



Come On Labels Retailer Training in Malta

Date

Monday, 12th November 2012

Time

8:00 – 9:00 am

Location

APLAN Appliances, The Atrium

Details

Projects in Motion in collaboration with the Malta Competition and Consumer Affairs Authority (MCCAA) organised a retailer training session for shop assistants and staff at APLAN Appliances, The Atrium.

Issues discussed

Topics that were discussed during the training with the participants include:

- Difference and similarities of the old and new energy labels
- Categories of appliances that bear the energy label and will get it in the near future. Upcoming changes
- Clarification of icons on the new labels that might be difficult for consumers to understand
- How to get a label in case it is missing
- Do's and Don'ts and common mistakes
- Label information that need to be included in advertisements
- Available products and energy classes. Effects of ecodesign requirements on energy labeling of products

After the training the participants raised a number of interesting points and common misunderstandings were clarified.

- How to display and affix both old and new labels properly
- Problems with specific appliances (stainless steel, size of available area on appliance for labels)
- The importance of the energy label for retailers as a marketing tool
- Ecodesign minimum requirements that are different for all product categories and missing info on energy label can lead to consumer confusion and abuse.

No. of Participants

9

Organisers



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Photos



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