectly labelled products, using the new label, out of all products surveyed.*

6 For more details, see the document Proper appliance labelling in shops available at **http://come-on-labels.eu/displaying-energy-labels/appliance-labelling-in-shops.**

One other advantage of the new energy labels is the fact that the category of "partly / incorrectly" labelled products has decreased, since the labels arrive at the shops in one piece.

Other product groups where new energy labels are entering the market, or soon to enter the market, such as air-conditioning units and electric ovens, currently use new energy labels on a very small share (on a voluntary basis by some manufacturers).

Countries with the highest rate of usage of the new energy labels include Austria, Germany, Poland, Portugal and Spain. The lowest rate of new energy labels usage was observed in Latvia, Malta and partly UK (in all latter cases except the TV labels).

4.4 Follow-up and further steps

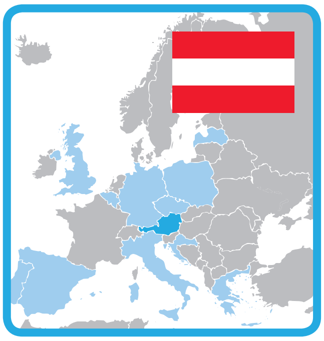
In spring 2013 the third and last round of shop visits will be carried out. The strategy for shop selection will take into account the results of the previous shop visits and decided by each project partner

In addition, the training material for retailers has been developed. It provides detailed information on the obligations for retailers stemming from the energy labelling directive, highlights the recent changes in labelling as well as problematic issues, detected during shop visits. The training material can be used to train the shop personnel and in some countries partners have already approached retailer shops that have been visited during the individual shop visits.

Other related project activities include promotion of energy labels to end consumers, and negotiating the shop visit results with the market surveillance authorities.

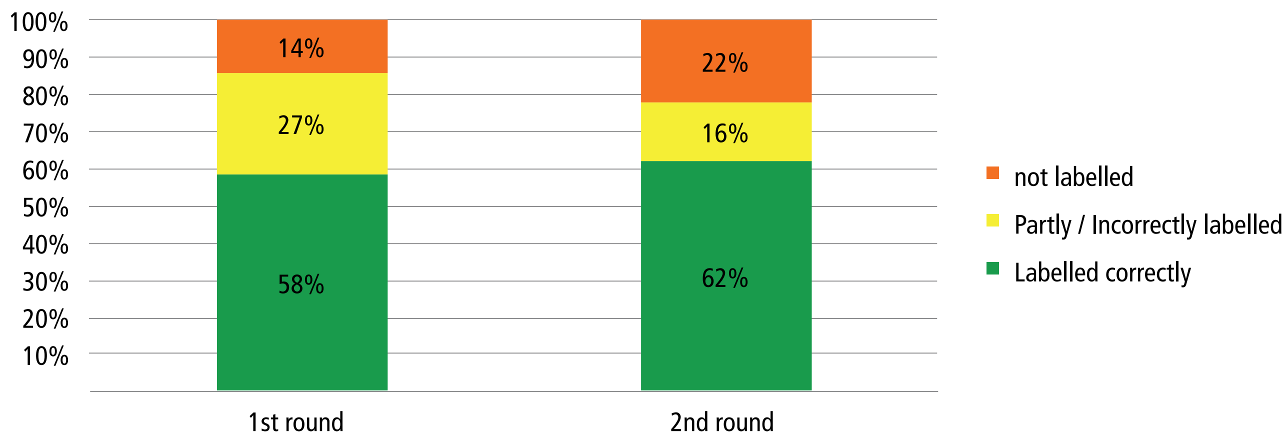
5. Summary of second-round visits in the participant countries

5.1 AUSTRIA

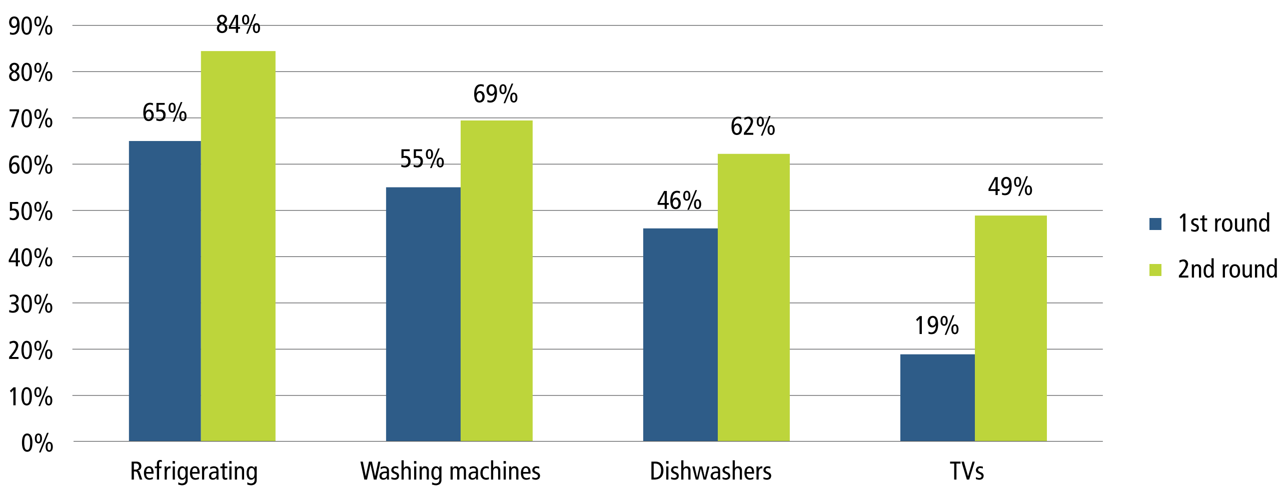


The second round of shop visits has been carried out in September and October 2012. The visited shops were mainly in Vienna and the surrounding provinces (Burgenland, Lower Austria). Other shops than the ones visited in the first round have been selected. The shops were not informed in advance about being controlled.

Share of proper labels display in 1st and 2nd set of shop visits – Austria



Display of the new energy label – Austria



Overall 20 shops have been visited, covering 3 899 displayed products. In this round a special focus was given to electric specialists (7 shops), kitchen studios/furniture stores (6 shops) and electronic superstores (4 shops). The focus on kitchen studios was because of the experience from the first round, where deficient compliance with the regulation had to be diagnosed

In the second round **62% of the displayed products were labelled correctly**, which means an increase of 3% percentage points compared to the first round of shop visits. 16% were labelled partly/incorrectly and 22% of the appliances were not labelled at all.

Significant differences have been seen between the groups of new labelled appliances and the appliances, where labelling already is obligatory since a longer period. The compliance of appliances labelled for the first time (TVs and wine storage appliances) was much lower than in the 'more common' categories (refrigerating appliances, washing machines and dishwashers).

Appliances

- **Refrigerating appliances, washing machines and dishwashers**: The new labels for these appliances have been introduced to the market in November/December 2011. In the first round of shop visits on 67% of the labelled appliances (including partly/incorrect labelled) the new labels were displayed. At the second round a significant improvement could be found. In total 83% were displayed already with the new labels.
  The highest percentage of new labels was found in the product category **refrigerating appliances with 84%**, followed washing machines with 69% and dishwashers with 62%.
- **Air conditioning appliances were not available in each type of shop.** Overall only 17 products were displayed in electronic superstores and internet shops. The **level of compliance** was **very low with 18%. 59% were not labelled at all**.
- The labels for **televisions and wine storage appliances** have been introduced to the market in November 2011 for the first time. **53% of the TVs and 84% of the wine storage appliances** were either labelled **partly/incorrectly or not labelled at all.** Disregarding internet shops the percentage of non-labelled TVs decreased even to 36 %.
- **Tumble driers:** The level of compliance is similar to that of the first round of shop visits (46% compared to 51% in spring 2012).

Shops

- In **electronic superstores** the level of **compliance was much higher** in the second round of shop visits (**84% compared to 69% in spring**). The increase (15 percentage points) of correctly labelled products was nearly equivalent to the reduction of partially or incorrectly labelled products. One reason could be the easier handling with the new labels, only one strip to stick on the appliance.
- A **frequent mistake**, mostly found in **kitchen studios and furniture stores**, was the placing of the **labels inside the appliances**. Only 19% of the displayed products were labelled correctly, that means the compliance was similar to the first round (20%). Especially the **non-compliance of the appliances**, built in the displayed kitchens, was very high. Kitchen studios had the highest percentage of non-labelled products (46%).

- In **internet shops** the **number of non-labelled (31%)** and **partly/incorrect labelled (25%)** products is also relatively high. Compared to the first round of shop visits the number of not labelled products was 27 percentage points higher.
  But it has to be considered that in the first round TVs and wine storage appliances were not included. Disregarding these two types of appliances the number of not or partly correctly labelled products decreased from 31 % to 2.5%. This means that in the other categories of appliances an improvement can be seen.
- In the second round of shop visits the number of correct labelled appliances in **electric specialists** is with **56% lower than in the first round** (74%). One reason for this result could be, that the level of compliance in shops specialized on household appliances is much higher than in shops specialized on TVs. In this type of shop only 38% of the displayed televisions were labelled correctly.

Key findings

- A **main mistake**, mostly found in **kitchen studios and furniture stores**, is the placing of the **labels inside the appliances**.
- A **frequent mistake** in internet shops is the **lack of required data,** e.g. the level of noise or the annual consumption display for products with the new label.

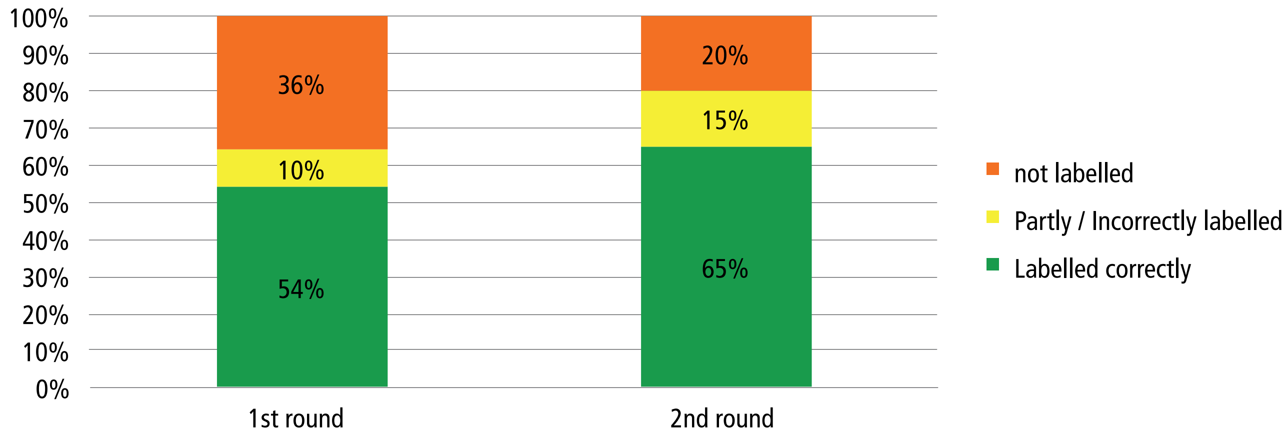
5.2 BELGIUM

Time schedule and methodology

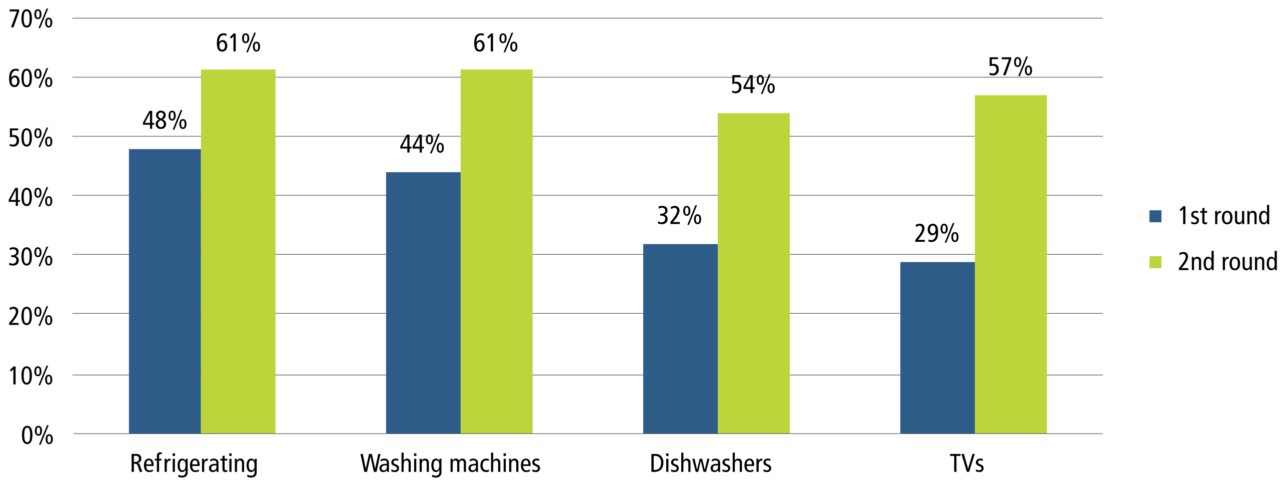
In the second round, 20 shops in the Brussels Region were visited between September and October 2012.

Following the results that found a low compliance rate in some specific shops during the first round, Le Centre Urbain decided in favour of open visits combined with discussions with retailers, not hiding the purpose of the visits. Therefore, detailed interviews were carried out with electric specialists or kitchen studio retailers and hypermarket managers on the main labelling problems.

Share of proper labels display in 1st and 2nd set of shop visits – Belgium



Display of the new energy label – Belgium



Shop selection

For the second round the same selection of shops as in the first round of shops visits was kept, except for one kitchen studio/furniture store. Le Centre Urbain decided to visit the same shops in order to measure the evolution of the situation. The share between the different shop categories is: 20% for electronic superstores, 45% for electric specialists, 20% for kitchen studios and furniture stores, 10% for general hypermarkets and cash and carry, and 5% for internet stores.

Comparison between the first and second round shop visits

The total number of appliances viewed (lamps included) during the second round of shop visits is similar to the first set of shop visits.

Comparing the first and second round of shop visits, the general results show that in the second round 35% of the products are correctly labelled, 10% partly or incorrectly labelled and 55% not labelled. In spring 2012, during the first round, there were 40% of products correctly labelled and 51% were non-labelled. This tendency is due to the fact that in this second round we did include TVs, lamps and wine storage units and it appears that those three appliances have the worst level of proper labelling.

There remains a significant difference of labelling compliance between shop types. Two groups stand out: one with more than 50% of labels correctly applied including electronic Superstores (59%), general hypermarkets (58%), internet stores (53%) and the second one with less than 25% results of compliance. The most problematic stores are kitchen studios with 80% of non-labelled appliances and electronic specialists with 62% of non-labelled appliances.

Main problems

Interviews with retailers revealed that in kitchen studios there was no interest in labels, responding that there is no additional value for the sale. Furthermore, they complained about the aesthetics of labels in the kitchens. Retailers in electronic specialists seem to be systematically unable to find labels in the appliances boxes. As regards televisions and new labels, they prefer not to stick the label on the screen, because they fear causing damage to the appliances. One of the retailers also said he received washing machines and dishwashers with labels already stuck to appliances on one side.

Furthermore, a few brands apply their own labels to appliances, so retailers do not want to overload the appliance with labels and stickers.

The most relevant problem the retailers face with labels is the comprehension of labels, i.e. retailers themselves find it difficult to explain the icons and values and how they are calculated, etc.
As a result, Le Centre Urbain will propose trainings to retailers. Some of them are in demand because they have already had a national surveillance control on labelling.

Apart from the above, the most common problems are:

- several labels on one appliance,
- incomplete old labels (only the data strip),
- self-made or home-made labels,
- partial new labels without the upper part,
- with old labels, mismatches between the strip on the right and the type of appliance.

For TVs, the new labels are sometimes applied on the back, or very often placed in between two TVs in such a way that it is not clear to which model they apply.

It must be noted that a large number of partly or incorrectly labelled appliances come from the internet stores. The most frequent items of information missing in the description of the product are:

- "Climate class" for refrigerating appliances
- Weighted annual energy consumption in kWh per year for washing machines
- Noise and energy consumption for ovens.

Despite what has been said above; a significant improvement in internet store results on labelling has been noticed.

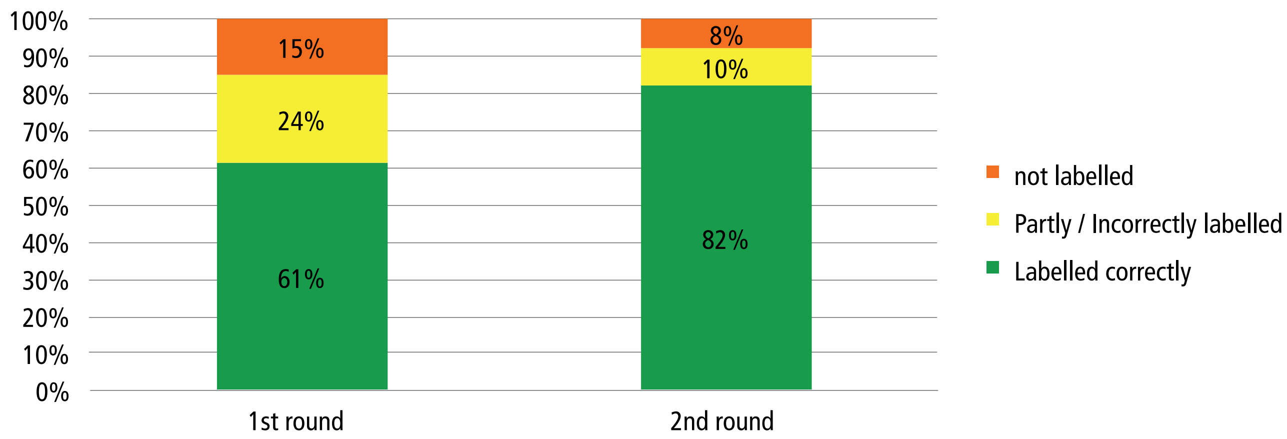
Strategy for the selection of shops for the third round of shop visits

Le Centre Urbain will probably keep in large part the same sample of electric specialists, and will choose other shops of the same group of electronic superstores and hypermarkets.

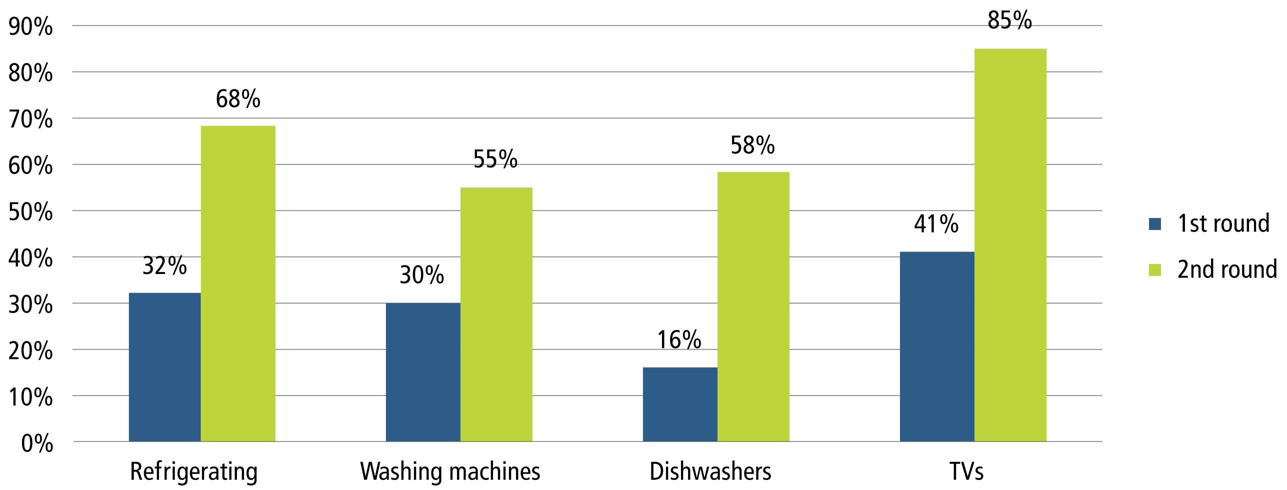
5.3 CROATIA

The second round of shop visits was undertaken in Croatia in September and October 2012.
The **strategy**, adopted in the first round of shop visits, was to select the shops evenly to cover each type of shops represented in the market. In the second round the same shops as in the first round were visited except two (one changed location and one closed because of the economic crisis), which were replaced by newly visited shops.

Share of proper labels display in 1st and 2nd set of shop visits – Croatia



Display of the new energy label – Croatia



Shop selection

The shop selection is done using the 5 types of categories that were defined in the project´s report on "Proper Appliance Labelling in Shops". A total of 20 shops were selected in Croatia, of which 20% are electronic superstores, 35% are electric specialist shops, 15% are kitchen studios and furniture stores, 25% are general hypermarkets and cash and carry and 5% are internet retailers.

- The second round of visits covered over 4500 displayed products related to energy labelling, mainly refrigerating appliances, washing machines, ovens, TVs, etc..
- Out of the over 1100 refrigerators which have been verified, 62% of the products were labelled correctly, 31% partly or incorrectly labelled and 8% not labelled.
- For washing machines, 590 were labelled correctly (66,4%), 267 partly or incorrectly labelled (30,1%) and 31 (3,5%) not labelled.
- TVs are products for which the new energy label directive was applied recently, in the second round it was observed that more than 78 % are labelled correctly in the Croatian market.
- On the contrary, only 58% of the observed wine storage appliances (7 of 12) were labeled.
- Where applicable, the majority of the products already have new energy labels, and the share of old labels is decreasing.

As can be seen from the data and the results of analysis, the level of compliances has increased in the surveyed shops. Concerning the type of shops, compliance in electric specialists is the highest, followed by electronics superstores and hypermarkets/cash & carry. The lowest percentage of compliance was found for kitchen specialists/furniture stores (only 44% of the appliances in the shops).

Overall, 64 % of the products seen in the shops have been correctly labelled without taking into account the electric lamps.

Comparison of the first and second round of shop visits

When comparing the first and second rounds of shop visits, the **overall compliance of proper label display in shops has increased from 61% to 64%.** However, the compliance level varies significantly based on the type of shop, from 44% in kitchen studios/ furniture stores to 82% in electric specialist shops.
It should be mentioned that in general for hypermarkets / Cash and Carry type of shops, the level of compliances was worse in 2012 when compared to the first shop visits, as it decreased from 66% to 58%. The reason could be that obviously these shops sell and buy very often in a short period and when the new products are presented in the showroom, the individual units are unpacked and shop assistants don't react in the proper way.

According to the type of appliances, the highest compliance level was found with TVs with 78%, while the lowest compliances was observed in wine storage appliances with 42 %. However, when comparing these product groups with the first round visit, the overall compliance for wine storage appliance has improved significantly, from 23%.

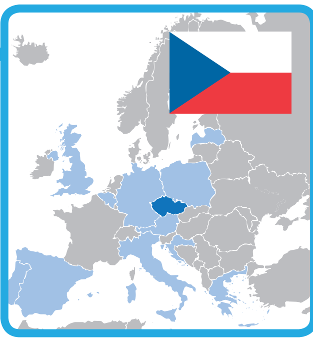
Since the new directives had to be applied on the national level and during the time when the Come on Labels project was active in Croatia, all relevant stockholders have been informed about the new energy labels through seminars, meetings, information campaigns and media. These are the main reasons contributing to the overall improvement of compliance with proper label display.

During ELMA shop visits and discussions with the shop assistants and sales managers, it turned out that one of the reasons why problems remain is that they do not receive the energy label from the suppliers. Even after trying to solve the problem, it is difficult to receive the label, and sometime the relevant suppliers do not reply at all.

Main mistakes in proper label display:

- One common mistake for the old labels is the usage of only the black and white copies, which remain in wide use.
- Regarding the energy label for air conditioners, in some shops the main part of the label was missing and only the strip line without the energy class background was displayed. The problem is that the retailers receive only the data strip from suppliers. When they ask for the full energy label, the feedback is often not positive. (Note: The main part of the "old" label is in some countries usually distributed by the national association of appliance manufacturers. This issue is solved in the new labelling system, in which the label is provided as one piece.)
- the first round of shop visits, some shops designed and printed out their own labels with different colour and size. ELMA has discussed this issue with the relevant shop assistants and the managers of the shops. It turned out that it happens that they do not receive any label with the package or sent centrally, and therefore decide to make one on their own and put it on the appliances in the showroom.
- Considering the shop type, the share of correct labels in kitchen studios / furniture stores was the lowest at only 44%. This finding shows that kitchen stores could be one of the areas to be considered in further education and awareness raising activities.

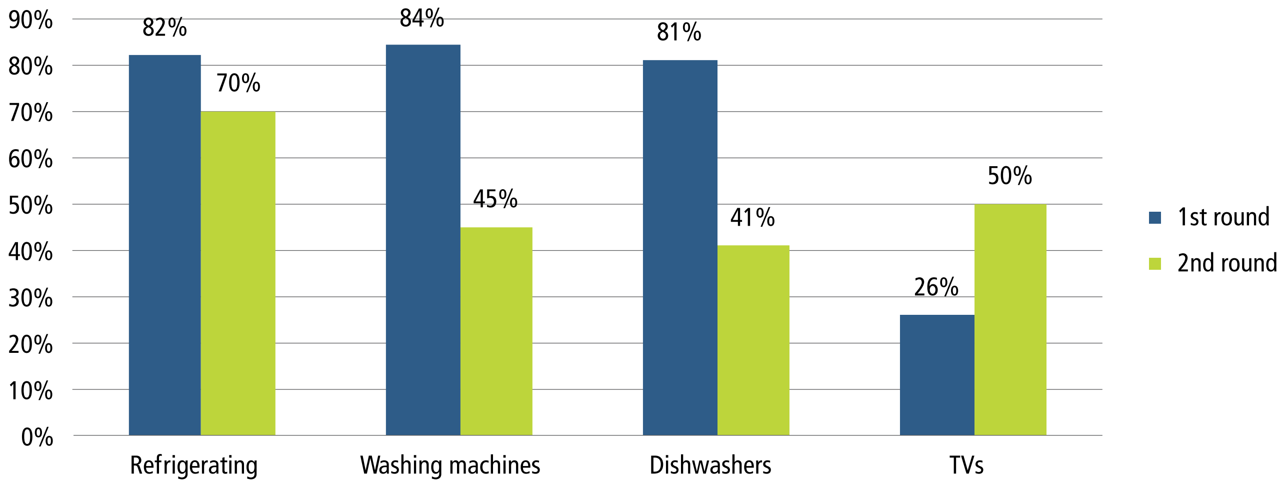
Since ELMA visited the same selected shops in both rounds of shop visits, it was observed that the overall level of compliance has increased, even though not significantly (from 61% to 64%).



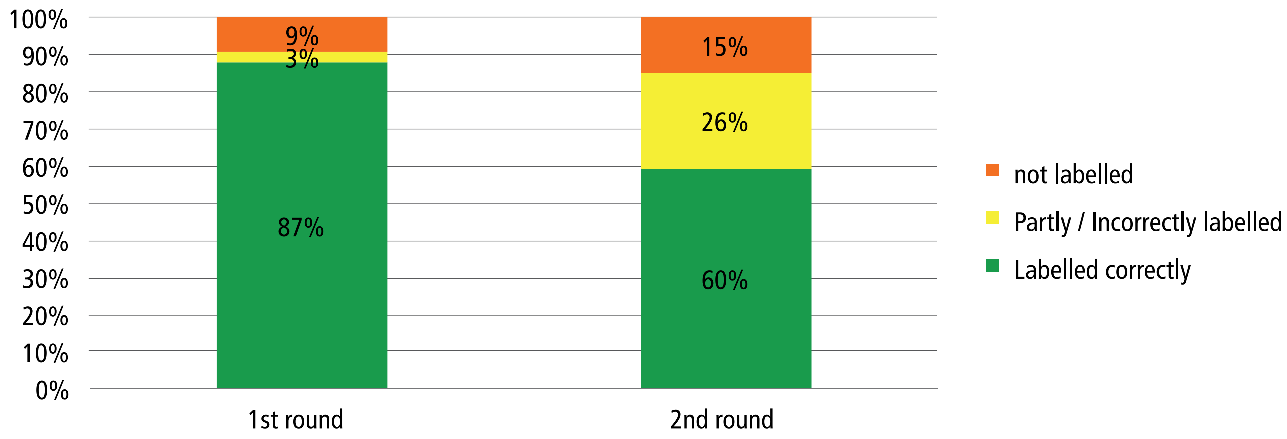
5.4 CZECH REPUBLIC

The second set of shop visits in the Czech Republic was carried out in August 2012 mainly in the shops in Prague and the surrounding towns of Central Bohemia. The shop visits were carried out in summer months in order to capture the moderate offer of air-conditioning units.

Display of the new energy label – Czech Republic



Share of proper labels display in 1st and 2nd set of shop visits – Czech Republic



Note: *The shops in the Czech Republic were selected with a high-suspicion rate, making the overall rate of compliance not representing the whole market. In addition, substantial number of units offered on internet was included in the overview. See note on the Czech Surveillance Authority shop visits activity for more information (254 randomly selected shops in 2012). The share of new labels is highly influenced by the internet shops, offering data for many products still by 24 hour or per cycle shares.*

In total, **26 shops** have been visited during this round of shop visits with a special focus on kitchen studios (9 shops). The reason is that this is the type of shops in which little compliance was found in the first round. Internet sale is represented by 5 shops (representing only 20% of shops attended but 85% of all appliances checked), the same for hypermarkets/cash & carry. Conversely to first round of shop visits, lower importance was given to electric specialists (4 shops). Electronic superstores are represented by 3 shops, as they have shown high level of compliance in the first round of shop visits (and confirmed it in the second one).

In total, **8 822 appliances** have been checked, 60 % of which were labelled correctly, 26 % partly and 14 % were not labelled at all. Here below, we present the main findings and conclusions from the second round of shop visits in the Czech Republic.

The number of product included in the intern shops have significantly increased in the second set of shop visits, influencing the overall statistics significantly.

We also make comparison with the results of the first round of shop visits:

Appliances:

- **Presence of new labels on appliances**: Product categories, for which the legislation on the new energy label has already been adopted, **bear the new** energy labels, but not as much as expected.

  Refrigerating appliances, washing machines and dishwashers have to have the new label if entering the market after December 2011. The second round of shop visits in the Czech Republic revealed that the new label is displayed on some 40 % – 70 % of these type of products in “brick and mortar” shops (including incorrectly labelled appliances).

  Internet shops are lagging behind even more. Total presence of new labels in shops if data from internet stores is included is 70 % for refrigerating appliances (higher than in brick and mortar shops), but only 45 % for washing machines and 41 % for dishwashers. The internet shops tend to provide information on consumption per 1 washing cycle, not yearly values (as on the new label).

  New label for tumble driers is obligatory only from May 2013. However, producers can provide it on voluntary basis already since June 2012. The second round of shop visits revealed that conversely to the above appliances, a non-negligible number of tumble driers already bear the information from the new type of energy label, but this mainly relates to data from the internet shops and relating to the annual consumption figures.

- An interesting finding is that for the **new label**, there is a **lower rate of incorrectly/partly labelled** products in “brick and mortar” shops.

  For the old type of label (refrigerating appliances, washing machines and dishwashers) partly or incorrectly labelled products largely prevail over the correctly labelled ones (e.g. about three times as much for washing machines and about two times higher for refrigerating appliances), whereas for the new type of label the number of incorrectly labelled products compared to correctly labelled ones is negligible (the only exception are dishwashers in “brick and mortar” shops, in which the numbers are more or less equal). One of the reasons is likely to be that the new label is provided in one part, whereas the old label was provided in two parts and therefore posing more requirements on the retailer.

- **Televisions and wine storage appliances** are products which got labelled in 2011 for the first time. Even though it has been over 9 months since the legislation entered into force, large share of these appliances are **still not labelled** – 68 % of wine storage appliances and 50 % of televisions.

  In the "brick and mortar" stores, for both types of appliances, the share of non labelled products is lower – about 30 %, still above the level of appliance labels with longer tradition of labelling.

- Similarly to the first round of shop visits, **air-conditioning units** remain **poorly labelled** (100 % of not labelled in the first round, 79 % of not labelled in the second round). In "brick and mortar" shops alone the situation is somewhat better, with "only" 53 % of non-labelled products (but sample of only 15 products).

Shops:

- Among the shop types, **kitchen studios** reach the lowest rate of compliance (89 % of non labelled products), similarly to the first round of shop visits (77 %).
- In the second round of shop visits, the share of non-labelled products in **electric specialists** is lower than in the first round (27 % compared to 43 %). However, the sample is small - 4 stores in the second round and 6 stores in the first round, therefore no statistical conclusions can be made of this. Nevertheless, the results show the extremely variant compliance levels in this shop type. In other words, **the level of compliance differs very much from store to store**, conversely to e.g. electronic superstores, which in general tend to keep high levels of compliance.
- On the other hand in **hypermarkets and cash & carry**, the **level of non-compliance** was much **higher** in the second round of shop visits (48 % compared to 9 % in spring 2012). The reason could be that the sample in the second round of shop visits is higher (5 shops compared to 2 shops) and included also DYI shops, which may be even less experienced in displaying labels. Even though no decisive statements can be made given the size of the sample, the specific hypermarkets may be offered a training to improve their level of compliance.

Main mistakes in proper label display:

- In some of the stores, retailers keep making **"DYI" energy labels**, adding their own logo at the bottom of the label which they print on their own. Even though this is not a large mistake, formally the label is not correct as it has to be provided by the product supplier.
- In many shops, retailers only provide the **data strip** of the old label – this is a repeating mistake from the first round of shop visits, but will be slowly eliminated with the prevalence of new labels.
- Another repeating mistake is **placing the label** inside the appliances or covering them with other stickers or advertising material. Training of the sales personnel is key in these cases.
- In internet stores there is a higher share of **incorrectly/partly** labelled products (26 % compared to 14 % average). Most of the internet shops provide most pieces of information from the label (as required by the Directive on labelling), but many leave out one or two required items (most commonly level of noise or climatic class) so the information is not complete.

For comparison, the **Czech market surveillance authority**, will have visited 280 shops in the year 2012 (18 in 2011 and 4 in 2010). These shops were randomly selected throughout the country, most of them (some 60%) being individual electro specialist shops. Partial results (visits of 256 shops by end of October) show that the overall compliance rate in shops is 64% (i.e. 36% of shops are non compliant). More detailed statistics concerning the division of type of shops and type of products is not available. These seem to be slightly better results than from Come On Labels shop visits (average 49 % of non labelled products in shops).

Next steps

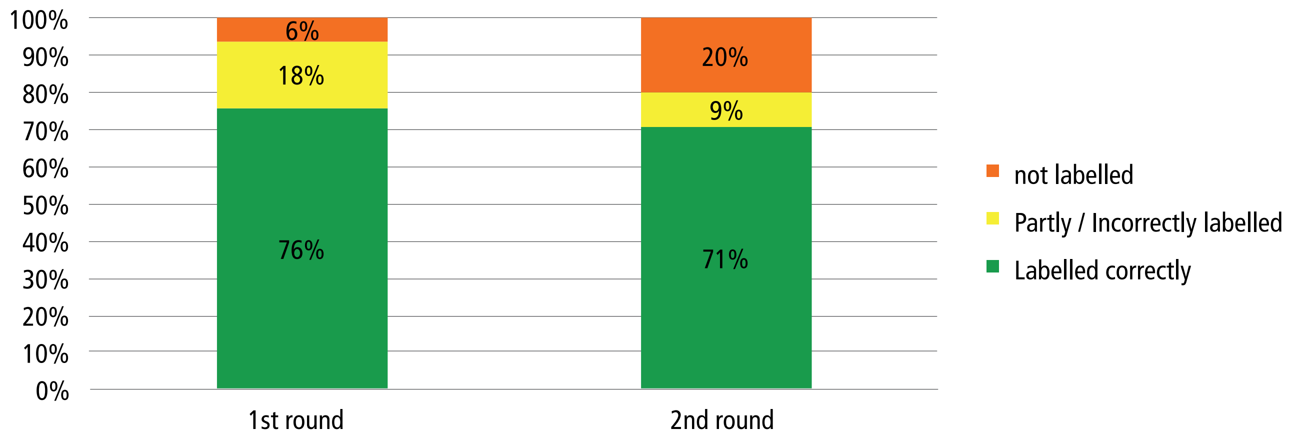
The third set of shop visits will be carried out at the beginning of 2013. In the mean time, trainings of sales personnel, in cooperation with suppliers, will take place as well as consultation of the results with key stakeholders in the Czech Republic, including the market survey authority.

The presence of new energy labels will be monitored and the share of shop types and products types will be compared with the previous shop visits.

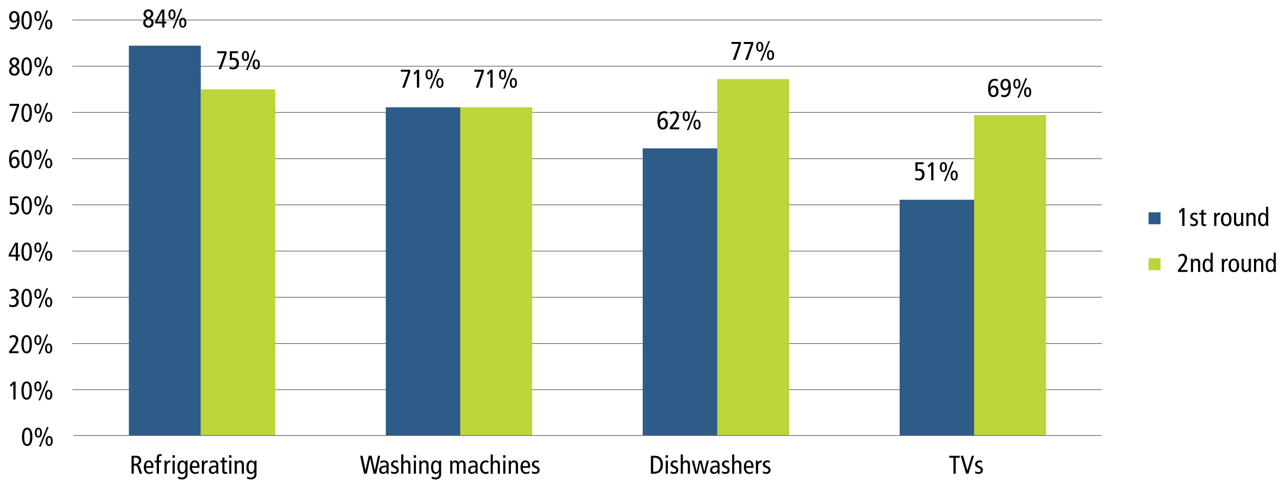
5.5 GERMANY

The second set of shop visits in Germany was carried out in two time phases. The first phase was carried out during July/August 2012 in order to cover also air-conditioning units, which are only offered during the summer months. The second phase – due to the determined project time schedule – ran from the 12th of September to the 15th of October.

Share of proper labels display in 1st and 2nd set of shop visits – Germany



Display of the new energy label – Germany



The regions of Germany in which the shop visits were carried out were the same as those of the first round of shop visits. We chose three different regions of Germany, selecting cities in the North-East, South-East and South-West for the shop visits. Central Germany was not visited, since the "Verbraucherzentrale Nordrhein-Westfalen e.V.", a German consumer organization, had done so in the framework of a shop visit round in 2006, in the context of which the proper display of the energy label had been checked (http://www.vz-nrw.de/mediabig/33292A.pdf). The North-West of Germany could not be investigated due to budget restrictions.

The following types of shops were visited in each of the selected German regions:

- Electronic superstores
- Electric specialists
- Kitchen studios/Furniture stores
- General hypermarket/hardware stores
- Internet stores

Only one furniture store was monitored in the second round of shop visits, since good compliance was found here in the first round. Hardware stores (or building stores) were monitored in addition to the shop types investigated in the first round, because air conditioners are mainly sold in this type of shop in Germany. A special focus was put on kitchen studios and general hypermarkets, as compliance of these two shop types in the first round was comparatively low. Eight shops already visited during the first round of shop visits were checked again in order to find out whether they had improved their compliance rate. In total, 31 shops were visited during this round of shop visits. The table below lists how many shops of each category were monitored.

Table 4 Number of shops types visited in three different region of Germany

German region	Electronic superstores	Electric specialists	Kitchen studios	General hypermarket	Hardware store	Internet store	Total
North-East	2	2	2	2	2		
South-East	3	2	4	5	-		
South-West	1	1	-	1	2		
Sum	**6**	**5**	**6**	**8**	**4**	**2**	**31**

Televisions are a product group which was labelled for the first time in 2011. Therefore the second round of shop visits was carried out with a special focus on televisions in order to verify whether the presence of the label has improved as compared to the first round conducted in January/February, taking into account the fact that older TVs which were not labelled in compliance with the law have been sold in the meantime. Another focus was placed on electric ovens and driers, since these are two product groups in which little compliance was found in the first round. Due to budget restrictions and due to the fact that certain shop types are specialised on certain product groups, not all product groups could be monitored in all shop types.

The table below lists the monitored product groups per shop type.

Table 5 Monitored product groups per shop type

Shop type	TV	Drier	Washing Machines	Air Conditioners	Dishwasher	Electronic oven	Refrigerating appliances
Hardware store				x	x	x	x
Cash & Carry	x	x	x				
Electronic superstore	x						
Electric specialist	x	x			x	x	x
Kitchen studio/Furniture store					x	x	x
Internet	x			x			

In total, **2701 appliances** were checked, 71% of which were labelled correctly, 9% partly and 20% were not labelled at all. In comparison to the first round of shop visits, the percentage of correctly labelled appliances had fallen by 5%. The percentage of non-labelled products raised from 6% to 20%, but this is due to the televisions without the label being now calculated as non-compliant. Here below, we summarise the main findings and conclusions from the second round of shop visits in Germany. We also compare these results with the results of the first round of shop visits:

Appliances:

- **Presence of new labels on appliances**: Product categories, for which the legislation on the new energy label has already been adopted, **bear the new energy labels**.

  Refrigerating appliances, washing machines and dishwashers have to be marked with the new label if entering the market after December 2011. The second round of shop visits in Germany revealed that the **new label** is displayed on an estimated 71–77 % of appliances of these product groups (including incorrectly labelled appliances).

  A new label for tumble driers is obligatory only from May 2013. However, producers can provide it on a voluntary basis already since June 2012. The second round of shop visits revealed that about 27 % of the checked appliances already bear the new label.

- **Televisions** are products which were labelled for the first time in 2011. The share of correctly labelled products was 61 % in the second round of shop visits compared to 47 % in the first round. Comparing the two shop visits, the percentage of partly or incorrectly labelled TVs remained about the same (5 and 8 %). The higher percentage of correctly labelled appliances can be explained by the sale of old TV stocks.
- Similarly to the first round of shop visits, **refrigerating appliances, washing machines and dishwashers were very well labelled (85–90% of correctly labelled products** in the second round of shop visits).
- In comparison to the first round of shop visits, the percentage of correctly labelled electric ovens and tumble driers has risen by 35% and 16% respectively. However, this fact can be due to the small sample quantities.
- **Air-conditioning units** have been checked for the first time in the second round of shop visits. 52% of the checked appliances were labelled correctly, 24% were labelled incorrectly and 24% were not labelled at all.

Shops:

- Among the shop types, **electric specialists** and **general hypermarkets** reached the lowest rate of compliance (44% and 47% respectively of non-labelled products).
- The level of compliance was quite high with regard to **electronic superstores** (63% of correctly labelled products) and **kitchen studios** (79% of correctly labelled products). Four kitchen studios were visited in the first round of shop visits and again in the second round, because their rates of compliance were very poor in the first round of inspection visits. **Three of these kitchen studios visited more than once now showed compliance rates of 83–100%.** Yet, one of these four repeatedly visited kitchen studios showed 0 % compliance. As, however, the sample size was small – 7 stores in the second round and 4 stores in the first round – no statistical conclusions could be made from these rates.

  Nevertheless, the results illustrate the great disparities among this shop type in terms of compliance levels. In other words, **the level of compliance varies widely from store to store**, in contrast to electronic superstores, for example, which generally tend to maintain high levels of compliance.
- In **internet stores[7], there** was still a very high percentage of partly or incorrectly labelled appliances **(59%)**. Only 41 % of the checked appliances were labelled correctly in the second shop visit, compared to 58 % of correctly labelled appliances checked in the first inspection round.

Main mistakes in proper label display:

- In some of the stores, retailers made coloured and enlarged copies of the label (especially for labelling TVs). Even though this is not a big mistake, the label is not correct in formal terms, as it has to be provided by the product supplier.
- In many shops, retailers only provide the **data strip** of the old label – this is a recurring mistake that has already been made in the first round of shop visits, but that will be slowly eliminated with the widespread use of new labels.
- Another mistake that is made on repeated occasions is **placing the label** inside the appliances such as refrigerating appliances or dishwashers or covering them with other stickers or advertising material.
- In internet stores, there is a higher share of incorrectly/partly labelled products (59% compared to 8% average). Although most of the internet shops provide most pieces of information from the label (as required by the Directive on labelling), many omit one or two required items, thus providing an incomplete information.

Next steps

The third set of shop visits is scheduled for the beginning of 2013. In the mean time, trainings of sales personnel will be offered to the retailers as well as consultation of the results with key stakeholders in Germany.

The presence of new energy labels will be monitored, and the share of shop types and products types will be compared to those of previous shop visits.

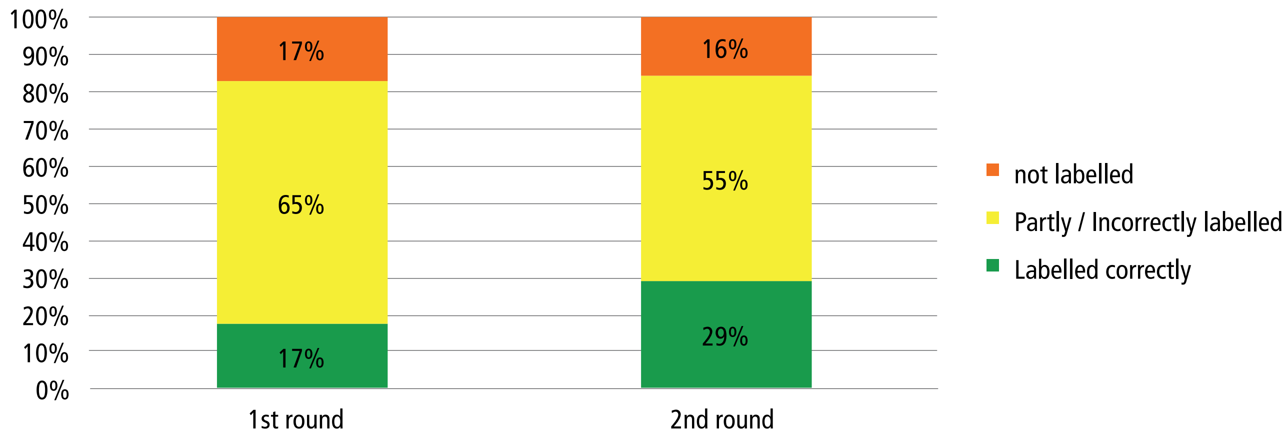
7 For the second round of shop visits new internet stores were selected. The internet stores, which were checked in the first round of shop visits were not checked again.

5.6 GREECE

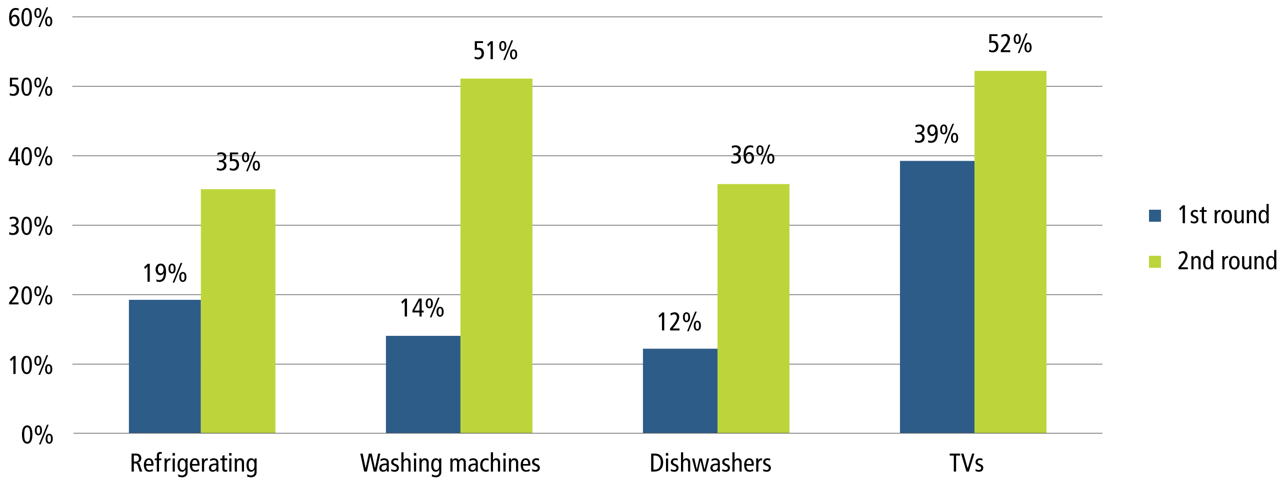
The second round of shop visits in Greece took place within the 5th September 2012 – 19th October 2012. In total 20 shops were visited.

Nineteen shops were located in Athens, in the south and east suburbs. One shop was located in the central part of the country (Fthiotida). No warning prior to the visit was given to the shop employees/management.

Share of proper labels display in 1st and 2nd set of shop visits – Greece



Display of the new energy label – Greece



At least one shop from each type was selected, but special focus was given to electric specialists, electronic superstores and kitchen studios/furniture stores with the aim to visit the main representatives in the market of these categories (focusing on those with a high load of consumer visits). In Greece electric specialists can either be independent or they can be members of a cooperation. Both categories were monitored during the second round of shop visits.

In large cities a limited number of consumers buy electrical appliances from general hypermarkets/cash and carry shops; therefore only one shop was selected. In small towns consumers buy more often electrical appliances from general hypermarkets/cash and carry shops; therefore one shop was selected in the area of Fthiotida.

Additionally, one internet shop was selected for the second round of shop visits. Internet shops sell a large number of appliances and proper monitoring can be time consuming.

In total, the following types of shops were visited:

- electronic superstores: 5 (25%)
- electric specialists: 8 (40%)
- kitchen studios/furniture stores: 4 (20%)
- general hypermarkets/cash and carry shops: 2 (10%)
- internet stores: 1 (5%)

For the second round of shop visits, the same shops that were visited during the first round were selected again, so as to monitor the penetration of the new energy label and the compliance of shops versus time. By the time the second round of shop visits took place, a shop that was monitored during the first round was no longer in operation; therefore another one was selected (located in Fthiotida). In the second round of shop visits, approximately 5000 displayed products were monitored for compliance with energy labelling legislation. Results showed that approximately half of the products were partly/incorrectly labelled (55%), 29% were correctly labelled and 16% were not labelled at all. Compared to the first round of shop visits, the percentage of correctly labelled products has increased by 11 percentage points, while the percentage of partly/incorrectly labelled has decreased by 10 percentage points. Results showed that the energy label gradually penetrates into the Greek market, but in slow pace. Due to the present economic situation, retail shops face viability issues; therefore compliance with the energy labelling legislation is not a priority at the moment for all shop categories.

The results per different type of product are presented below:

- **refrigerating appliances:**
  Although this was a product category where the energy label showed a significant presence (93%), a significant amount of products was partly/incorrectly labelled (53%). Compared to the first round of shop visits the number of correctly labelled products significantly increased (40% now compared to 21% before).
  The new energy label for refrigerating appliances became mandatory in November 2011. The new energy label showed a higher penetration into the market during the second round of shop visits (35% now compared to 19% before, including partly/incorrectly labelled appliances).
  The new energy label showed a lower percentage of partly/incorrectly labelled products compared to the old energy label.
  Refrigerating appliances are products that consumers in Greece have traditionally related with the energy label. This could explain why the energy label for refrigerating appliance showed the highest presence in shops among all other product categories.

- **wine storage appliances:**
  The new energy label for wine storage appliances became mandatory in November 2011. These products show the same high percentages of correctly labelled, partly/incorrectly labelled and not labelled products, similarly to the first round of shop visits (0%, 79% and 21% respectively). The energy

labelling of wine storage appliances remains problematic. This could be attributed to the fact that these appliances are not often bought by Greek households; therefore retail shops sell a limited number of such appliances and correct labelling of these appliances might be considered of small importance for retail shops.

- **televisions:**
  The new energy label for televisions became mandatory in November 2011. Results showed that 29% were correctly labelled products, 23% were partly/incorrectly labelled products and 48% were non-labelled products. The penetration of the new energy label was higher than during the first round of shop visits, but there is still a large number of non-labelled products.

- **washing machines:**
  Compared to the first round of shop visits the number of correctly labelled products significantly increased (43% now compared to 23% before).
  The new energy label for washing machines became mandatory in December 2011. The new energy label showed a higher penetration into the market during the second round of shop visits (51% now compared to 14% before, including partly/incorrectly labelled appliances).
  The new energy label showed a lower percentage of partly/incorrectly labelled products compared to the old energy label.

- **dishwashers:**
  Compared to the first round of shop visits the number of correctly labelled products significantly increased (40% now compared to 20% before).
  The new energy label for dishwashers became mandatory in December 2011. The new energy label showed a higher penetration into the market during the second round of shop visits (35% now compared to 22% before, including partly/incorrectly labelled appliances).
  The new energy label showed a lower percentage of partly/incorrectly labelled products compared to the old energy label.

- **air conditioners:**
  The overall compliance of air conditioners remains low, although the percentage of non-labelled products decreased (22% now compared to 29% before). A high percentage of products remains partly/incorrectly labelled (76%).
  The new energy label for air conditioners will become mandatory in January 2013. No product displayed the new energy label (on a voluntary basis) during the second round of shop visits.

- **electric ovens:**
  Compared to refrigerating appliances, washing machines and dishwashers, a lower percentage of electric ovens (21%) were correctly labelled. Still, the percentage of correctly labelled products increased (21% now compared to 13% before).

- **tumble driers:**
  The percentage of correctly labelled products increased (19% now compared to 14% before). A limited number of tumble driers were found in shops, since this is a product with limited use in national households due to the weather conditions.
  The new energy label for tumble driers will become mandatory in May 2013. No product displayed the new energy label (on a voluntary basis) during the second round of shop visits.

The results per shop category were the following:

- **electronic superstores:**
  The percentage of correctly labelled products increased (39% now compared to 32% before). Electronic superstores showed the second highest percentage of correctly labelled products in the second round of shop visits (after general hypermarkets/cash and carry).
- **electric specialists:**
  They showed a low percentage of correctly labelled products (17%) and a significant percentage of non-labelled products (49%). The compliance of this shop category slightly increased compared to the first round of shop visits. The sample decreased by one at the second round of shop visits (8 shops now compared to 9 shops before).
- **kitchen studios/furniture shops:**
  We have visited 4 kitchen studios/furniture stores, out of which 2 were typical kitchen studios/ furniture stores and 2 were larger shops that sold additionally a wide variety of household goods. Both in the first and second round of shop visits, the typical kitchen studios/furniture stores showed a high percentage of non-labelled products (>90%).
- **general hypermarkets/cash and carry:**
  They showed a higher than average percentage of correctly labelled products (46%) and a lower percentage of not labelled products (27%). The sample increased by one at the second round of shop visits (2 shops now compared to 1 shop before).
- **internet store:**
  Only one shop per round has been checked. The shop showed the highest percentage of partly/ incorrectly labelled products (85% in second round and 99 % in the first round). The percentage of correctly labelled products increased (15% now compared to 1% before).

Some additional observations on the 2nd round of shop visits:
In the case of the old label, a common mistake in shops was that only the data strip was present on the products. As the penetration of the new label continues, the percentage of partly/incorrectly labelled products is likely to decrease.
Placing the label inside the product and not outside (on a clearly visible spot) still remains a common mistake in shops, especially in the case of inox appliances. Retailers are either not convinced that the energy label will not "destroy" the "delicate" inox surface of an appliance or for marketing reasons they prefer not to "ruin" the look of inox appliances by placing the energy label.
Typical kitchen studios/furniture stores still do not properly display the energy label outside the appliances. This could be attributed to the fact that their main concern is to sell the furniture and not the appliances. More effort will be needed to increase the compliance of this shop category.
The internet store showed again a high percentage of partly/incorrectly labelled products. The energy class was mentioned in all product categories, but other relevant information was missing.

Concerning the next steps, the aim is to promote the proper education of salespeople to increase the percentage of correctly labelled products, as well as a negotiation of the shop survey visits with the Greek market survey authorities.

5.7 ITALY

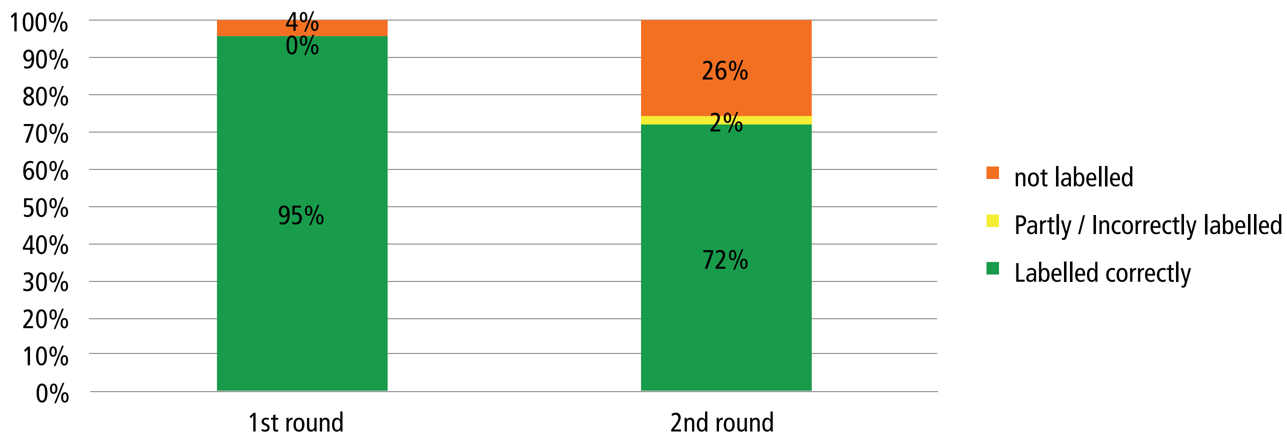
The Italian approach

Italy has developed an alternative action to the three-times shop visit foreseen by the Come On Labels project. An Italian market research firm operating since decades in shop surveys, IFR (part of the GfK group), was asked to develop early spring 2012 an Italy-wide survey on the presence of the labels in the shops. It is expected that it will be repeated after 12 months in early spring 2013. To keep this alternative approach as much as possible in line with the *Come On Label* approach this larger shop survey has been preceded by a shop visit action of 15 shops in Milan in the period end December 2012 – mid February 2012. The overall Italian alternative approach therefore includes:

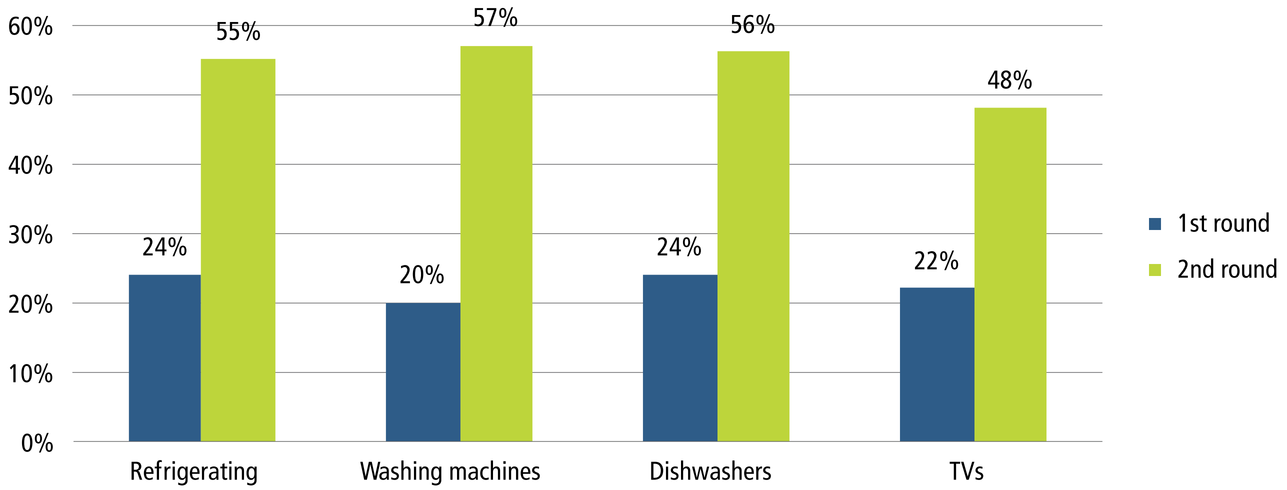
- the preliminary local shop survey (first Come On Labels shop survey): 15 shops in Milan visited in the period end December 2012 – mid February 2012
- the IFR (a market research society part of the GfK group) first national shop survey (second Come On Labels shop survey), developed in April 2012 and including about 50 shops all over the Country
- the second national shop survey (third Come On Labels shop survey) beginning spring 2013. This third shop survey will be developed either by a further subcontract to IFR/GfK for a larger shop sample, or by ENEA visiting the 20 shops foreseen by the Come On Label project.

The different sample size and the selection criteria of the 1st and 2nd round of shop visits (15 shops visited in late 2011 by ENEA representative, and 54 shops visited around Italy by GfK representatives in early 2012) made the results of the two set of shop visits not comparable. Therefore the results presented in the below Figures should be carefully considered in order to avoid drawing incorrect conclusions on the status of the label display in the shops.

Share of proper labels display in 1st and 2nd set of shop visits – Italy



Display of the new energy label – Italy



The preliminary shop visit – first Come On Labels shop survey – Summary

The time schedule of the preliminary shop visits, encompassing 15 shops, was:

- 27th December 2011 – 13th February 2012.

The shop selection was done using the 5 shop types that were defined in the "Report of proper appliance labelling in shops" elaborated in this Come On Label project. The analysis per channel of the household appliance sales shows that the kitchen studio/furniture shops account for 44% for the sales value and are mainly encompassing built-in appliances (ovens, refrigerators, dishwasher, range hoods and hobs). The sales of free-standing appliances are divided in 60% for specialised large shops (electronic superstore), followed by 20% of electric specialists and 20% of general hypermarkets / Cash and Carry.

Main outcome from the preliminary (first set) visits

- The results per appliance show that:
  - TV: about 20% of the displayed models were labelled in late 2011 / early 2012
  - Refrigerating appliances: 97% of the displayed models were labelled;
  - Wine storage appliances: few wine storage appliances have been found and no one with the label
  - Washing machines: 97% of the displayed models were labelled;
  - Dishwasher: 93% of the displayed models were labelled;
  - Tumble dryers: 97% of the displayed models were labelled;
  - Electric ovens: 85% of the displayed models were correctly labelled (both as built-in products and in ranges);
  - Lamps: all lamps were labelled, since the label is printed on the packaging. Also the LED lamps were carrying the energy label.

- As expected, among electronic superstores (4 shops visited) present the highest level of labels displaying, although the percentage of display can vary from very close to 100% to about 88%.
- Among electronic specialists one medium shop (an independent shop), one small and one very small shop were visited: in the medium shop about half of the appliances that should have been labelled were not, the same occurred in the medium shops.
- Not surprisingly in kitchen studio/furniture stores almost no products are labelled. What has been even more surprisingly is that very few appliances are shown. Only electric ovens are *de-facto* shown in the three (small) shops that have been visited.
- Three general hypermarkets/cash-and-carry shops where visited, where along with food and non-food articles a small corner of TVs and white goods is present. This "corner" can be compared with a micro-electronic specialist shop. These shops were selected in order to compare the presence of the label in very small shops. It is worth noting that in this type of shops (at least in two out of the three visited shops) the label is displayed with the same percentage as in electronic superstores.
- Finally 2 on-line shops were analysed. For all products the energy efficiency class was shown where mandatory, the other technical data requested by the EU legislation were usually available by clicking on the model code or on "technical specification".

Second Come On Labels shop survey – The first national shop survey

A sample of 54 shops disseminated in 9 Regions all over Italy were selected. A larger number of data were collected compared to the preliminary shop visit: about 20.000 appliance units were in fact surveyed. In addition, some specific technical data for each single product type, such as the volume of the refrigerators, the capacity of the washing machines the width of the TVs screen etc. were collected, to allow a further analysis on the products on the national market and about the possible reasons for the correct/incorrect presence of the energy label.

Although not fully statistically representative of the overall sales point in Italy (the cost of such survey would have been much higher than the available project budget), the sample is sufficiently ample to give a reasonable panorama of the Italian situation.

The survey was run in the first half of April 2012. Preliminary results were communicated to ENEA by IFR at the end of April, full results before the summer holidays. The results are presented in the following: initially the main panorama is given, then a more detailed analysis of the results is presented.

The disaggregation by Region, Province and shop type is presented in at the end of this chapter / in annex.

The main outcome from the April 2012 national shop survey:

- 72% of the surveyed models were labelled either with the old label, the new one or both (where legally enforced).
- The energy label, both the old and the new ones, is not present in about 26% of the surveyed products. But this value should be judged in the light of the very recent mandatory application – just few months – of the label for TVs and wine storage appliances at the time of the survey. The number of observed wine storage appliances is too low to draw meaningful deductions from the survey.

- The new label is displayed in slightly less than 44% of the observed products, or 8.724 out of 20.048 products. It is worth noting that about half of refrigerators, refrigerator-freezers, freezers, washing machines and dishwashers display the new label even if it has become mandatory only at the end of 2011. It could be argued that the market operators recognize the commercial advantage deriving from the display of the label and in particular of the new one for these appliances.
- The **results per appliance type** show that over about the 20.000 models surveyed:
  - **TV**: about 48% of the displayed models were already labelled with the new label in April 2012. Due to the fact that the label was not mandatory for the models placed on the market before the application date a 48% presence of the label is a very positive result, demonstrating that the market operators – suppliers and dealers – are aware of the importance of the label as a marketing tool for energy efficient models;
  - **Refrigerating appliances**: about 90% of the displayed models are labelled, more than half with the new label;
  - **Wine storage appliances**: not a common appliance, but about 10% shows the new label even if the non-labelled models are still 90%
  - **Washing machines**: 91% of the displayed models are labelled, and 57% with the new label;
  - **Dishwasher**: 85% of the displayed models are labelled, and 56% with the new label
  - **Tumble dryers**: 87% of the displayed models are labelled with the old label, almost 10% not labelled and the rest shows an incorrect label;
  - **Electric ovens**: only 52% of the models are labelled (with the old label) but 43% are not. The reason can be that for this product the label is not considered a marketing tool. The survey has covered both the free standing ovens and the ovens installed in kitchen ranges; it is therefore possible that the installation type has an influence on the presence/absence of the label, although all electric ovens should have been labelled according to the EU legislation;
  - **Air conditioners**: this product shows the lowest percentage of incorrect labels but contemporarily about 23% of the surveyed appliances are not labelled. A part from the electric ovens, this is the second highest percentage of non-compliance with the labelling requirements although its means also that about 77% of the models were correctly labelled in the shops;
  - few models of air conditioners and ovens were apparently bearing the new label, although not existing for both products at the time of the survey. The reason was not further investigated.
- The percentage of non-compliant old labels (partly or incorrectly displayed) is significantly low at about 2.2% of the sample, corresponding to about 7.7% of the products bearing the old label. The non-conformity types were not investigated. Electric ovens show the highest percentage (5%) of non-conformity (partly / incorrectly displayed labels). For TV and wine storage appliances the non-conformity is virtually zero because only the new label is applicable to the two products and no hidden labels were found.

Results by shop type:

When the sales channels are considered (Table 7), more than half of the products (11 219 out of 19 659) were gathered from the Electronic superstores, followed by Electrical specialists with 6 549 products. Hypermarkets and Cash & Carry account for a lower number of displayed products. The energy label is mostly not displayed in Hypermarkets (36.6%) and Cash & Carry (27.4%). The level of non-compliance of the old label is higher – although at a low level of 3.7% – for the Electronic superstores. Cash & Carry present the higher level of conformity of the old label with 37.3%; Electric specialists have the highest level of new label presence (37.3%).

Results by region:

When the single Regions or towns (Table 8) are considered (kitchen furniture shop excluded), the label is present on about 73% of the models, with Emilia Romagna reaching almost 80%; the low % of incorrect old label is unevenly spread, with some Regions showing almost no incorrect labelling. The label is more absent in Campania (38.5%) and Veneto (32.7%) and less absent in Lazio (16.5%) and Tuscany (21.7%); Region Lazio shows also the highest percentage (11.3%) of non-conformity of the old label, followed by Lombardy (3.4%).

Relation between purchasing price and presence of the label

The market survey evaluated also the minimum, maximum and average purchasing price for the unlabelled and the labelled appliances for each product type. For most of the products there is no apparent correlation between the average price and the presence/absence of the old or the new label, while some differences can be seen for dishwashers with the new and the old label and for the TVs between the non-labelled and the labelled appliances.

Relation between purchasing price and energy efficiency

A more significant relation can be instead found between the purchasing price and the energy efficiency of the appliances in terms of their energy efficiency class: the better is the energy efficiency the higher is the price. The analysis has been developed for the products covered by the new energy labelling scheme: refrigerators & refrigerator-freezers, freezers, washing machines and dishwashers and only for the appliances found actually bearing the new label in the survey.

***Note** that a more detailed analysis of the situation on the Italian market is available on the project website[8], or upon request from the project organisers.*

8 http://www.come-on-labels.eu/displaying-energy-labels/support-of-proper-labelling

Table 6 : Summary results of the national shop survey in Italy: number of surveyed appliances and label presence

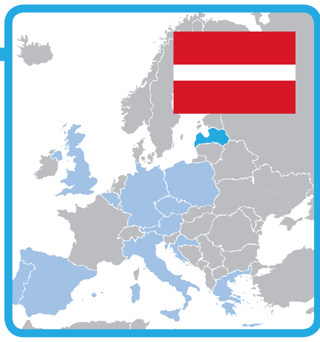
Appliance type	Total number	Energy label presence (number)					Energy label presence (%)			
		No label	New label	Old label correct	Old label incorrect	Old label total	Total labelled	No label	Old label incorrect	New label presence
Refrigerating appliances	4 540	357	2 494	1 556	133	1 689	89.2	7.9	2.9	54.9
Refrigerators and refrigerator-freezers	3 736	305	2 057	1 255	119	1 374	88.7	8.2	3.2	55.1
Freezers	804	52	437	301	14	315	91.8	6.5	1.7	54.4
Wine appliances	75	68	2	5	0	5	9.3	90.7	0.0	2.7
Ovens	2 015	867	11	1 043	94	1137	52.3	43.0	4.7	0.5
Dishwashers	1 543	196	862	441	44	485	84.4	12.7	2.9	55.9
Washing machines	4 162	252	2 363	1 413	134	1 547	90.7	6.1	3.2	56.8
Dryers	677	50	17	588	22	610	89.4	7.4	3.2	2.5
Air conditioners	802	182	10	604	6	610	76.6	22.7	0.7	1.2
TV	6 234	3 269	2 965	0	0	0	47.6	52.4	0.0	47.6
Total	**20 048**	**5 241**	**8 724**	**5 650**	**433**	**6 083**	**71.7**	**26.1**	**2.2**	**43.5**

Table 7: Summary results of the national shop survey: label presence in the surveyed shops

Appliance type	Total number	Energy label presence (number)					Energy label presence (%)			
		No label	New label	Old label correct	Old label incorrect	Old label total	Total labelled	No label	Old label incorrect	New label presence
Buying groups	11 219	2 729	4 744	3 330	416	3 746	72	24.3	3.7	42.3
Electrical chains	6549	1 500	3 290	1 748	11	1 759	76.9	22.9	0.2	50.2
Hypermarkets	1 376	500	510	362	4	366	63.4	36.3	0.3	37.1
Variety stores	515	141	180	192	2	194	72.2	27.4	0.4	35.0
Kitchen studio/ Furniture stores	389	371	0	18	0	18	4.6	95.4	0.0	0.0
Total	**20 048**	**5 241**	**8 724**	**5 650**	**433**	**6 083**	**71.7%**	**26.1%**	**2.2%**	**43.5%**

Table 8: Energy label presence per Region (kitchen furniture shop excluded)

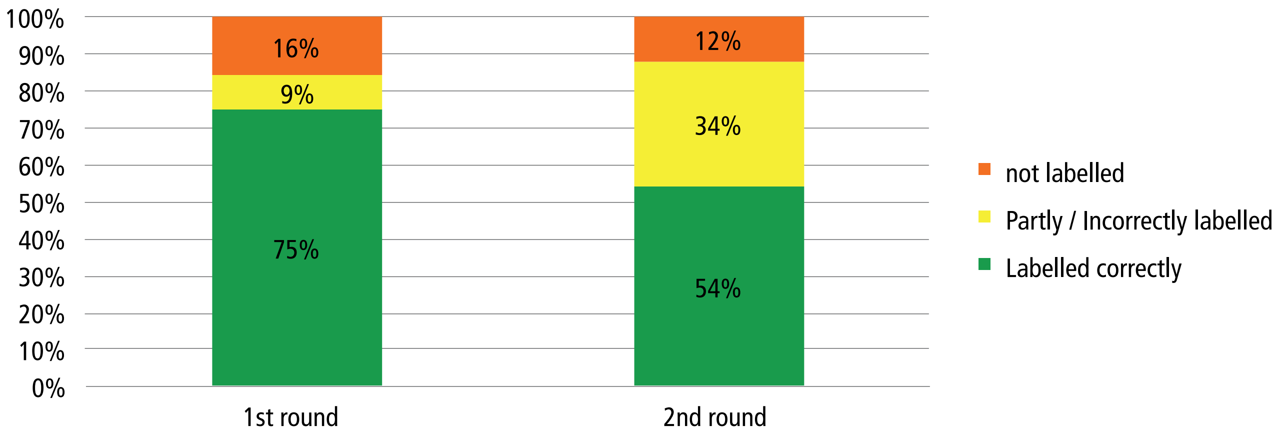
Region	Appliance tot. number	Energy label presence (%)		
		Total labelled	No label	Old label incorrect
CAMPANIA	2 040	61.4	38.5	0.1
EMILIA ROMAGNA	2 045	79.4	20.5	0.1
LAZIO	2 713	72.1	16.5	11.3
LOMBARDIA	2 643	74.3	22.2	3.4
PIEMONTE	1 770	77.2	22.6	0.2
PUGLIA	2 472	75.4	24.6	0.0
SICILIA	2 231	73.0	26.8	0.2
TOSCANA	1 824	77.2	21.7	1.1
VENETO	1 921	67.3	32.7	0.1
Total	**19 659**	**73.0**	**24.8**	**2.2**



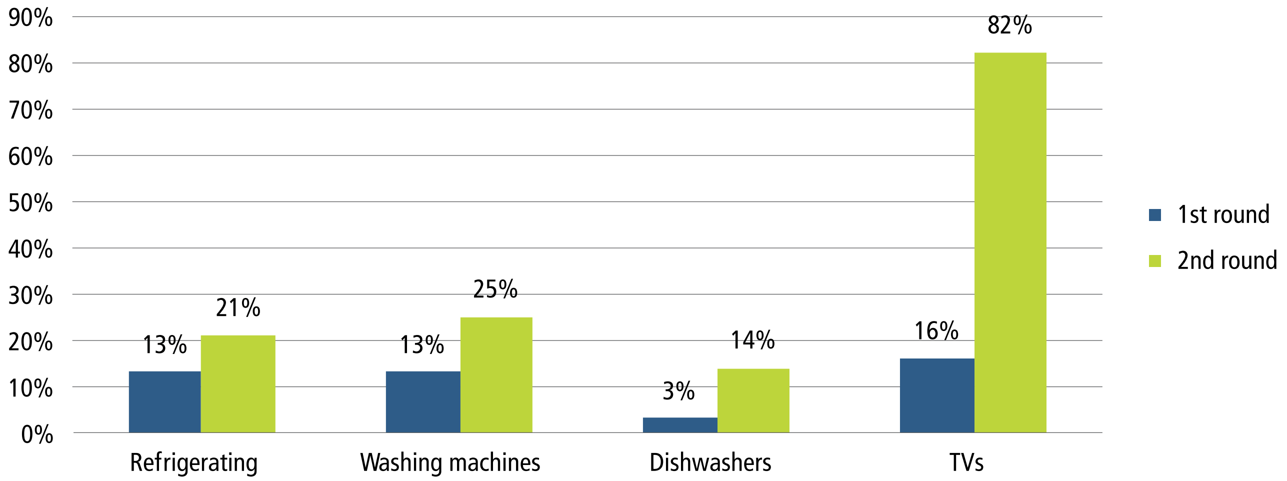
5.8 LATVIA

The objective of the task was to evaluate the current situation of the proper display of labels for the appliances in the Latvian market. In total, 20 shops (with almost 4 000 appliances) were visited during October 2012. The situation was evaluated not only in the capital city of Latvia (Riga), but also in smaller cities and smaller shops in different regions.

Share of proper labels display in 1st and 2nd set of shop visits – Latvia



Display of the new energy label – Latvia



The most visited stores were *electric specialists* and *electronics superstores*. During the 2nd visit the general hypermarkets were not selected for evaluation. The aim was to focus on the types of shops that are mostly visited by clients in smaller cities and could be considered as "problematic" shops, and not to survey the highest possible number of models.

The category of the general shop (where household appliances are sold with other types of goods, in extreme cases together with e.g. guns and ammunition) was chosen in order to see the current situation of appliance labeling in the non-specialized market segment. As expected, almost all of the products displayed were without the energy label, with the exception of two cases when the new label was inside the appliance. This finding means that in similar shops, where different items (including household appliances as only part of their offer) are sold, most likely the labels will not be used according to the requirements.

According to the results of the 2nd visit, more than half of the appliances were labelled correctly (54%), which is, however, about 20 percentage points lower than in the first round.

If there was at least a self-made label then the product was counted as partly labelled. The increase of partly labelled appliances in the 2nd round is because the results were also obtained from the internet shops.

The commonly spotted mistakes at the "brick and mortar" shops were as follows:

- The label was inside the appliance;
- Only the data strip from an old label was displayed;
- In some cases, the label was covered with other information.

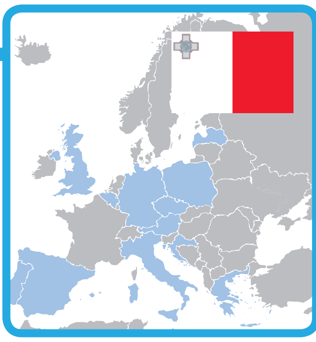
The situation in two internet stores was evaluated. The reasons for so many items being partly labeled in **internet stores** (over 50 %) are explained below.

- For the TVs – no information about energy consumption, and whether a hard button for power off is available on the appliance;
- For the refrigerating appliances – information about energy consumption and noise was not mentioned;
- For the washing machines – information about energy consumption, noise and the spin-drying efficiency class was not mentioned;
- For the electric ovens – no information about energy consumption.
- For PC monitors which have a TV function, information about the energy efficiency class is mentioned for all displayed items

During visits to the shops, confusing situations were discovered regarding the monitors. Currently, in the market consumers can buy monitors with TV function, but a confusing factor for them is that monitors are sold with the TV label. Even more confusing is that the shop assistants described this as a requirement by by EU directive. It was found out that one manufacturer has indicated for a number of monitors the information about the energy efficiency class.

There is a tendency for new labels to be placed correctly on washing machines. It seems that in shops the new label for TVs is accepted (placed correctly), but in the internet shops, the information about energy consumption and information on power off for TV is still missing.

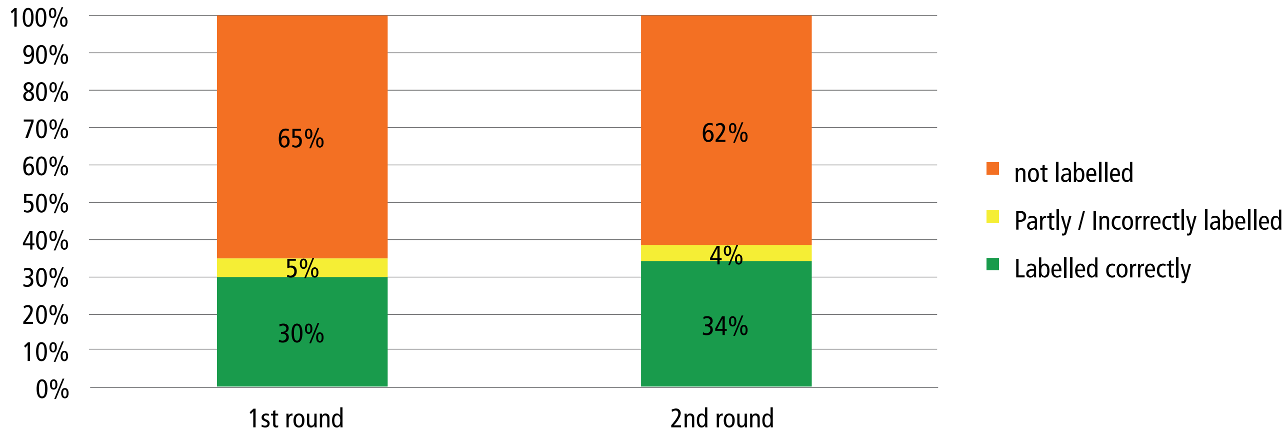
In all shops and cities, it was found that the shop assistants are not very well informed about the labels. In some cases, the shop assistants had no knowledge at all, or were not able to give any explanation about labels. The most common mistake in the internet shops was the lack of information about energy consumption of appliances.



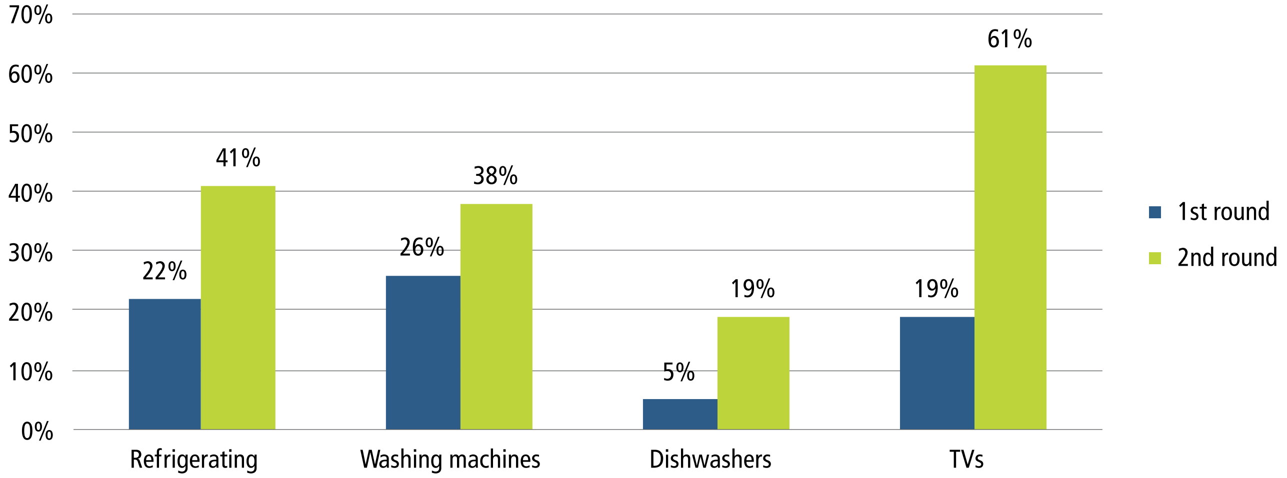
5.9 MALTA

In Malta, the second round of Come On Labels shop visits was mainly undertaken between September and October 2012 in retail shops all over Malta. In total, **25 shops** have been visited during this round with a special focus on shops with a larger selection of air-conditioners. Besides this particular focus, mainly the same retailers were targeted to allow a comparison with the previous results from the first round of shop visits. The table below summarises the main results for appliances that were checked. It is pertinent to note that the shop visits were again prepared in close collaboration with the **Malta Competition and Consumer Affairs Authority** (MCCAA) and it was agreed to share all results and observation that were made to serve as the basis for follow-up checks and potential enforcement activity.

Share of proper labels display in 1st and 2nd set of shop visits – Malta



Display of the new energy label – Malta



In total, **1749 appliances** have been checked, only **34% of which were labelled correctly, 4% were partly labelled and 62% were not labelled at all**. Although this overall result constitutes an improvement compared with the results from the shop visit round conducted earlier in 2012, the figures place Malta still relatively far below the EU average. Furthermore, one of the main findings is that since the introduction of the new energy labels, appliances previously correctly labelled with the old energy labels have disappeared almost entirely. At the same time it is believed that the appliances that are not correctly labelled or not labelled at all in most cases are meant to bear the old energy label.

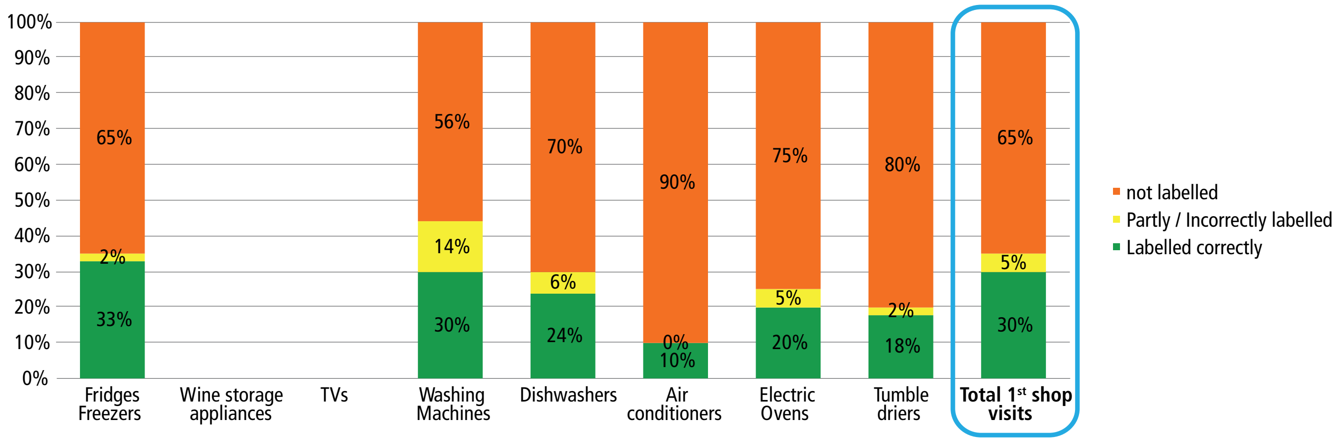
The following section will present the main findings for specific appliance types and for different shop categories. The two charts below summarise the levels of compliance for all checked appliance types during the first and second round of shop visits.

Appliances

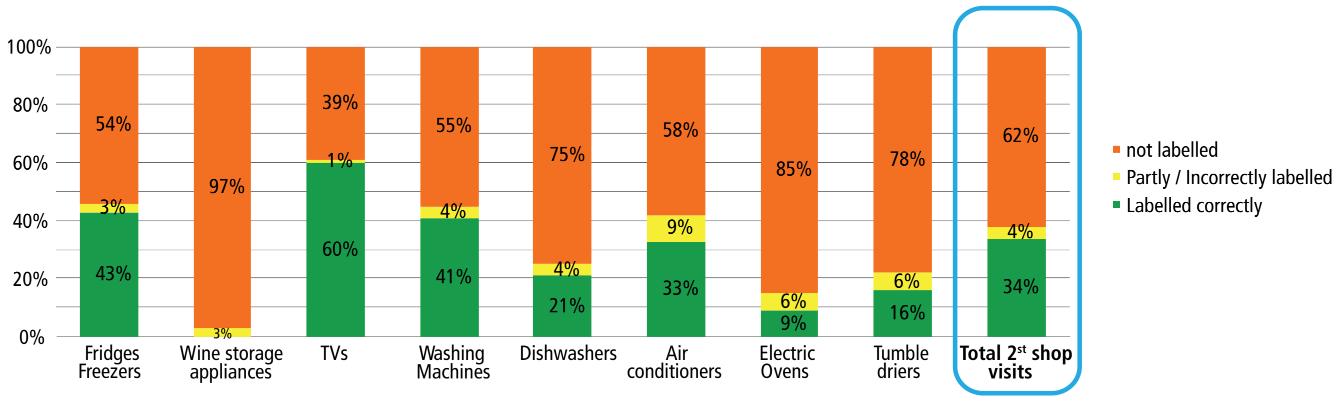
- **Refrigerating appliances:** From among the appliances which have to be labelled for the longest time, refrigerating appliances show the highest share of correctly labelled products. 43% of these appliances were labelled correctly, ca. 95% of which use the new energy label. In total we have checked 618 refrigerating appliances.
- **Washing machines:** The second highest figure of correctly labelled products can be found for washing machines. In this case the energy label is displayed correctly on 41 % of the appliances checked (38% new labels) compared to only 30% correctly labelled products during the first round of shop visits. It is also interesting to note that due to the higher presence of new labels on this appliance type, the rate of partly/incorrectly labelled products was reduced substantially. Overall, 250 washing machines have been checked.
- **Dishwashers:** Contrary to the observations made in the case of fridges or washing machines, dishwashers on the one side showed a below EU average market penetration rate in Malta and on the other side also a low rate of energy labelling compliance. Only 21% of the dishwashers checked were correctly labelled. Many mistakes were made particularly with built-in models whereby the energy label should have been attached to the front or top cover. However, this was not obvious to retailers as the covers are not considered part of the appliance.
- **TVs:** Although labelling for this type of appliance only became mandatory in the course of 2011, we found that compared to Malta's overall results a large proportion (60%) is correctly labelled. This leads us to the conclusion (which was confirmed by the shops themselves) that certain (mostly larger) manufacturers provide these appliances to retailers already properly equipped with the label.
- **Wine storage appliances**: These appliances have a similar history as TVs when it comes to labelling requirements are however less common to find in households. During the shop visits in Malta, no appliances could be found that were labelled correctly. On the other hand, the market placement date could not be verified.
- **Tumble Driers:** Similar to the observations made during the first round of shop visits, tumble driers have a lower market share in Malta which is mainly due to the warmer climate. Only 63 tumble driers were among the 1749 appliances checked and only 16% of those were labelled correctly compared to 18% during the first round of shop visits. Furthermore, as mentioned previously the new energy label for tumble driers only becomes obligatory from May 2013 onwards. However, producers were able to use it on voluntary basis already since June 2012. During the second round of shop visits we also found a small number of tumble dryers already with the new label.

- **Air-conditioners**: Contrary to the first round of shop visits earlier this year and considering Malta's overall performance regarding labelling, household air-conditioning units showed a surprisingly high rate of correctly labelled products. Although a lot remains to be done, particularly in comparison to other EU countries, 33% of air-conditioners were found to be labelled correctly.
- **Electric Ovens:** Unlike the positive development with air-conditioners, the share of correctly labelled electric ovens went down to 10% (20% during the first round of shop visits). However, this could also be due to the fact that a larger number of these appliances was checked and the number of partly labelled ovens was higher than during the first round of shop visits. In many cases labels were still in the original packing together with the product documentation inside the appliance.
- **Lamps:** Lamps are the only product category where the energy label is printed directly on the product packaging. Similarly to other countries and the first round of shop visits, after an initial compliance check in a number of shops, we decided to exclude this product category from further checks and the evaluation as the large quantities available in shops could have altered the overall evaluation results.

Figure: Comparison of compliance levels perappliance types for first and second round of shop visits



1st Round of Come On Labels Shop Visits January/February 2012



2nd Round of Come On Labels Shop Visits September/October 2012

Shops

Similarly to other countries, the **level of energy label compliance differs substantially from shop to shop**. This particularly applies to **electric specialists**, which constitute the most common shop type in Malta. Consequently, we have again mainly targeted this type of shops during the second round of shop visits with a particular focus on shops that sell a larger share of household air-conditioners. In total 39% of appliances in this shop type are labelled correctly, 5% were only partly labelled, but 56% of appliances were not labelled at all.

On the other hand, with the exception of kitchen studios, it is also interesting to note that compared to the first round of shop visits there seems to be a higher acceptance towards the new energy label by retailers in all shops surveyed as the share of incorrectly or partly labelled appliances decreased. During discussions held with retailers and shop assistants it was confirmed that one of the reasons for this is that the new label is provided in one piece, whereas in the case of old labels, retailers very often had to chase the supplier or manufacturer for the label or the data strip if it was not supplied with the product.

Furthermore, we have observed that in cases where a shop shows an above average compliance, the shop has usually understood and embraced energy labelling as a tool for marketing energy efficient products. This might also be the reason why the limited number of local **online stores** show a high rate of correctly labelled products (71%) and display all prescribed energy label information (e.g. noise emissions, climate class) as these have to compete with the established electric specialists.

An above average compliance also applies in the case of a shop that we have classified as an **electronic superstore**. It must be mentioned however, that the difference between electric specialists and a superstore in Malta mainly relates to the floor area and number of appliances offered in the shop. In this particular store we found that 65% of all products were labelled correctly compared to only 39% correctly labelled products in the case of electric specialists.

Among the shops covered, **kitchen studios** reach again the lowest rate of compliance (98 % of non-labelled products). **Hypermarkets and cash & carry shops** are uncommon in Malta as points of sale for household appliances. Consequently, these were again not included in the shop visits.

Shop type	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic Superstore	4%	65%	5%	30%
Electric specialist	80%	39%	5%	56%
Kitchen studio / Furniture stores	8%	0%	2%	98%
General hypermarkets / Cash and Carry.	0%	0%	0%	0%
Mail order and internet stores	8%	71%	2%	27%

Table 9 Compliance of energy labelling per shop type

Observations and main mistakes

After the second round of shop visits, it can be concluded that there has been no or only very little improvement regarding the presence of the old energy labels. On the contrary the **slight improvement** we notice in Malta in overall labeling compliance is most likely due to a **better acceptance of the new label** by retailers (particularly in the case of TVs) and additional efforts with the new label by (some) manufacturers/ suppliers. Almost always, the old label was only used correctly in the shop where this was supplied as one whole label by the supplier.

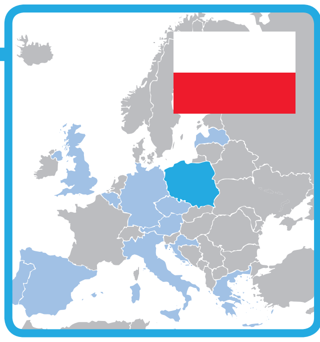
Apart from this issue and similar to the results from the first shop visits, the main problems regarding energy labelling are as follows:

- Some shops still use the energy label selectively as part of a promotion campaign to attract consumer attention for a specific model.
- Small shops with only a few appliances on display and kitchen studios still underperform and have a very low level of compliance. Sometimes different labels are placed inside the same appliance which can cause confusion among the consumers.
- Labels are not displayed on the front or top of the product but are still inside the product documentation.
- As previously mentioned, the share of appliances with correctly displayed old labels is particularly low. Although most retailers are aware of the requirements to bring together the label and data strip, this is not being done and only the data strip is being displayed.
- Only the energy class is highlighted on a different sticker provided by the manufacturer without showing the energy label.
- In some of the stores where a basic effort to apply labels correctly can be observed, retailers place labels inside the appliance in a 'semi-visible' way (in cases of fridges very often next to the door).
- Feedback received from a number of retailers suggests that although they are aware of the requirement to place labels correctly, they do not do so in the case of stainless steel appliances since it (both old and new label) is believed to damage the appliance substantially. However, retailers in these cases fail to implement an alternative solution such as placing the label on a separate promotional display on top or front of the appliance. This was a presented as an alternative solution to retailers during the retailer training sessions conducted recently.

Summary

In summary, it was observed that some slight improvements regarding proper labelling in most appliance categories were made. This can be mainly attributed to the substantially higher share of appliances with the new energy label, a higher level of acceptance towards the new energy label design for marketing purposes as well as the use of the new labels for TVs. Overall however, Malta is still substantially lacking behind with labelling appliances properly compared to other European countries.
Consequently, and in line with the conclusions made after the first round of shop visits, a considerable effort still needs to be undertaken by both suppliers and retailers in Malta in order to increase national compliance levels.

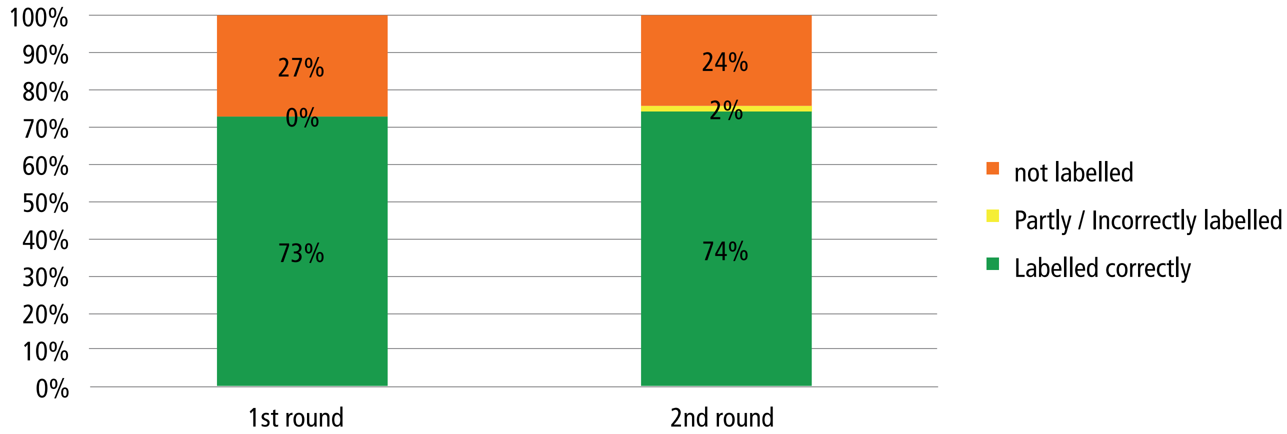
Also in Malta, the third round of shop visits will be undertaken in the beginning of 2013. To contribute towards an improvement of the situation retailer trainings on the presence of energy labels are currently (autumn 2012) being undertaken in close collaboration with the Malta Competition and Consumer Affairs Authority (MCCAA).



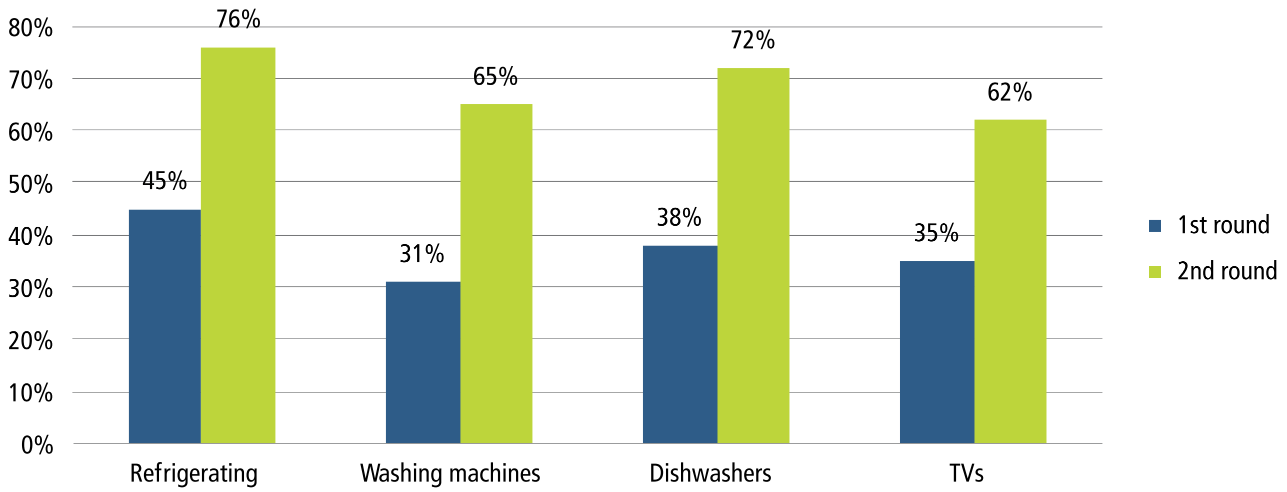
5.10 POLAND

For the second round 20 shops have been visited in Poland between September and October 2012. The strategy for this round was to cover each type of shops represented on the Polish market. In the second round of shop visits KAPE representatives have visited the same shops as in the first one. In this group of shops, some 60% were electronics superstores, 15% were electric appliance specialists, 20% general hypermarkets and cash & carry shops, 5% were kitchen studios. This distribution of shops is identical to the share of particular type of shops on the Polish household appliances` market.

Share of proper labels display in 1st and 2nd set of shop visits – Poland



Display of the new energy label – Poland



Additionally, apart from the compliance checks, KAPE representatives talked with shops assistants and offered them the project training manuals. In total, 20 manuals were offered, of which 12 were accepted. Interviews with the shop assistants were made about their opinions concerning the usage and usefulness of energy labels.

In the above-mentioned shops, 4 912 products (refrigerating appliances, TVs, washing machines, dishwashers, electric ovens, tumble driers) were surveyed. The new label was found on 3 144 products (64% of all products). 474 items were marked with the old type of labels (9,7%). 1 203 products were not labelled in any way (24%). Only 91 items (2 %) of the appliances covered were labelled partly or incorrectly.

Comparison of the first and second shop visiting rounds according to the type of appliances:

The second set of shop visits revealed an improved situation in terms of proper label display in comparison to the first set of shop visits. More new energy labels have been found, and, in general, fewer appliances with no labels at all.

TVs and dishwashers are much better marked with new labels than in the first round. On the other hand, the survey revealed more items labelled in a partly correct or incorrect way, though the figure is still very low in comparison to other countries.

Comparison by product category :

- **Dishwashers**: Out of the 723 products surveyed, 82.85% were labelled correctly, and some 17% had no labels at all (in the first round 76.8% were labelled correctly);
- **Electric ovens**: 66.7% were labelled in a correct way;
- **Refrigerating appliances:** 84% had correctly placed labels, in comparison to 77,4% in the first set of shop visits.
- **TVs** : 37,74% still have no labels, in comparison to 65,5% in the first set of shop visits;
- **Tumble driers**: in the second round some 66% were labelled correctly, whereas in the first set of visits it was only 15%;
- In the inspected shops only 5 **wine storage appliances** were found, 60% of which had no energy labels;
- **Washing machines:** 72% of products were marked in a correct way, previously it was 64%.

The share of the old labels for tumble driers remains high. The presumption for this finding is that this product type is not very popular on the Polish market, and therefore individual models may remain on the shop shelves for a longer than usual time.

An example of an appliance partly labelled was in the general hypermarkets, where KAPE found several cases when the energy label was packed in a plastic bag with small parts (handle, screws, endings, containers) of the respective unit, the manual and warranty book inside the individual appliance.

Comparison of the first and second shop visits according to the type of shops:

The most noticed improvement is with the electric specialist stores, and an improvement has been also noticed in the general hypermarkets. A low level of label display compliance remains in the kitchen studios. As regards the electronic superstores, the situation is similar to the previous shop visits.

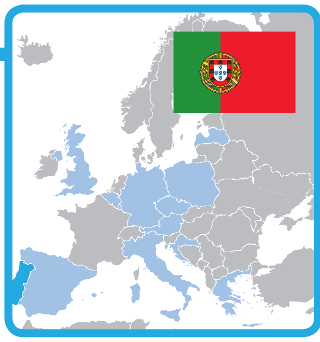
Main mistakes in proper label display: Shop assistants interviewed indicated that they do not want to open the plastic bags delivered with the product units and take out labels, because of risk that the other parts contained in it can be lost or stolen. Anther concern expressed was that the units marked with the energy label could not be sold, since the label if stuck on the unit could leave glue on its surface or a whiter area below the label.

Both the new and the old type of labels are usually placed on visible places for consumers, generally on the top or on the front part of a product, as prescribed by the legislation.

We have also found some cases where labels were located on the right or left side of units displayed. This made the energy labels much less visible for customers.
Sometimes the energy efficiency labels are partly sealed (or covered) with other, e.g. advertising, stickers, which inform about additional functions or features of an appliance.

A systematic problem lies with the kitchen studios, as it is a matter of the regulations` interpretation. Kitchen studio representatives interviewed were of the opinion that the household appliances are only sold as the part of offered furniture, so they do not have to use the labels.

Customers also had difficulty in interpreting pictograms on energy labels. Shop assistants interviewed noted that customers cannot read them and they do not understand them correctly. Hence it seems necessary to carry out a wide information campaign addressing the customers directly. Hopefully, the campaign prepared by the Polish Ministry of Economy in cooperation with KAPE S.A. will be useful and will help customers to understand the new energy label.



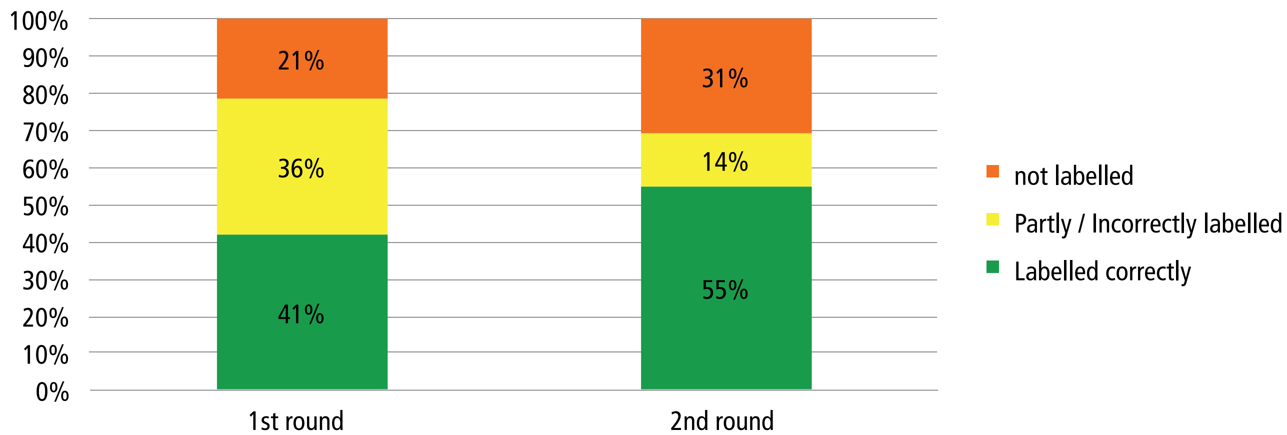
5.11 PORTUGAL

The second round of the shop visits in Portugal took place between:

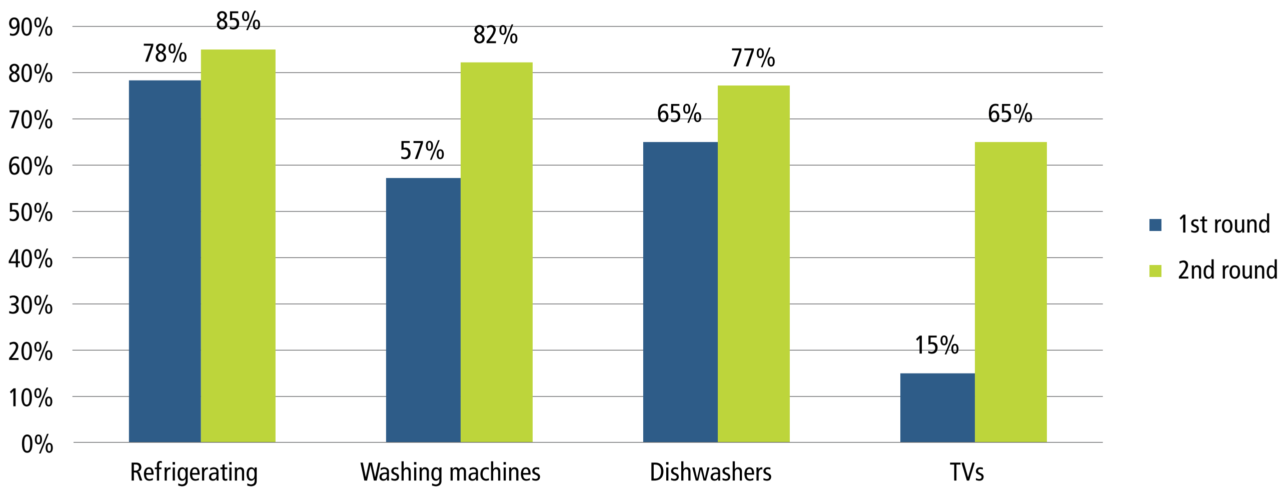
- 20th August 2012 – 25th October 2012

The selection of shops included all five types defined under the Come On Labels project and was focused mainly on electronic superstores and electric specialists where consumers usually buy their appliances. In each shop the proper presence of the energy label was monitored for all the appliances in sale that are currently subject to EU regulation. None of the shops visited in the first round was revisited in the second round of visits but some belong to the same retail chain.

Share of proper labels display in 1st and 2nd set of shop visits – Portugal



Display of the new energy label – Portugal



In total 22 shops were visited of which 27% are electronic superstores, 23% electric specialist, 18% are kitchen studios and furniture stores, 18% are general hypermarkets and cash & carry, and 14% are mail order and internet stores. *Note* that the chart above contains numerous models offered on internet.

Globally over 5000 products related to energy labelling were checked. The light bulbs were checked but not quantified since all products were compliant.

Main observations

The overall compliance of the products checked is 55% while the products not labelled at all represent 31%. The products using the energy labels for the longest time are the ones with the highest share of proper labelling, like dishwashers (69%), refrigerating appliances (65%), washing machines (59%) and tumble dryers (55%).
The electric ovens have the lowest share of proper labelling (39%).
The categories of products recently subjected to energy labelling – television sets and wine storage appliances – were correctly labelled in 51% and 49%, respectively, of the products monitored.

The new labels have a strong presence in the market, especially for the refrigerating appliances, but also for washing machines and dishwashers which share is higher than the old label.
The majority of the television sets in "brick and mortar" shops are already correctly labelled whereas none of the wine storage appliance checked in physical stores had the new energy label.

Electric specialists and electronic superstores are the type of shops were most of the products are correctly labelled (75% and 72%, respectively) and general hypermarket and cash & carry is the one where most of the products are not labelled at all (58%). In the internet shops a large number of products do not display all the information required by legislation resulting in partly or incorrect labelled products (39%).

Problems found

- Label placed inside the appliance (usually in electric ovens).
- Only the data strip is displayed (observed for all product categories subject to the old label)
- In one electronic superstore most of the washing machines and dishwashers had a plastic holder with the price tag on one side and the energy label on the other.
- Labels for electric ovens in a furniture stores and for air conditioners in a cash & carry.
- Labels covered by price (mainly observed in televisions sets) or other objects (mainly in washing machines).
- Other problems found are related with the old labels: energy labels in black and white, in other languages, wrong labels displayed or just the background of the label without the data strip.
- In the internet shops sometimes the information on noise is missing for refrigerating appliances, washing machines, dishwashers, electric ovens and tumble dryers. For the refrigerating appliances the class climate tends to be missing as well.

Comparison between the first and second round of visits

The level of compliance of the products, currently of 58%, has increased since the first round of visits (41%) undertaken in February 2012.

The Figure below shows that the share of correctly labelled has increased for all the products monitored during the visits whereas the not labelled share of products has decreased, especially for television sets and air conditioners. The share of partly or incorrectly labelled products has also decreased for all products except for televisions and tumble dryers. This fact is related to energy labels covered by the price (TVs) or cases where only the data strip was placed (tumble dryers).

Considering the different types of shops the level of compliance of electronic superstores, kitchen studios and furniture stores, and general hypermarkets and cash & carry has decreased whereas the level of compliance of electric specialists and internet shops has increased.

The new labels have an increasing presence in the market. Considering just the physical shops, in the first round the share of old and new labels for refrigerating appliances, washing machines and dishwashers were similar whereas in the second round of visits the presence of new labels has raised considerably. The share of new labels for television sets is now four times higher (65%) than in the first round of visits (15%) and although this label has been introduced in the market just a year ago its share is almost as high as the new labels in white goods.

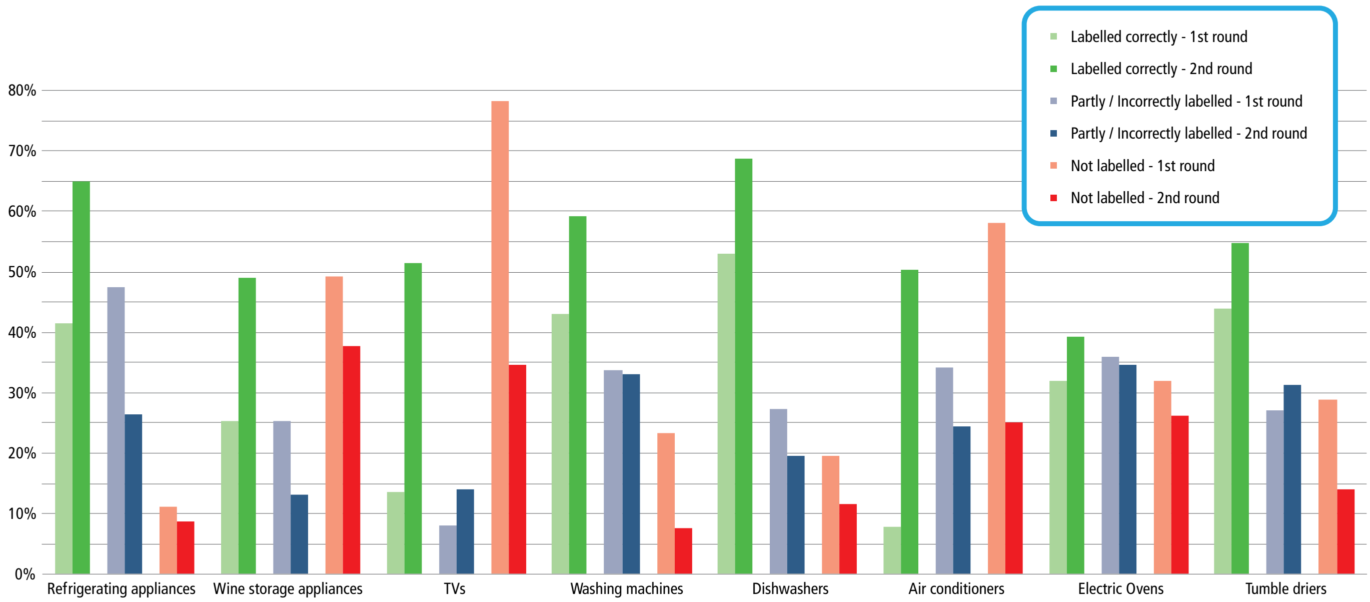
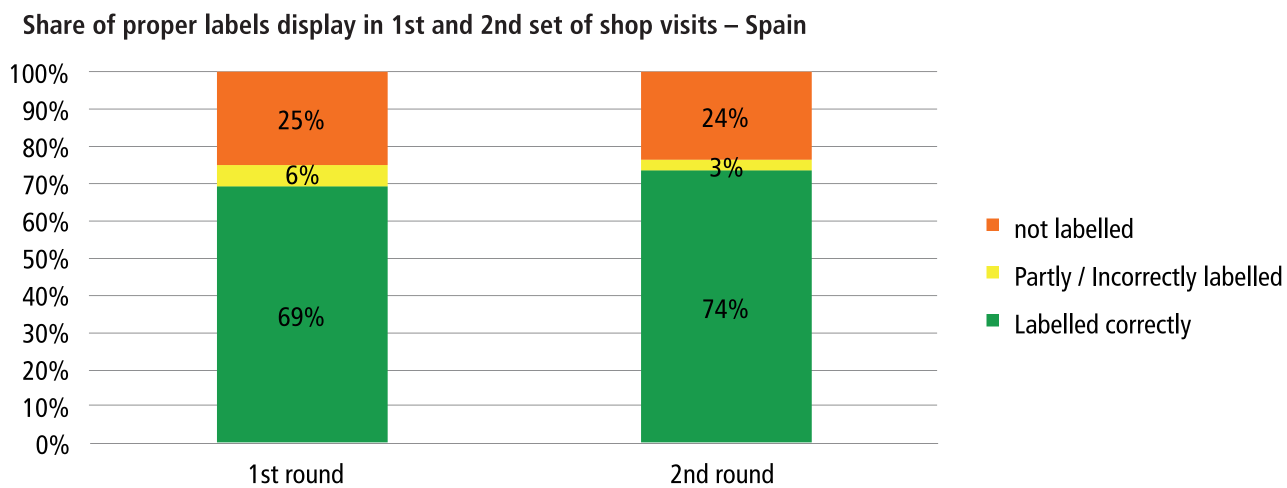
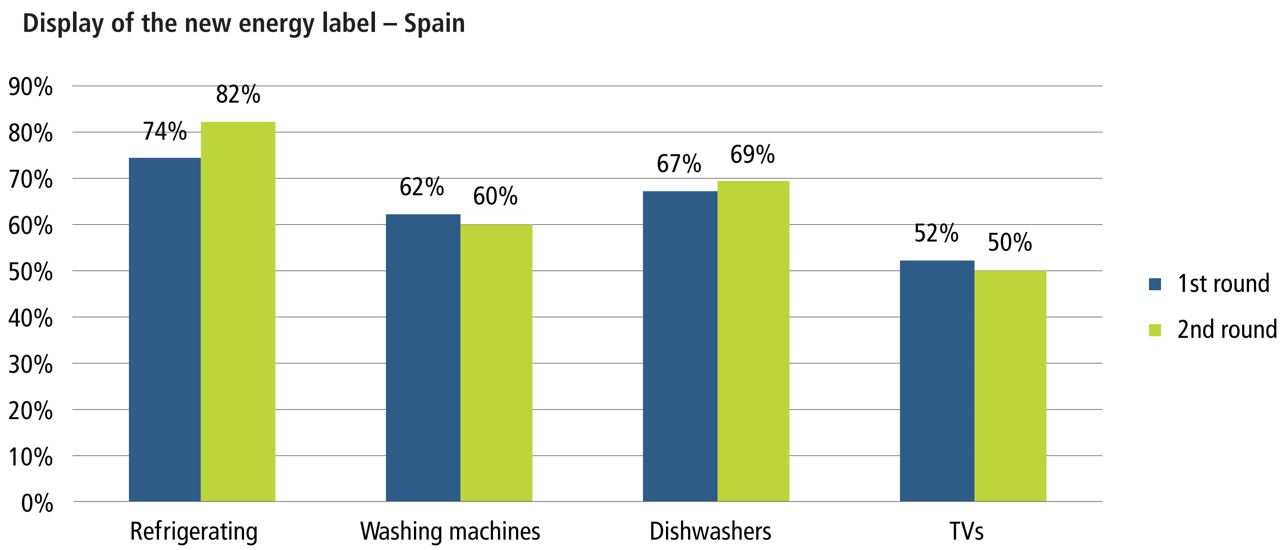


Figure: Level of compliance of the different appliance in Portuguese shops

5.12 SPAIN

The shop selection:
The Spanish project partner considered visiting the same shops as in the first round of shop visits covering all 5 categories of shops from two Regions, Madrid Region (urban area) and Aragón Region (rural area). However, one of the shops has closed in the meantime; therefore one new shop was included, belonging to the same distribution group.





In Spain the sale of domestic appliances is the largest at electronic superstores and electric specialists, therefore approximately 5–6 shops of each category have been visited. Kitchen studios are the third most utilised category therefore about 3–4 shops have been visited. Internet stores are less frequently used, therefore 2–3 mail order or internet store have been checked.

The time schedule of the shop visits in Spain for the second round was:

- 2nd August 2012 – 04th October 2012

In Spain, a total of 33 shops have been visited, covering over 7700 displayed products that are falling under the European Energy Label legislation.

Main observations:

- 74% of the appliances were correctly labelled and 26% of the checked products were not labelled or partially labelled or bear some other kind of product labelling other than the EU energy label. This means an improvement from the first set of shop visits, where 69% of appliances were correctly labelled.
- The new energy label on TVs was correctly placed on the screen of 47% of all the checked TVs. Only in one store the shop assistants had no knowledge that the label should be displayed according to EU legislation, and the shop manager said he would put all labels after the Come On Labels visit.
- There were no significant disproportions among the shop types in terms of the correct label display, as more than 59% of the visited shops displayed the energy labels correctly. (The low number of appliances with an energy label particularly applied to 1 furniture shop, 1 online shop and 1 electric specialist shop).

With regard to specific appliance groups the following observations were made:

- **Refrigerating appliances:** In total 2 126 refrigerating appliances were verified of which 2 000 were labelled correctly bearing either the old or a new energy label. 126 refrigerating appliances were not at all or incorrectly labelled.
- **Air conditioners:** In over 74% of the cases air conditioner units were displayed without the energy label (or incorrectly placed).
- **Washing machines:** Label compliance in this category is slightly better than average, of the 1418 washing machines checked 1220 appliances (87%) were labelled correctly, whereas 198 (13%) were not or incorrectly labelled.
- **Dishwashers:** Of the 997 appliances 930 (93%) were labelled correctly, and 67 (7%) were not or incorrectly labelled.
- **Electric Ovens:** For electric ovens (total 1183 checked), presence of labels was higher compared to the first shop visits – 52% of the appliances were labelled correctly. However, in many cases labels were still in the original packing together with the manual inside the appliance.
- **Tumble Dryers:** This product category showed a particularly low rate of properly labelled appliances. 77% of the 334 tumble dryers checked for energy label presence were labelled properly. 33% had no label attached or were mislabelled.
- **TVs**: Since the date of the market entry is not marked in the product, the presence of no labels has to be taken with caution. It was observed that more TVs of certain brands had more rate of compliance than in the first shop visit. In this time 47% were labelled correctly.

Some problems and more observations in the Spanish shops are:

The correct labelling does not seem to depend upon the type of shop but of the training and marketing department of the chain of shops.

When buying a new appliance if the appliance is for the first household the user usually asks for the energy label but if the appliance is for a holiday house the user tends to buy the cheapest one disregarding the energy class of the appliance.

Some shop assistants and shop managers said the energy label is placed in the outside back or side of the appliance. When the pack is taken off, the energy label falls off with the plastic and gets lost.

The usual mistakes made by shop owners, shop responsible or product managers of the visited shops with regard to labelling:

- Labels are not displayed on the front of the product but are hidden inside the product together with the product manual. Another problem is that only old label data strip is made available, or the energy class is highlighted on a different sticker provided by the manufacturer without showing the energy label. Sometimes, the energy efficiency class is printed in the front of the product.
- Just a few models of wine storage appliances are present in the shops and most of them do not display the energy label. In Spain these appliances are not very often utilised in households.
- The presence of energy labels at televisions is higher compared to the first round of shop visits in January-February 2012. However, energy efficiency class does not seem to be the main buying criterion or an argument for sale. The consumers ask for size and price but not an efficient device when acquiring a TV.
- While only about half of the TVs have been equipped properly with the energy label (46%), all shop representatives have been aware of the new energy label for this product type. In one specific case, one shop assistant was not aware about this, but after receiving the Come On Labels Training Manual and a copy of the respective legislation, a promise was made that the labels would be added at the earliest opportunity.
- Air conditioning units remain poorly labelled, 79 % did not have the label or were incorrectly labelled. Most air conditioning devices display only the old label data strip. In one appliance we saw the new energy label.
- A few shop assistants thought it was correct to have the energy label inside the oven within the plastic bag of the Technical Documentation.

Escan has provided information to the shops (training material…etc) and offered the training to shops chains, associations of retailers, manufacturers and institutions. The shops have received the Training Manual elaborated in Come On Labels very positively.

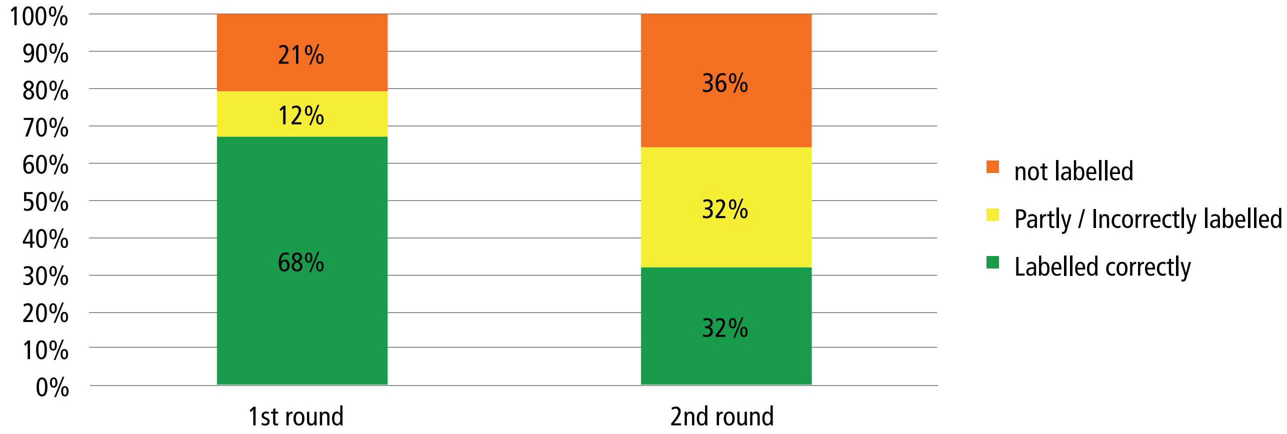
The third round of Come One Labels shop visits will focus on the same shops while directly discussing positive and problematic aspects with retailers and the new energy labels of air conditioning appliances.

5.13 UNITED KINGDOM

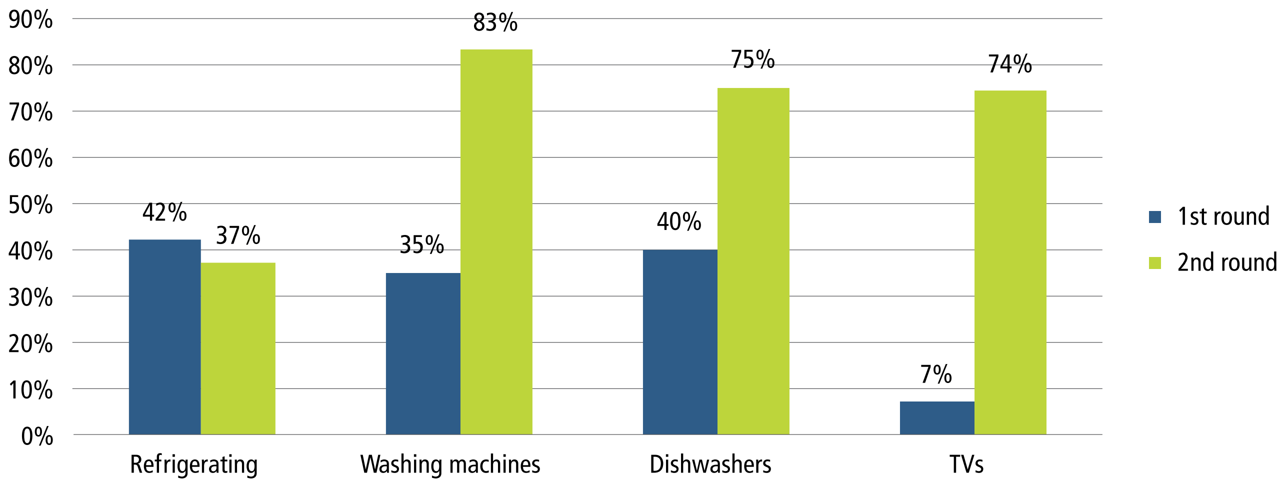
The second round of the shop visits in the UK took place during October 2012.

Our strategy this time was to select a different set of shops to the first round including more shops in Wales. The shops were again chosen randomly to cover each of the 4 shop types and also included in this round were 5 internet stores, including some smaller local shops and some national chains with on-line sales.

Share of proper labels display in 1st and 2nd set of shop visits – UK



Display of the new energy label – UK



Note: *the second round of shop visits included five internet shops, which dominate the survey in terms of the number of models surveyed. The first set of shop visits did not include any internet shops. This difference influences the overall share of the partly labelled products (not all label information disclosed on internet shops).*

In this round five stores were visited in the small electrical specialist category including one specialist TV retailer, as this was one of the worst performing shop categories last time round. Five in the general hypermarkets category visited, this is a diverse collection of shops including supermarkets, large DIY stores and general home stores so a selection of each type was visited. Three electronic superstores were visited; these were different branches of some of the companies visited in round one (due to the small number of companies in this category in the UK). Only 2 furniture stores were visited as there are not many of these dedicated kitchen / furniture stores in the UK and 5 on-line retailers surveyed this round, including internet stores for electrical superstores and smaller retailers. No printed catalogues were reviewed in this round.

The internet sites mostly gave the energy rating with the product and the data from the label was included in the information page for each appliance, but only a few products on some of the websites actually had the label displayed and sometimes it was not easy to find it. One website only had the coloured bar graphic for each appliance. For some online stores it was not possible to find the full information from the energy label for each individual product. One internet store had each product rated and the full energy label clearly displayed on the product information page for some of its appliance types.

Comparison with the first round of shop visits in the UK:

In this round 5,353 products were checked, just over 1,000 more than in round one as this included internet stores whic

Overall more products were not correctly labelled in round 2, correctly labelled down from 68% to 23%, and products incorrectly labelled, up from 12% to just 69%, and those not labelled down from 21% to 8% in this round.
The main difference was caused by the internet shops although only five online stores visited they accounted for two thirds of the products checked in this round (3,602 out of 5,353).
The results for the physical shop visits (excluding the internet stores) were very similar to the previous round. Correctly labelled up by 1% to 69%, incorrectly labelled was 12% and not labelled down from 21% to 19%.

No air conditioners were seen in any of the shops visited, and lamps were not checked in this round of the visits.

Results by shop categories:

- Electronic superstores improved their performance slightly up from 79% to 80% correctly labelled
- Electrical specialists were slightly worse down from 39% to 36%.
- Kitchen/furniture stores improved from 15% up to 57%. However, there were only a few kitchen studios checked (three and two respectively).
- Compliance in general supermarkets was down from 46% to just 20%; the supermarkets sell a limited range of appliances in small numbers, mainly TVs displayed without any labels and there were also a few fridges and washing machines not labelled.
- Internet stores, this is the first time they were surveyed so no comparison to round one possible but only 1% were correctly labelled.

Problems found:

- The worst performers were the online stores most of them gave the rating for the appliance and generally the other information from the label was available but not the label itself. Small independent stores and the supermarkets were the next worst performing; both had also performed poorly in round one.
- The product with the worst labelling results in the shops was for dual ovens where typically only one oven was labelled or just the data strip of the old label displayed. A solution to these problems could be through education on the requirements and importance of labelling and the promotion of the benefits of energy efficient appliances to their customers as an incentive to buy the products they stock. Retailer training will be offered to these stores to help improve their labelling compliance. Training has been arranged with Welsh trading standards officers to help promote labelling at the end of November.
- One independent retailer in Wales refused our staff permission to survey the shop after being approached to explain what we were there to do and the importance of labelling appliances. It should be noted that very few labels were on display when the shop was entered, but records could not be taken. Other shops that were approached before conducting the survey were happy to take part and understood why we were there.

6.
Detailed Results of the Second Round of Visits (2012)

6.1 Results for the whole project: SUMMARY – 1st set of shop visits

Country	Visit Serie Nr. (1. / 2. / 3.)	Date of visit (period)	Shops visited
SUMMARY	1.	January/February 2012	290

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	64	22%	76%	7%	17%
T2.- Electric specialist	101	35%	48%	12%	40%
T3.- Kitchen studio / Furniture stores	57	20%	30%	17%	53%
T4.- General hypermarkets / Cash and Carry	44	15%	64%	12%	25%
T5.- Mail order and internet stores	24	8%	65%	24%	11%
Total number of shops:	**290**		**54%**	**13%**	**33%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	18980	old label	4724	1716	1045	25%	9%	12%
		new label	8076	2106	1313	43%	11%	
Wine storage appliances	524	new label	57	113	354	not calculated		
TVs	13340	new label	3069	656	9615	not calculated		
Washing Machines	10229	old label	3206	1048	793	31%	10%	16%
		new label	3771	557	854	37%	5%	
Dishwashers	6659	old label	1761	642	651	26%	10%	19%
		new label	2638	375	592	40%	6%	
Lamps	79586	old label	74216	2200	3170	not calculated		
Air conditioners	1702	old label	222	653	814	13%	38%	48%
		new label	7	4	2	0%	0%	
Electric Ovens	8829	old label	3636	2068	3125	41%	23%	35%
Tumble driers	2351	old label	1334	486	531	57%	21%	23%
Total number of products	**51876**		**32501**	**9655**	**9720**			
Summary of % share	**100%**		**63%**	**19%**	**19%**			

SUMMARY – 2nd set of shop visits

Country	Visit Serie Nr. (1. / 2. / 3.)	Date of visit (period)	Shops visited
SUMMARY	2.	August/ October 2012	331

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	73	22%	71%	7%	22%
T2.- Electric specialist	126	38%	52%	8%	41%
T3.- Kitchen studio / Furniture stores	58	18%	33%	12%	56%
T4.- General hypermarkets / Cash and Carry	47	14%	47%	9%	44%
T5.- Mail order and internet stores	27	8%	41%	45%	14%
Total number of shops:	**331**	**100%**	**51%**	**12%**	**38%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	21505	old label	4317	2303	1792	20%	11%	8%
		new label	11279	1814		52%	8%	
Wine storage appliances	676	new label	132	117	427	20%	17%	63%
TVs	17814	new label	8711	1402	7701	49%	8%	43%
Washing Machines	13292	old label	3238	1103	1350	24%	8%	10%
		new label	6595	1006		50%	8%	
Dishwashers	7912	old label	1899	547	936	24%	7%	12%
		new label	3829	701		48%	9%	
Lamps	729	old label	496	1	232	not calculated		
Air conditioners	2429	old label	962	720	724	40%	30%	30%
		new label	11	12		0%	0%	
Electric Ovens	9881	old label	3862	3347	2672	39%	34%	27%
Tumble driers	2915	old label	1611	594	347	55%	20%	12%
		new label	208	155		7%	5%	
Total number of products	**76424**		**46654**	**13821**	**15949**			
Summary of % share	**100%**		**61%**	**18%**	**21%**			

6.2 Results per country: Austria

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Austria	2.	Aug.–Oct. 2012	20	AEA

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	84%	4%	13%
T2.- Electric specialist	7	35%	56%	8%	36%
T3.- Kitchen studio / Furniture stores	6	30%	19%	35%	46%
T4.- General hypermarkets / Cash and Carry	1	5%	59%	6%	35%
T5.- Mail order and internet stores	2	10%	44%	25%	31%
Total number of shops:	**20**	**Average**	**49%**	**17%**	**34%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1239	old label	59	34	104	5%	3%	8%
		new label	839	203		68%	16%	
Wine storage appliances	38	new label	6	3	29	16%	8%	76%
TVs	893	new label	425	14	454	48%	2%	51%
Washing Machines	491	old label	102	26	22	21%	5%	4%
		new label	286	55		58%	11%	
Dishwashers	509	old label	92	21	82	18%	4%	16%
		new label	239	75		47%	15%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	17	old label	3	4	10	18%	24%	59%
		new label	0	0		0%	0%	
Electric Ovens	576	old label	288	124	164	50%	22%	28%
Tumble driers	136	old label	61	68	6	45%	50%	4%
		new label	1	0		1%	0%	
Total number of products	**3899**		**2401**	**627**	**871**			
Summary of % share	**100%**		**62%**	**16%**	**22%**			

Belgium

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Belgium	2.	Aug.–Oct. 2012	20	ABEA

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	59%	13%	27%
T2.- Electric specialist	9	45%	27%	3%	70%
T3.- Kitchen studio / Furniture stores	4	20%	10%	9%	80%
T4.- General hypermarkets / Cash and Carry	2	10%	58%	18%	24%
T5.- Mail order and internet stores	1	5%	65%	35%	0%
Total number of shops:	**20**	**Average**	**35,6%**	**9,7%**	**54,7%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	703	old label	83	27	164	12%	4%	23%
		new label	347	82		49%	12%	
Wine storage appliances	30	new label	4	2	24	13%	7%	80%
TVs	777	new label	285	159	333	37%	20%	43%
Washing Machines	339	old label	39	21	71	12%	6%	21%
		new label	176	32		52%	9%	
Dishwashers	267	old label	4	11	109	1%	4%	41%
		new label	125	18		47%	7%	
Lamps	714	old label	481	1	232	not calculated		
Air conditioners	11	old label	4	3	4	36%	27%	36%
		new label	0	0		0%	0%	
Electric Ovens	299	old label	59	32	208	20%	11%	70%
Tumble driers	313	old label	135	30	67	43%	10%	21%
		new label	70	11		22%	4%	
Total number of products	2739		1331	428	980			
Summary of % share	100%		49%	16%	36%			

Croatia

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
CROATIA	2.	Sept.–Oct. 2012	20	ELMA

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	77%	19%	4%
T2.- Electric specialist	7	35%	82%	3%	14%
T3.- Kitchen studio / Furniture stores	3	15%	44%	21%	35%
T4.- General hypermarkets / Cash and Carry	5	25%	56%	8%	37%
T5.- Mail order and internet stores	1	5%	0%	99%	1%
Total number of shops:	**20**	**Average**	**65%**	**15%**	**20%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1172	old label	253	51	75	22%	4%	6%
		new label	741	52		63%	4%	
Wine storage appliances	12	new label	7	0	5	58%	0%	42%
TVs	706	new label	588	13	105	83%	2%	15%
Washing Machines	888	old label	327	47	26	37%	5%	3%
		new label	486	2		55%	0%	
Dishwashers	636	old label	156	56	53	25%	9%	8%
		new label	295	76		46%	12%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	107	old label	85	12	9	79%	11%	8%
		new label	1	0		1%	0%	
Electric Ovens	825	old label	637	109	79	77%	13%	10%
Tumble driers	156	old label	115	19	9	74%	12%	6%
		new label	13	0		8%	0%	
Total number of products	**4502**		**3704**	**437**	**361**			
Summary of % share	**100%**		**82%**	**10%**	**8%**			

Czech Republic

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Czech Republic	2.	August 2012	26	SEVEn

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	12%	77%	9%	15%
T2.- Electric specialist	4	15%	52%	21%	27%
T3.- Kitchen studio / Furniture stores	9	35%	3%	8%	89%
T4.- General hypermarkets / Cash and Carry	5	19%	41%	11%	48%
T5.- Mail order and internet stores	5	19%	57%	26%	17%
Total number of shops:	**26**	**Average**	**37%**	**14%**	**49%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	2852	old label	686	84	59	24%	3%	2%
		new label	1496	527		52%	18%	
Wine storage appliances	174	new label	13	42	119	7%	24%	68%
TVs	1767	new label	795	80	892	45%	5%	50%
Washing Machines	1413	old label	498	270	12	35%	19%	1%
		new label	537	96		38%	7%	
Dishwashers	1073	old label	506	100	30	47%	9%	3%
		new label	371	66		35%	6%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	47	old label	1	3	37	2%	6%	79%
		new label	0	6		0%	13%	
Electric Ovens	1259	old label	239	888	132	19%	71%	10%
Tumble driers	237	old label	101	49	2	43%	21%	1%
		new label	40	45		17%	19%	
Total number of products	**8822**		**5283**	**2256**	**1283**			
Summary of % share	**100%**		**59,9%**	**25,6%**	**14,5%**			

Germany

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Germany	2.	Sep.–Oct. 2012	31	Oeko Institut

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	6	19%	63%	12%	25%
T2.- Electric specialist	5	16%	49%	7%	44%
T3.- Kitchen studio / Furniture stores	10	32%	79%	10%	10%
T4.- General hypermarkets / Cash and Carry	8	26%	49%	4%	47%
T5.- Mail order and internet stores	2	6%	41%	59%	0%
Total number of shops:	31	Average	61%	12%	27%

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	452	old label	58	25	31	13%	6%	7%
		new label	330	8		73%	2%	
Wine storage appliances	0	new label	0	0	0			
TVs	1431	new label	871	117	443	61%	8%	31%
Washing Machines	176	old label	24	15	12	14%	9%	7%
		new label	125	0		71%	0%	
Dishwashers	213	old label	27	10	11	13%	5%	5%
		new label	164	1		77%	0%	
Lamps	0	old label	0	0	0		not calculated	
Air conditioners	66	old label	34	10	16	52%	15%	24%
		new label	0	6		0%	9%	
Electric Ovens	287	old label	224	43	20	78%	15%	7%
Tumble driers	76	old label	36	17	2	47%	22%	3%
		new label	21	0		28%	0%	
Total number of products	2701		1914	252	535			
Summary of % share	100%		71%	9%	20%			

Greece

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Greece	2.	Sep.–Oct. 2012	20	CRES

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	5	25%	39%	30%	31%
T2.- Electric specialist	8	40%	17%	34%	49%
T3.- Kitchen studio / Furniture stores	4	20%	27%	18%	55%
T4.- General hypermarkets / Cash and Carry	2	10%	46%	27%	27%
T5.- Mail order and internet stores	1	5%	15%	85%	0%
Total number of shops:	20	Average	27%	32%	41%

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1398	old label	243	565	99	17%	40%	7%
		new label	321	170		23%	12%	
Wine storage appliances	29	new label	0	23	6	0%	79%	21%
TVs	623	new label	178	146	299	29%	23%	48%
Washing Machines	613	old label	97	126	79	16%	21%	13%
		new label	165	146		27%	24%	
Dishwashers	451	old label	72	166	53	16%	37%	12%
		new label	108	52		24%	12%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	776	old label	22	586	168	3%	76%	22%
		new label	0	0		0%	0%	
Electric Ovens	1032	old label	214	720	98	21%	70%	9%
Tumble driers	100	old label	19	64	17	19%	64%	17%
		new label	0	0		0%	0%	
Total number of products	5022		1439	2764	819			
Summary of % share	100%		29%	55%	16%			

Italy

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Italy	2.	April 2012	54	ENEA / GfK

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	15	28%	73%	2%	29%
T2.- Electric specialist	23	43%	73%	2%	29%
T3.- Kitchen studio / Furniture stores	7	13%	9%	0%	99%
T4.- General hypermarkets / Cash and Carry	9	17%	73%	2%	29%
T5.- Mail order and internet stores	0	0%	0%	0%	0%
Total number of shops:	54	Average	65%	2%	38%

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	4540	old label	1556	133	357	34%	3%	8%
		new label	2494	0		55%	0%	
Wine storage appliances	75	new label	7	0	68	9%	0%	91%
TVs	6234	new label	2965	0	3269	48%	0%	52%
Washing Machines	4162	old label	1413	134	252	34%	3%	6%
		new label	2363	0		57%	0%	
Dishwashers	1543	old label	441	44	196	29%	3%	13%
		new label	862	0		56%	0%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	802	old label	604	6	182	75%	1%	23%
		new label	10	0		1%	0%	
Electric Ovens	2015	old label	1054	94	867	52%	5%	43%
Tumble driers	677	old label	605	22	50	89%	3%	7%
		new label	0	0		0%	0%	
Total number of products	20048		14374	433	5241			
Summary of % share	100%		72%	2%	26%			

Table 10 : Type of shops and disaggregation per Region and Province for the national shop survey

Region	Province	Shop type	Tot.
CAMPANIA	Naples	Buying Group	3
		Electrical Chain	2
EMILIA ROMAGNA	Bologna	Buying Group	2
		Electrical Chain	1
		Hypermarket	1
		Variety Store	1
LAZIO	Rome	Buying Group	3
		Electrical Chain	2
		Hypermarket	1
		Kitchen/Furniture	2
LOMBARDIA	Milan	Buying Group	3
		Electrical Chain	2
		Hypermarket	1
		Kitchen/Furniture	4
PIEMONTE	Turin	Buying Group	2
		Electrical Chain	2
		Hypermarket	1
PUGLIA	Bari	Buying Group	2
		Electrical Chain	2
		Hypermarket	1
SICILIA	Catania	Buying Group	2
		Electrical Chain	2
		Variety Store	1
TOSCANA	Florence	Buying Group	3
		Electrical Chain	1
		Hypermarket	1
		Kitchen/Furniture	1
VENETO	Venice	Buying Group	3
		Electrical Chain	1
		Hypermarket	1
Total			**54**

Shop type	Tot.	%
Buying Group	23	42,6%
Electrical Chain	15	27,8%
Hypermarket	7	13,0%
Kitchen/Furniture	7	13,0%
Variety Store	2	3,7%
Total	**54**	**100,0%**

Region	Tot.	%
CAMPANIA	5	9,3%
EMILIA ROMAGNA	5	9,3%
LAZIO	8	14,8%
LOMBARDIA	10	18,5%
PIEMONTE	5	9,3%
PUGLIA	5	9,3%
SICILIA	5	9,3%
TOSCANA	6	11,1%
VENETO	5	9,3%
Total	**54**	**100,0%**

Province	Tot.	%
BA	5	9,3%
BO	5	9,3%
CT	5	9,3%
FI	6	11,1%
MI	10	18,5%
NA	5	9,3%
RM	8	14,8%
TO	5	9,3%
VE	5	9,3%
Total	**54**	**100,0%**

Latvia

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Latvia	2.	October 2012	20	Ekodoma

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	7	35%	76%	4%	20%
T2.- Electric specialist	9	45%	48%	11%	41%
T3.- Kitchen studio / Furniture stores	2	10%	72%	5%	23%
T4.- General hypermarkets / Cash and Carry	0	0%	0%	0%	0%
T5.- Mail order and internet stores	2	10%	48%	51%	0%
Total number of shops:	**20**	**Average**	**60%**	**12%**	**28%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1463	old label	815	278	67	56%	19%	5%
		new label	300	3		21%	0%	
Wine storage appliances	39	new label	27	8	4	69%	21%	10%
TVs	913	new label	308	440	165	34%	48%	18%
Washing Machines	903	old label	153	367	157	17%	41%	17%
		new label	218	8		24%	1%	
Dishwashers	299	old label	196	28	34	66%	9%	11%
		new label	41	0		14%	0%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	14	old label	0	14	0	0%	100%	0%
		new label	0	0		0%	0%	
Electric Ovens	214	old label	14	156	44	7%	73%	21%
Tumble driers	85	old label	65	15	5	76%	18%	6%
		new label	0	0		0%	0%	
Total number of products	**3930**		**2137**	**1317**	**476**			
Summary of % share	**100%**		**54%**	**34%**	**12%**			

Malta

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Malta	2.	Aug.–Oct. 2012	25	PiM

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	1	4%	65%	5%	30%
T2.- Electric specialist	20	80%	39%	5%	56%
T3.- Kitchen studio / Furniture stores	2	8%	0%	2%	98%
T4.- General hypermarkets / Cash and Carry	0	0%	0%	0%	0%
T5.- Mail order and internet stores	2	8%	71%	2%	27%
Total number of shops:	**25**	**100%**	**39%**	**5%**	**56%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	618	old label	11	19	336	2%	3%	54%
		new label	252	0		41%	0%	
Wine storage appliances	31	new label	0	1	30	0%	3%	97%
TVs	221	new label	132	2	87	60%	1%	39%
Washing Machines	250	old label	6	11	138	2%	4%	55%
		new label	95	0		38%	0%	
Dishwashers	148	old label	5	4	112	3%	3%	76%
		new label	26	1		18%	1%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	91	old label	30	8	53	33%	9%	58%
		new label	0	0		0%	0%	
Electric Ovens	327	old label	31	19	277	9%	6%	85%
Tumble driers	63	old label	8	4	49	13%	6%	78%
		new label	2	0		3%	0%	
Total number of products	**1749**		**598**	**69**	**1082**			
Summary of % share	**100%**		**34%**	**4%**	**62%**			

Poland

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Poland	2.	Sept.–Oct. 2012	20	KAPE S.A.

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	12	60%	79%	1%	20%
T2.- Electric specialist	3	15%	28%	8%	66%
T3.- Kitchen studio / Furniture stores	1	5%	0%	0%	100%
T4.- General hypermarkets / Cash and Carry	4	20%	34%	14%	52%
T5.- Mail order and internet stores	0	0%	0%	0%	0%
Total number of shops:	20	Average	58%	5%	37%

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1332	old label	119	19	187	9%	1%	14%
		new label	1001	6		75%	0%	
Wine storage appliances	5	new label	2	0	3	40%	0%	60%
TVs	1333	new label	816	14	503	61%	1%	38%
Washing Machines	1258	old label	121	7	308	10%	1%	24%
		new label	786	36		62%	3%	
Dishwashers	723	old label	81	1	123	11%	0%	17%
		new label	518	0		72%	0%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	1	old label	1	0	0	100%	0%	0%
		new label	0	0		0%	0%	
Electric Ovens	213	old label	142	4	67	67%	2%	31%
Tumble driers	47	old label	10	4	12	21%	9%	26%
		new label	21	0		45%	0%	
Total number of products	4912		3618	91	1203			
Summary of % share	100%		74%	2%	24%			

Portugal

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Portugal	2.	Aug.–Oct. 2012	22	Quercus

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	6	27%	72%	6%	22%
T2.- Electric specialist	5	23%	75%	2%	23%
T3.- Kitchen studio / Furniture stores	4	18%	45%	15%	41%
T4.- General hypermarkets / Cash and Carry	4	18%	21%	22%	58%
T5.- Mail order and internet stores	3	14%	44%	39%	17%
Total number of shops:	**22**	**Average**	**55%**	**14%**	**31%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1811	old label	113	9	159	6%	0%	9%
		new label	1062	468		59%	26%	
Wine storage appliances	53	new label	26	7	20	49%	13%	38%
TVs	1044	new label	537	146	361	51%	14%	35%
Washing Machines	673	old label	54	16	51	8%	2%	8%
		new label	345	207		51%	31%	
Dishwashers	530	old label	51	7	62	10%	1%	12%
		new label	313	97		59%	18%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	254	old label	128	62	64	50%	24%	25%
		new label	0	0		0%	0%	
Electric Ovens	385	old label	151	133	101	39%	35%	26%
Tumble driers	294	old label	135	92	41	46%	31%	14%
		new label	26	0		9%	0%	
Total number of products	**5044**		**2941**	**1244**	**859**			
Summary of % share	**100%**		**58%**	**25%**	**17%**			

Spain

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Spain	2.	Aug–Oct 2012	33	ESCAN

Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	9%	73%	5%	23%
T2.- Electric specialist	21	64%	57%	6%	37%
T3.- Kitchen studio / Furniture stores	4	12%	49%	8%	43%
T4.- General hypermarkets / Cash and Carry	2	6%	57%	3%	41%
T5.- Mail order and internet stores	3	9%	69%	1%	29%
Total number of shops:	33	Average	59%	5%	36%

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	2126	old label	277	13	98	13%	1%	5%
		new label	1723	15		81%	1%	
Wine storage appliances	111	new label	15	21	75	14%	19%	68%
TVs	1291	new label	600	50	641	46%	4%	50%
Washing Machines	1418	old label	376	25	168	27%	2%	12%
		new label	844	5		60%	0%	
Dishwashers	997	old label	248	3	57	25%	0%	6%
		new label	682	7		68%	1%	
Lamps	15	old label	15	0	0	not calculated		
Air conditioners	243	old label	50	12	181	21%	5%	74%
		new label	0	0		0%	0%	
Electric Ovens	1183	old label	613	28	542	52%	2%	46%
Tumble driers	334	old label	244	21	55	73%	6%	16%
		new label	14	0		4%	0%	
Total number of products	7703		5686	200	1817			
Summary of % share	100%		74%	3%	24%			

United Kingdom

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
UK	2.	Sept.– Oct. 2012	20	SWEA

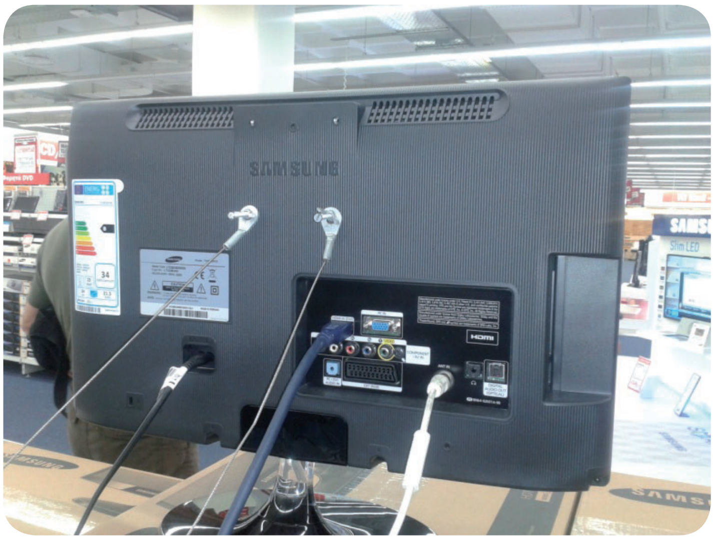
Shop type	Compliance per type of shop				
	N° of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	15%	80%	7%	12%
T2.- Electric specialist	5	25%	36%	14%	50%
T3.- Kitchen studio / Furniture stores	2	10%	57%	24%	19%
T4.- General hypermarkets / Cash and Carry	5	25%	20%	6%	74%
T5.- Mail order and internet stores	5	25%	1%	94%	5%
Total number of shops:	**20**	**Average**	**32%**	**32%**	**36%**

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1799	old label	44	1046	56	2%	58%	3%
		new label	373	280		21%	16%	
Wine storage appliances	79	new label	25	10	44	32%	13%	56%
TVs	581	new label	211	221	149	36%	38%	26%
Washing Machines	708	old label	28	38	54	4%	5%	8%
		new label	169	419		24%	59%	
Dishwashers	523	old label	20	96	14	4%	18%	3%
		new label	85	308		16%	59%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	0	old label	0	0	0			
		new label	0	0				
Electric Ovens	1266	old label	196	997	73	15%	79% /	6%
Tumble driers	397	old label	77	189	32	19%	48%	8%
		new label	0	99		0%	25%	
Total number of products	**5353**		**1228**	**3703**	**422**			
Summary of % share	**100%**		**23%**	**69%**	**8%**			

7. ANNEX: Selected photos from shop visits

Examples of incorrectly labelled products found during the second shop visits around the EU:

Energy labels covered by other advertising / price related information or wrongly displayed




PRZEDŁUŻ GWARANCJĘ nawet do 5 lat
MIELE
PRALKA
W 1713 WCS
3799zł
PRZEDŁUŻ GWARANCJĘ nawet do 5 lat
Miele

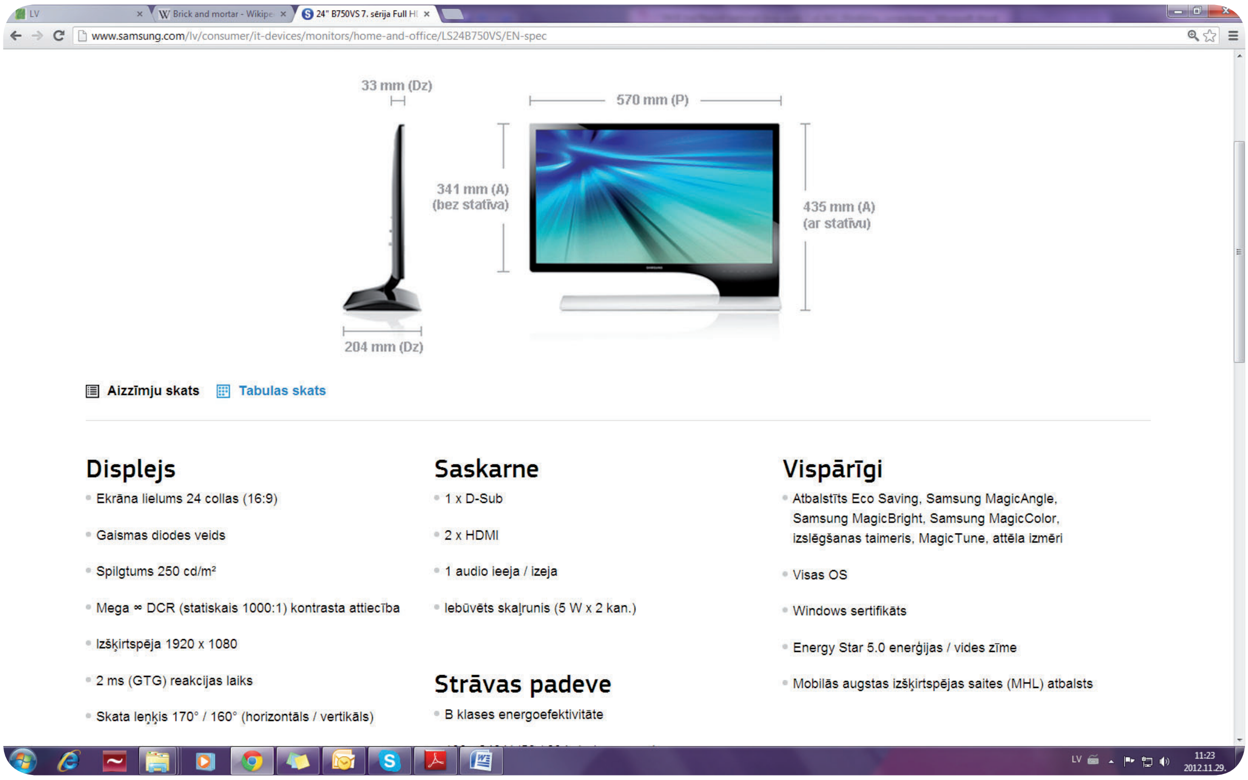

ZANUSSI

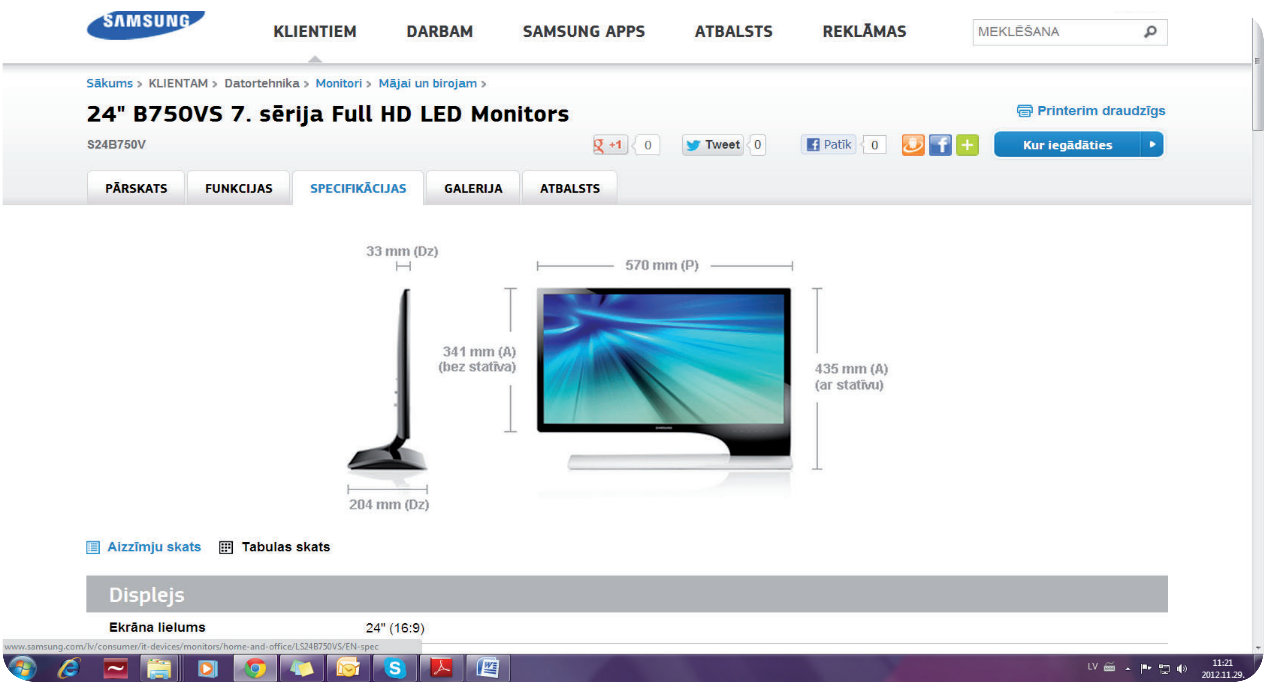

24”
38
kWh/annum
26
Watt
60
cm
23.6
inch

Energy labels replaced by supplier/retailer´s own marketing activity

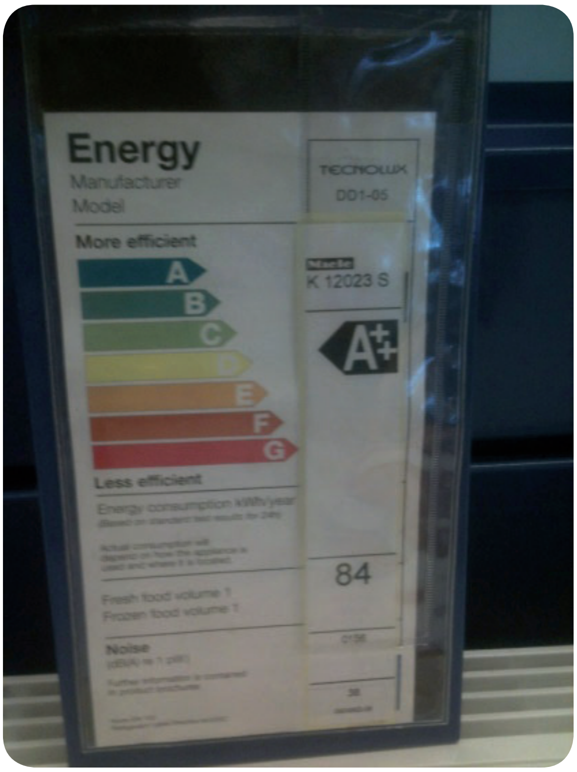

Green line
Energy Efficiency
A++
7kg
Capacity
Dark Care
Special washing programme to care for dark clothes.
BEKO

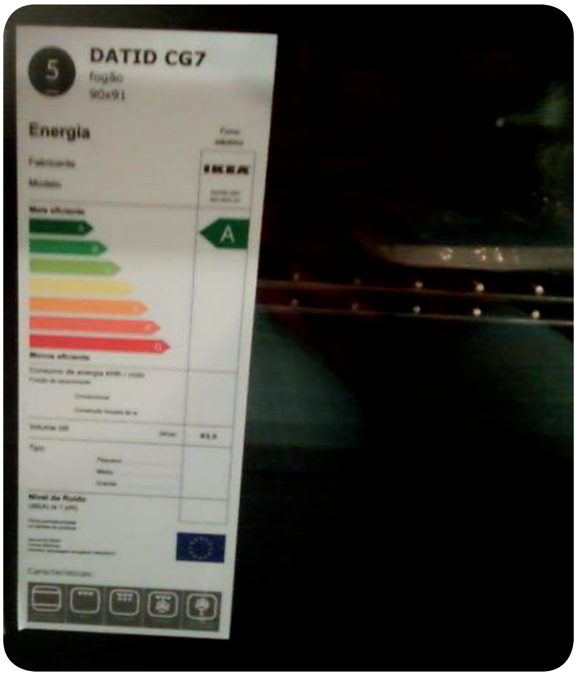

ENERG
CANDY
EVO4 1274LW-S
A++
197
MIX POWER SYSTEM


www.samsung.com/lv/consumer/it-devices/monitors/home-and-office/LS24B750VS/EN-spec
33 mm (Dz)
570 mm (P)
341 mm (A)
(bez statīva)
435 mm (A)
(ar statīvu)
204 mm (Dz)
Aizzīmju skats
Tabulas skats
Displejs
Ekrāna lielums 24 collas (16:9)
Gaismas diodes veids
Spilgtums 250 cd/m²
Mega ∞ DCR (statiskais 1000:1) kontrasta attiecība
Izšķirtspēja 1920 x 1080
2 ms (GTG) reakcijas laiks
Skata leņķis 170° / 160° (horizontāls / vertikāls)
Saskarne
1 x D-Sub
2 x HDMI
1 audio ieeja / izeja
Iebūvēts skaļrunis (5 W x 2 kan.)
Strāvas padeve
B klases energoefektivitāte
Vispārīgi
Atbalstīts Eco Saving, Samsung MagicAngle, Samsung MagicBright, Samsung MagicColor, izslēgšanas taimeris, MagicTune, attēla izmēri
Visas OS
Windows sertifikāts
Energy Star 5.0 enerģijas / vides zīme
Mobilās augstas izšķirtspējas saites (MHL) atbalsts

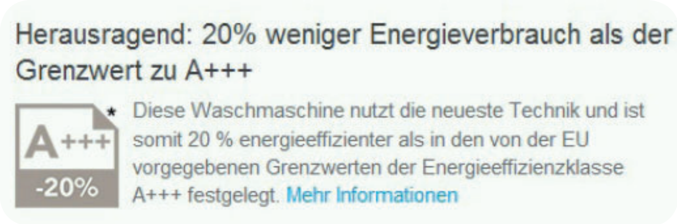

SAMSUNG
KLIENTIEM
DARBAM
SAMSUNG APPS
ATBALSTS
REKLĀMAS
MEKLĒŠANA
Sākums > KLIENTAM > Datortehnika > Monitori > Mājai un birojam >
24" B750VS 7. sērija Full HD LED Monitors
S24B750V
Printerim draudzīgs
Tweet
Patīk
Kur iegādāties
PĀRSKATS
FUNKCIJAS
SPECIFIKĀCIJAS
GALERIJA
ATBALSTS
33 mm (Dz)
570 mm (P)
341 mm (A)
(bez statīva)
435 mm (A)
(ar statīvu)
204 mm (Dz)
Aizzīmju skats
Tabulas skats
Displejs
Ekrāna lielums
24" (16:9)

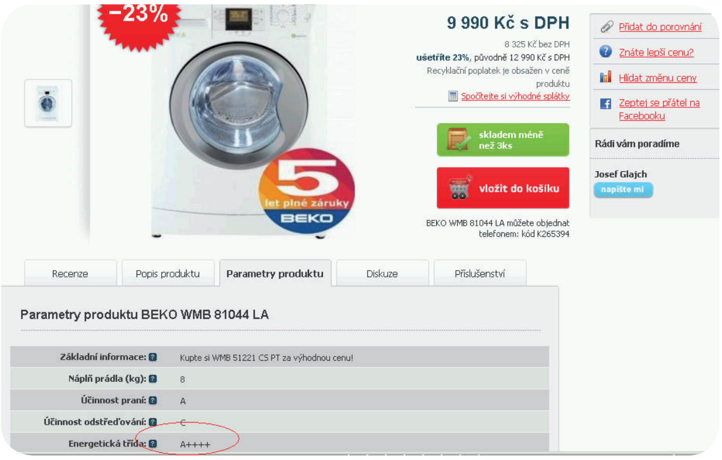
Retailer self-made energy labels

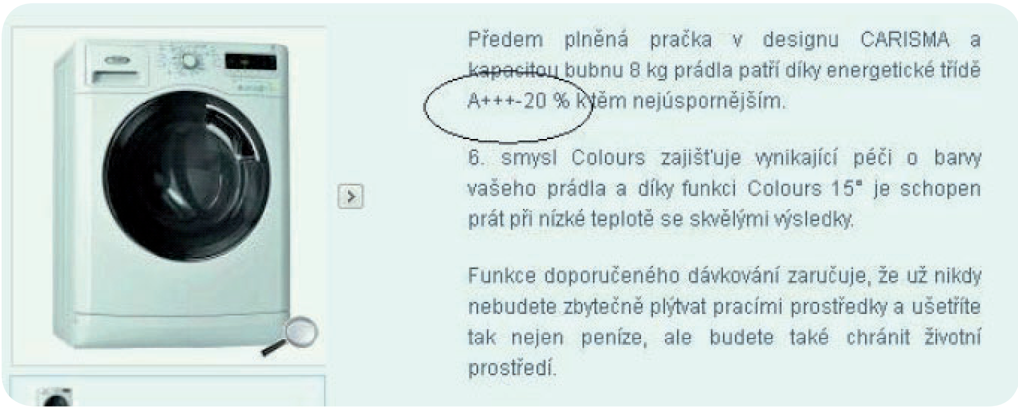




Usage of non-existing energy classes (on internet catalogues)







Note: ask the project organisers for more information about the shop visits, evidence, and specific advice produced within the project´s retailer training and dissemination activities.

Come On Labels

www.come-on-labels.eu

Come on Labels project members – contacts

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Croatia	ELMA Kurtalj d.o.o	www.elma.hr
Germany	Öko-Institut e.V., Institute for Applied Ecology	www.oeko.de
Great Britain	Severn Wye Energy Agency	www.swea.co.uk
Greece	Center for Renewable Energy Sources and Saving	www.cres.gr
Italy	**ENEA** – Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile	www.enea.it
Latvia	Ekodoma, Ltd	www.ekodoma.lv
Malta	Projects in Motion	www.pim.com.mt
Poland	**KAPE**, Polish National Energy Conservation Agency	www.kape.gov.pl
Portugal	**QUERCUS** – Associação Nacional de Conservação da Natureza	www.ecocasa.pt
Spain	ESCAN, S.A.	www.escansa.com

This document was prepared within the Come On Labels project, supported by the Intelligent Energy Europe programme. The main aim of the project, active in 13 European countries, is to support appliance energy labelling in the field of appliance tests, proper presence of labels in shops, and consumer education.

More information about the project activities and all of its results are published on:

www.come-on-labels.eu