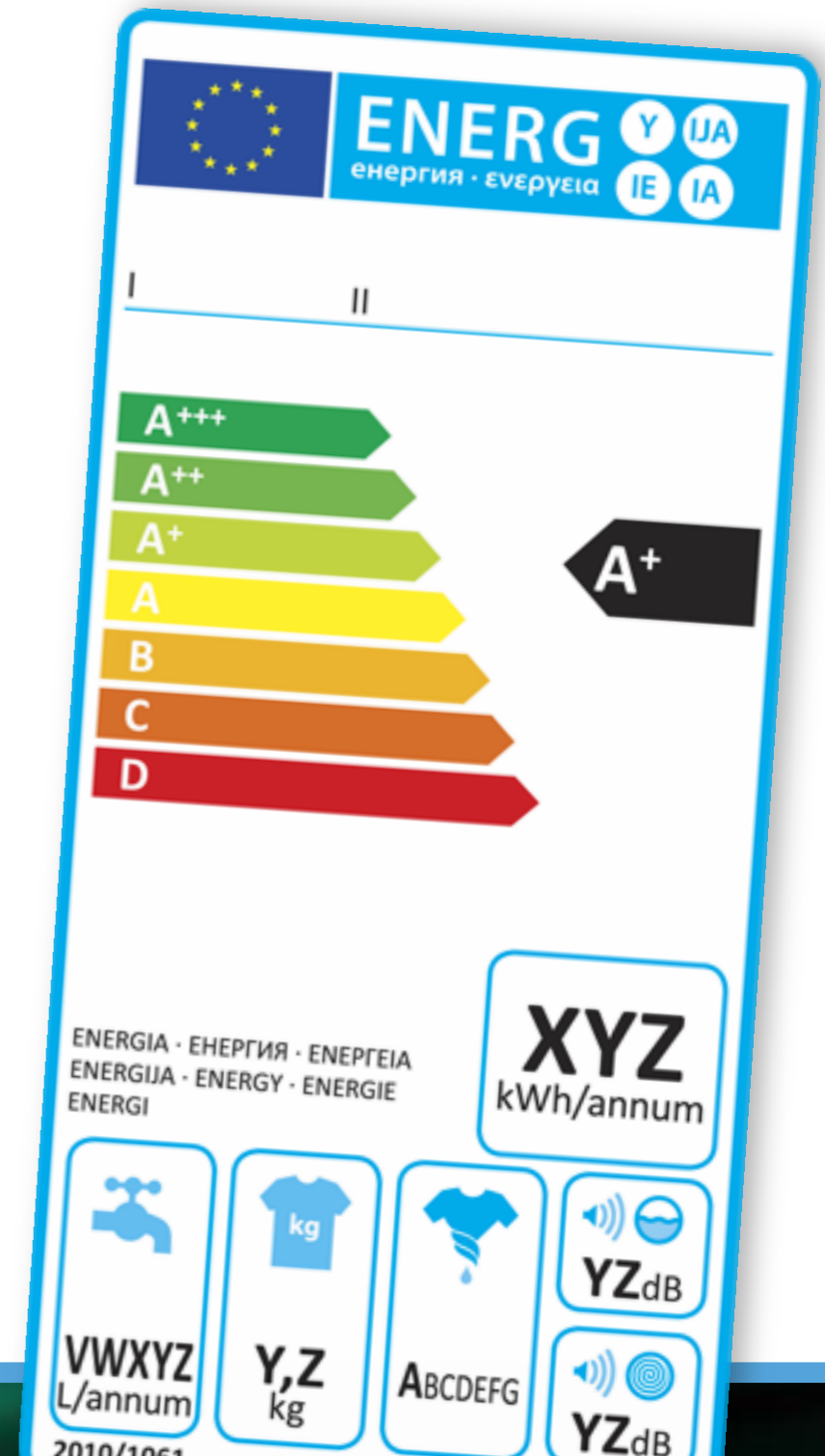


# Energy labelling of products

## Information for retailers



# Content

- What is an energy label
- Why is the energy label important for retailers
- Overview of the energy labels
- How, when and by whom the label should be displayed
- Examples of incorrectly labelled appliances
- Facts about the energy label and products

# What is an energy label

- The energy efficiency of the appliance is rated in terms of a set of **energy efficiency classes**
- The classes go for example from A+++ to D or from A to G, where A+++ (or A) is the most energy efficient, D (or G) the least efficient
- The labels also give other useful information, such as functional performance classes to the customer as they choose between various models.



# Why is the energy label important for the retailer and shop assistants

## Not only a legal duty

- verified by national market surveillance authorities

## But also a marketing opportunity

- to ensure consumer interest,
- confidence in the shop, and
- contributing to lower utility bills for customers.

# Consumers are willing to pay more for efficient products

- Market research shows that consumers are prepared to pay significantly more for a product that is clearly more energy efficient than another one.
  - Some studies quote more than 40–50 %.

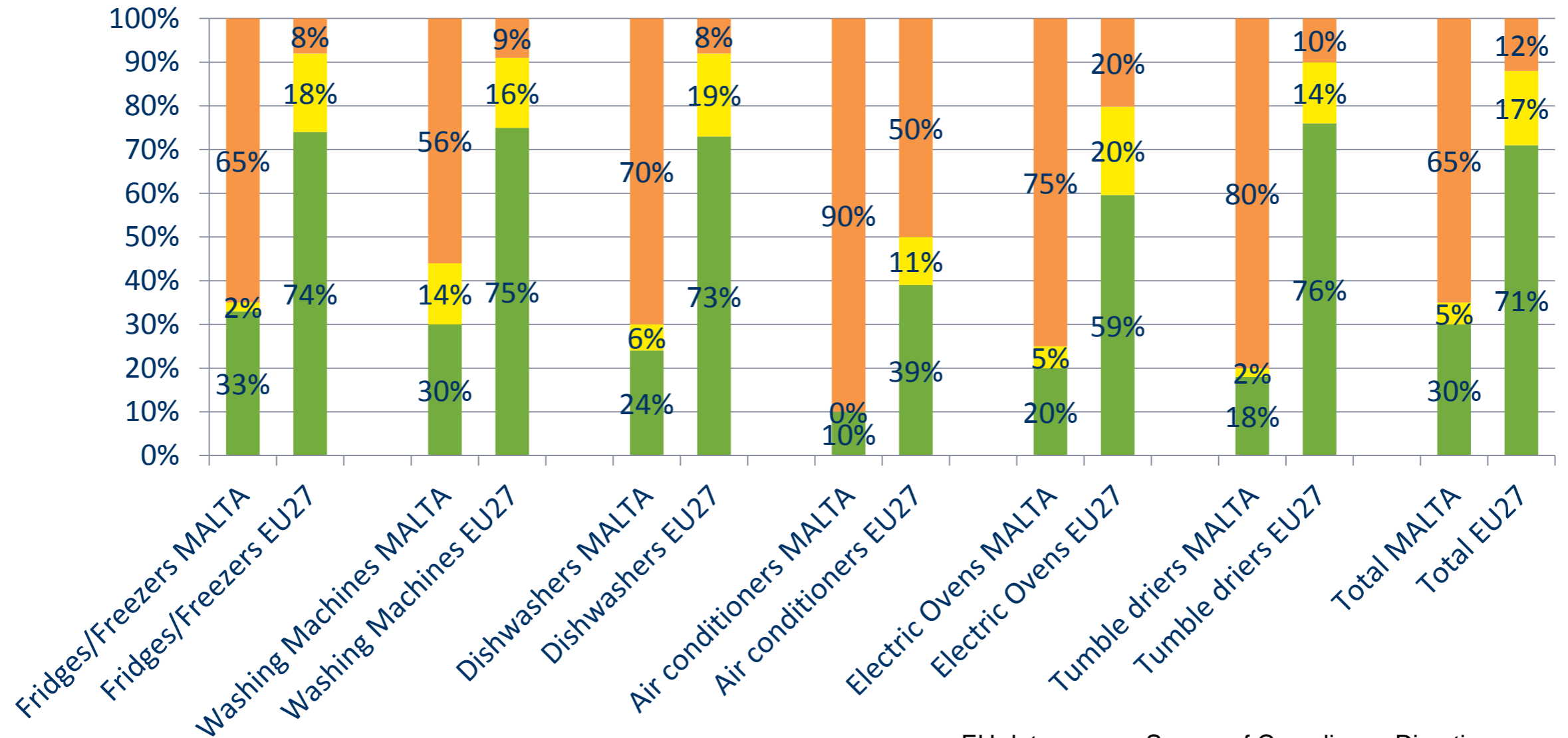
➤ Source: Navigant 2012, and St. Gallen 2010

# Baseline data

- First round of shop visits checking energy label compliance undertaken in 02/2012;
- Results from 25 shops selling household appliances show that only 30% of all appliances currently on the Maltese market are labelled correctly;
- Labeling on ovens, ACs, tumble dryers, dishwashers is particularly low. Over 75 % of these appliances are not labeled at all or are labeled incorrectly!\*

\* As of 03/2012. TVs, household lamps, wine storage appliances have been excluded from the evaluation

# Energy label compliance compared

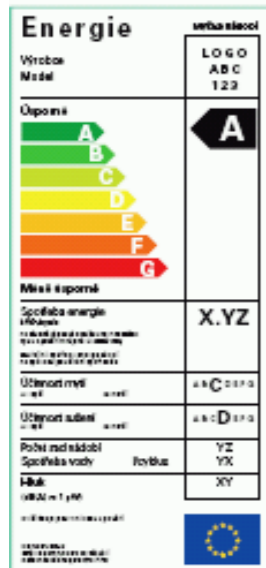


Correctly labelled
Partly labelled
Not labelled

EU data source: Survey of Compliance Directive 92/75/EEC (Energy Labelling), Fraunhofer Institute (2009)  
 Malta data source: ComeOn Labels shop visits 2012



# Overview of the energy labels



➔ Products with “old” labels: electric ovens, air-conditioners, tumble driers, light sources



➔ Products with “new” labels: refrigerating appliances incl. wine storage, washing machines, dishwashers, televisions



# Moving from the old to the new energy label – example of washing machines

Energy		Washing machine
Manufacturer Model		
More efficient		<b>A</b>
A		
B		
C		
D		
E		
F		
G		
Less efficient		
Energy consumption kWh/cycle <small>(based on standard test results for 60°C cotton cycle)</small> <small>Actual energy consumption will depend on how the appliance is used</small>	6.95	
Washing performance <small>A: higher is lower</small>	A B C D E F G	
Spin-drying performance <small>A: higher is lower</small> <small>Spin speed (rpm)</small>	A B C D E F G 1400	
Capacity (cotton) kg	5.0	
Water consumption l	75	
Noise (dB(A) re-1 pW)	Washing: 52 Spinning: 7.0	
<small>Further information is contained in product brochure</small>		

Cycles	
60°C full load	60°C full load (3x) 60°C half load (2x) 40°C half load (2x)
Energy	
kWh/cycle	kWh/year 220 stand. cycles 60, 60 ½, 40 ½ Incl. left-on, off
Water	
litres/cycle	litres/year
Energy efficiency classes	
A – G	A+++ – D
Spin-drying performance	
A – G	A – G
Washing performance	
A – G	Not indicated

The new Energy Label features a blue header with the EU flag and the word 'ENERG' in multiple languages. It includes a scale from A+++ (green) to D (red) with a black arrow pointing to A+. Below the scale, it displays 'XYZ kWh/annum' in a large font. At the bottom, there are icons for water consumption (VWXYZ L/annum), capacity (Y,Z kg), spin-drying performance (ABCDEFG), and noise (YZ dB).

Source:  
*Washing Machines:*  
 Key Criteria for  
 best available  
 Technology BAT –  
 Barbara Josephy,  
 EEDAL 2011

- ▶ New label will be used for:  
Air-Conditioners (from 1/2013)  
Household lamps (from 9/2013)
- ▶ Products with “new” labels in preparation\*: Electric water heaters, boilers and tumble dryers

\*as of 03/2012

# Main features of the new legislation (I)

- Gradual introduction of the ‘+’ signs
- In principle only 7 energy classes
- New calculation methodology
- Annual vs. per cycle energy consumption

# Main features of the new legislation (II)

- Language neutral (same in all EU)
- Energy class on advertisements
- Ecodesign minimum requirements (not all classes populated)

# Main features of the new legislation (III)

- ▶ Washing performance for **washing machines and dishwashers** removed
  - ▶ EU legislation requires that all models are wash class A

# How the label should be displayed:

- Physically displayed on the product in the shop – on top or front side, not covered/hidden
- At the point of sale,
  - **specific** rules for information applying to internet sales and advertising materials (i.e. the energy class is displayed with price)
- Supplier provides the label, retailer must display

# Responsibilities of suppliers / dealers

- Suppliers provide the dealers with the EU energy label (and the product fiche for product types with the “old” label) free of charge;
- Suppliers are responsible for the accuracy of the information provided;
- Dealers have to attach the label in a clearly visible way outside on the front or top of the product;
- This also applies to built-in appliances, products displayed in furniture or design products, and products with packaging.

# Examples of incorrectly labelled appliances

(Pictures taken by Come On Labels project partners in 2/2012 in shops around the EU)

- Note: Energy Labels are intended to be made in such a way that they do not damage the appliance or leave marks



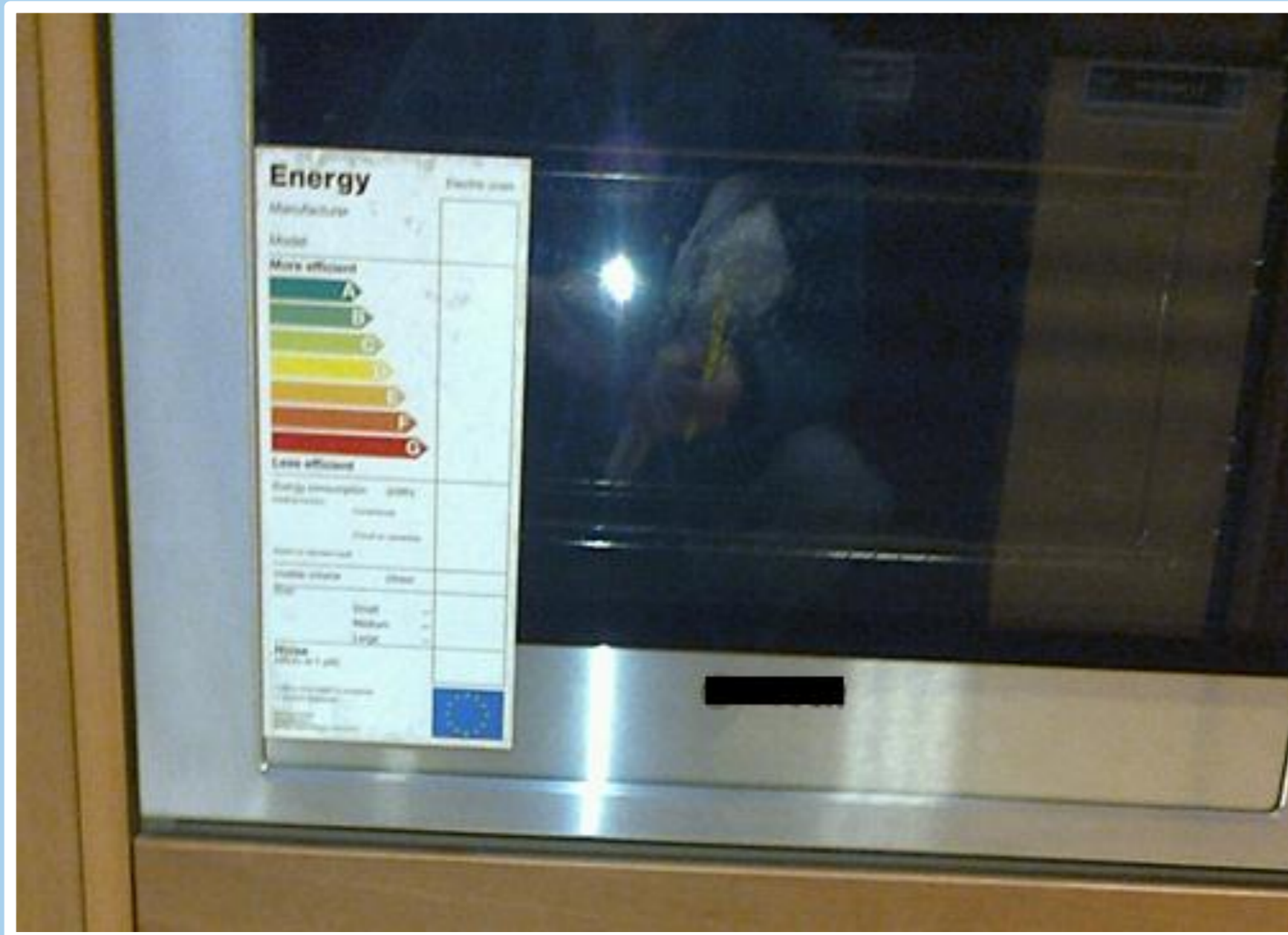
# No labels at all



# Only old label data strip



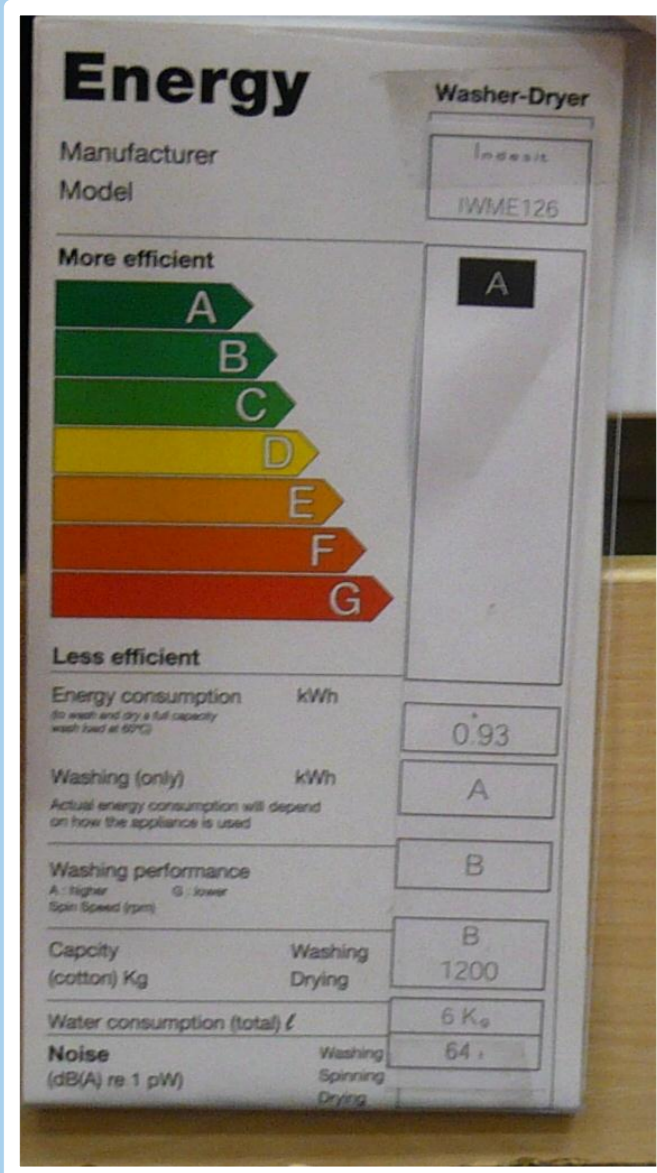
# No data strip on label



# Two different data strips

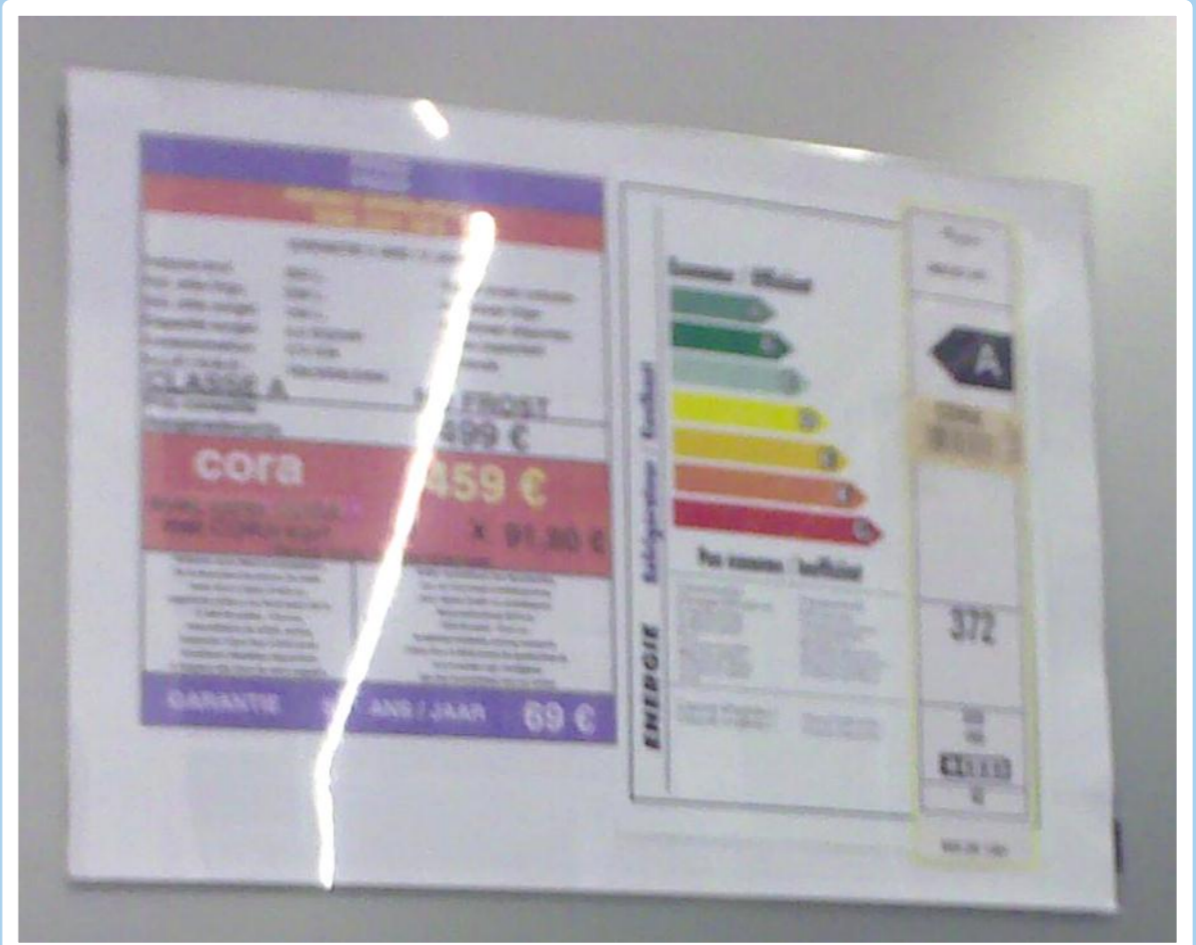


# Do-It-Yourself labels...



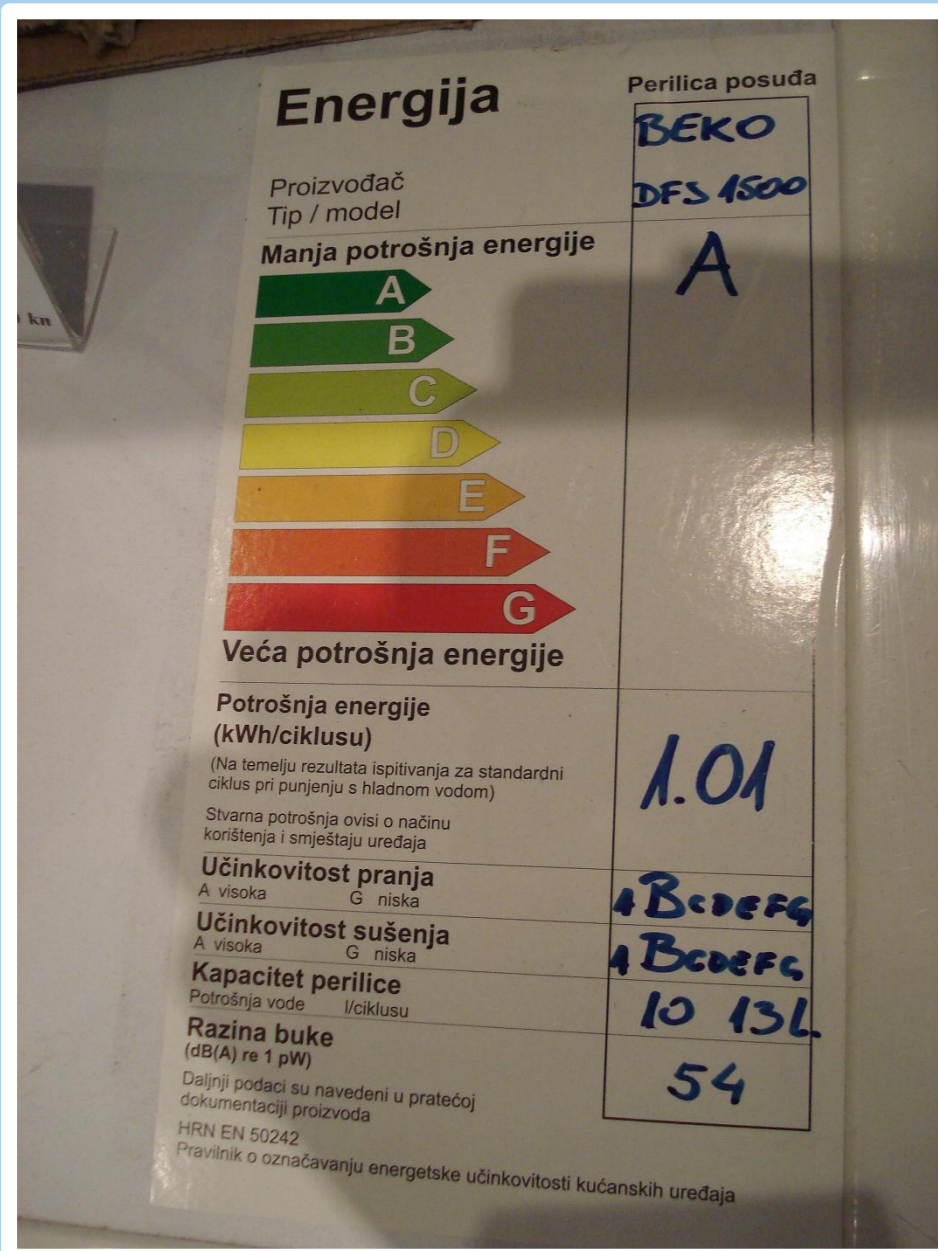
Dealers are required to use the labels provided by the suppliers!

# Retailers should not use DIY labels

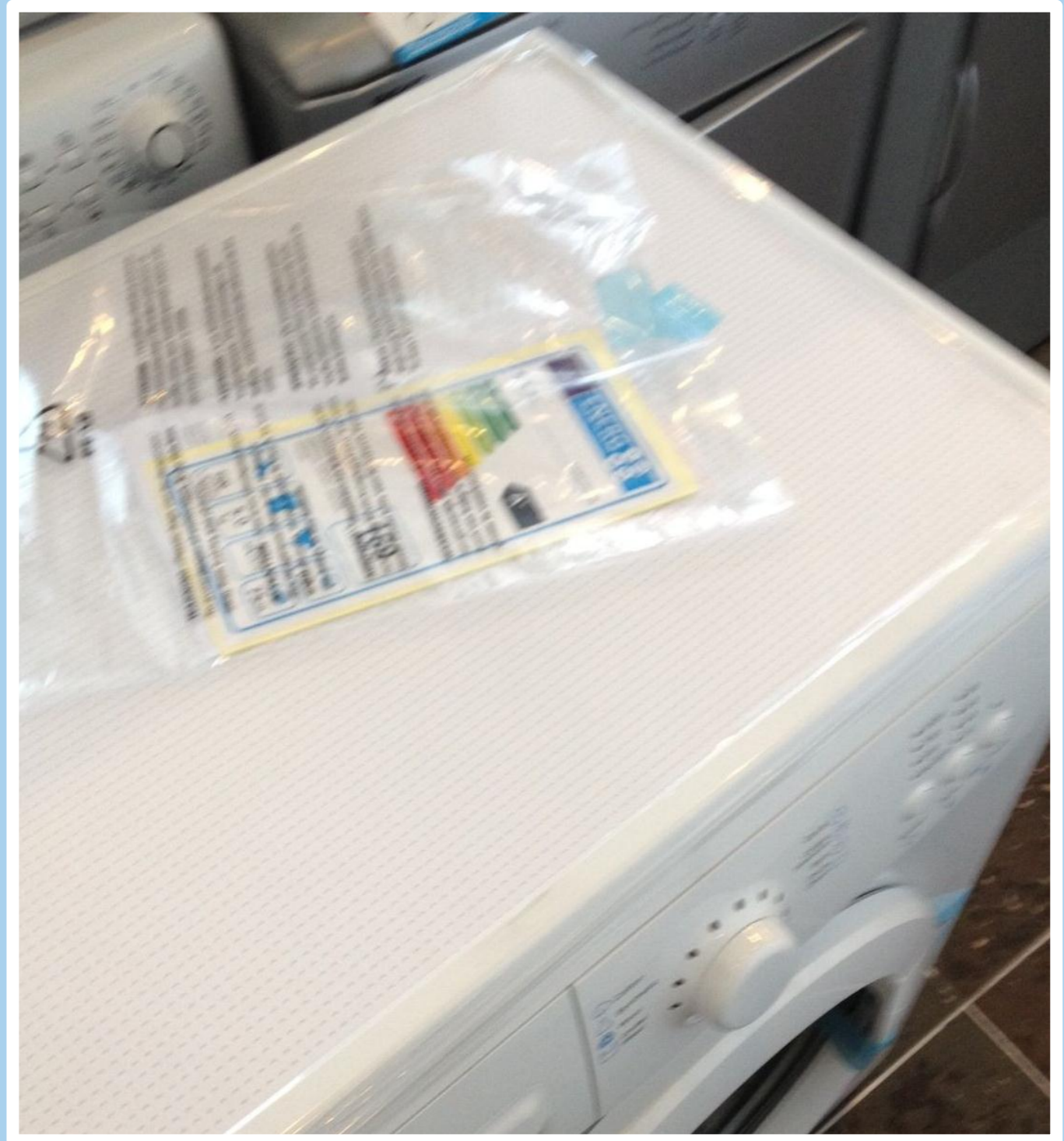


Dealers are required to use the labels provided by the suppliers!

# Do-It-Yourself label by the shop



**Label has to be placed visibly on top or attached to front of the product**





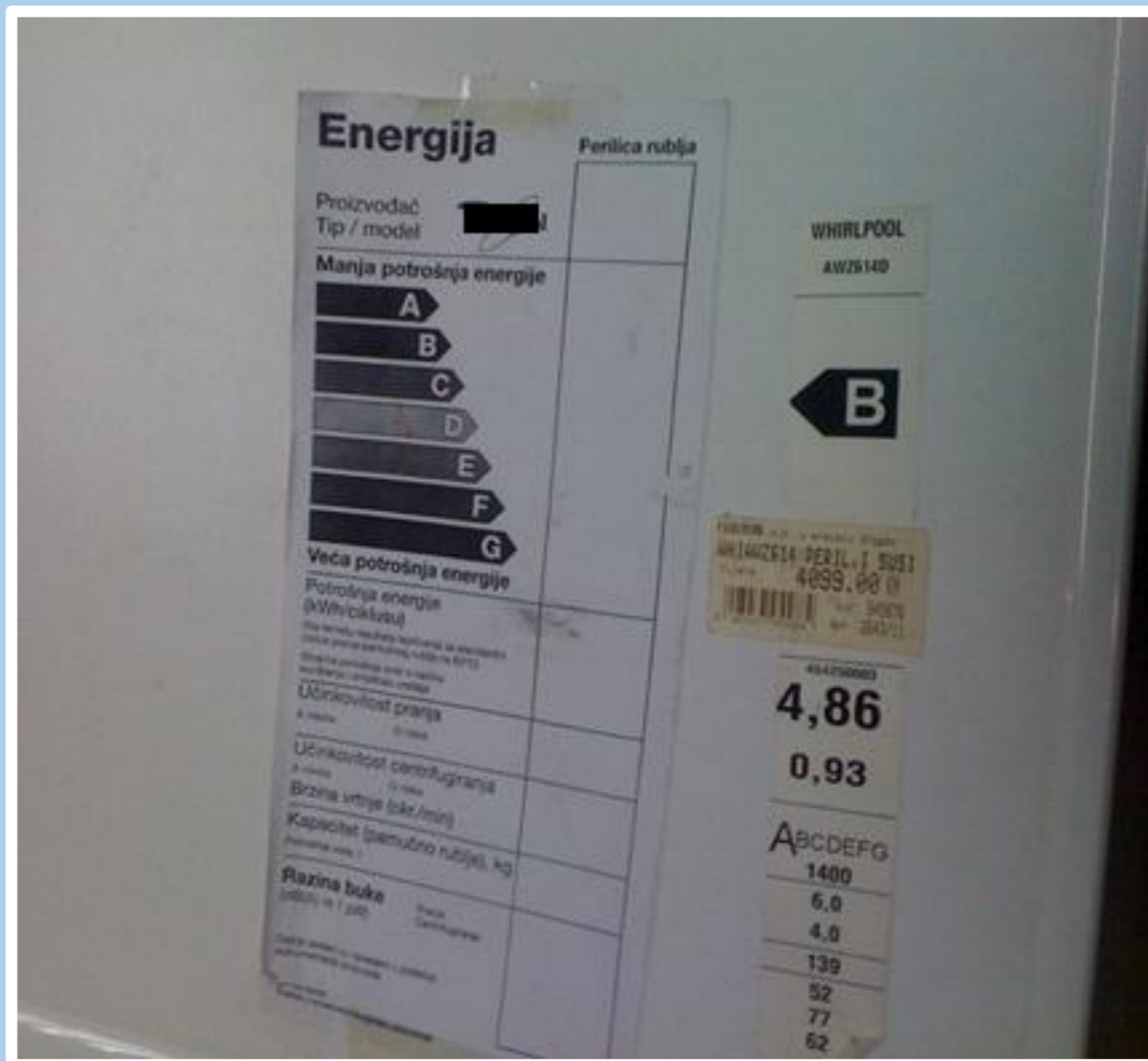
# Label to be used also if product is only sold in a box

Note: All products offered for sale either with or without the packaging must bear the energy label



# Black and white copy made by the shop

Ask manufacturer or their association for a colour copy!



# One appliance with two labels (outside new, inside old label)



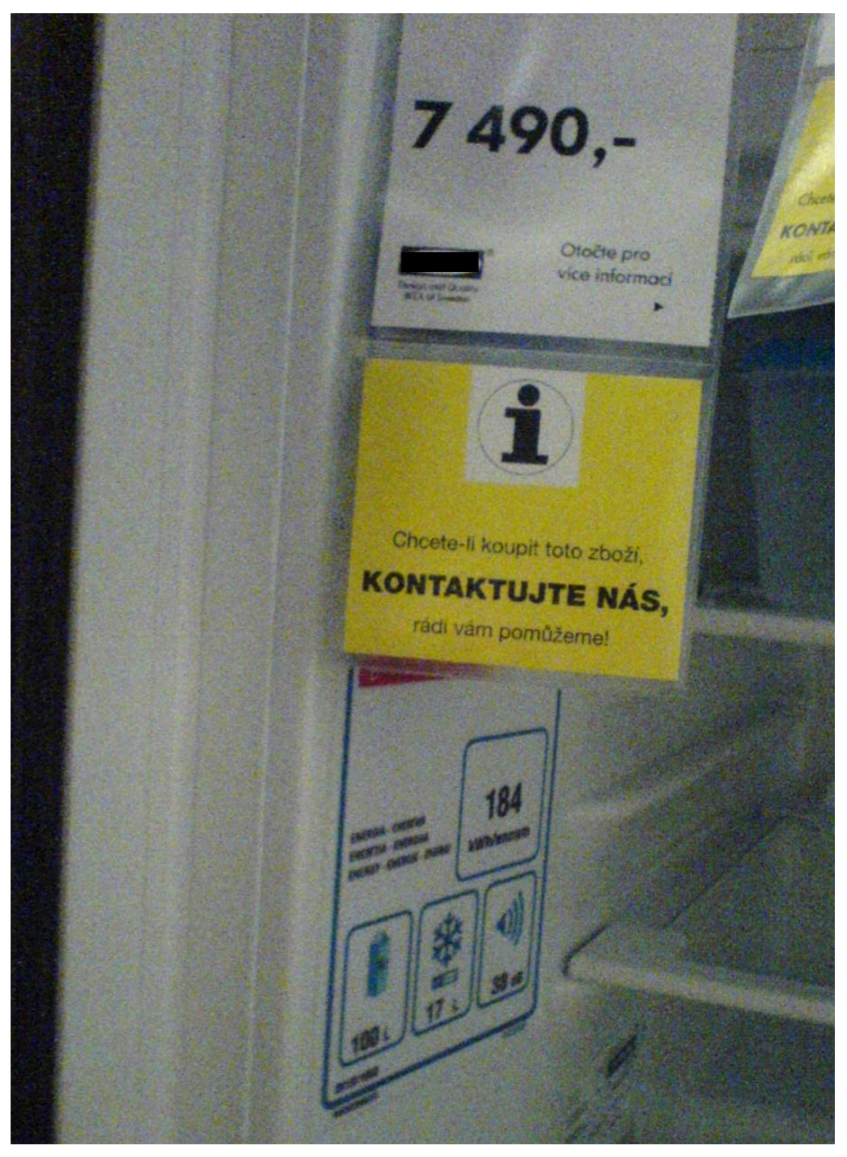
# Other information covering the energy label



# Wrong place



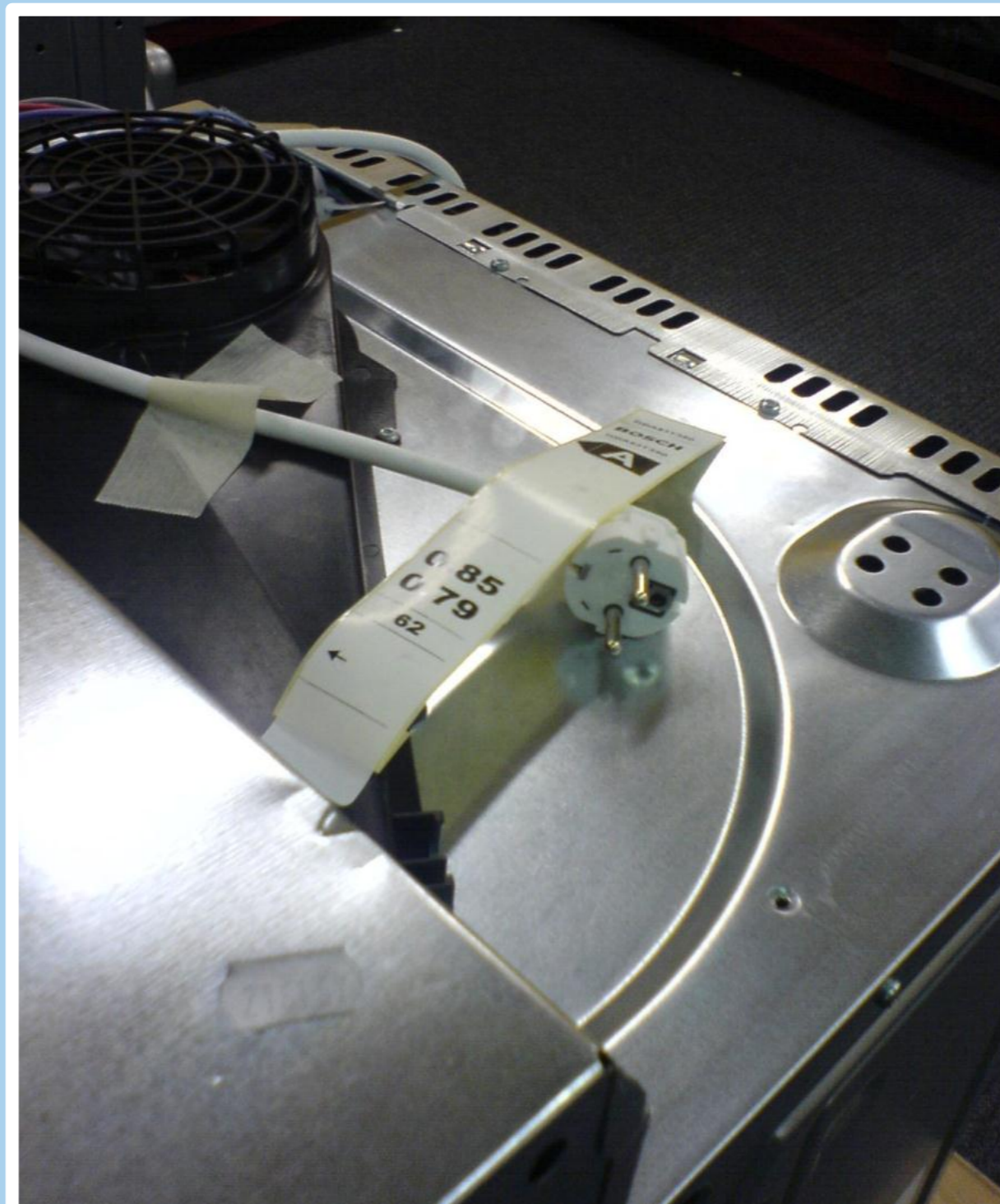
# Hidden label



# Hidden label & wrong place



# Wrong place & data strip only





# Information on the energy label

- Electricity consumption per year (new label) or cycle (old label)
- Water consumption (washing machines and dishwashers)
- Noise, volume, drying/spin drying efficiency class...



# Icons on the new label that may be difficult to understand for consumers – televisions



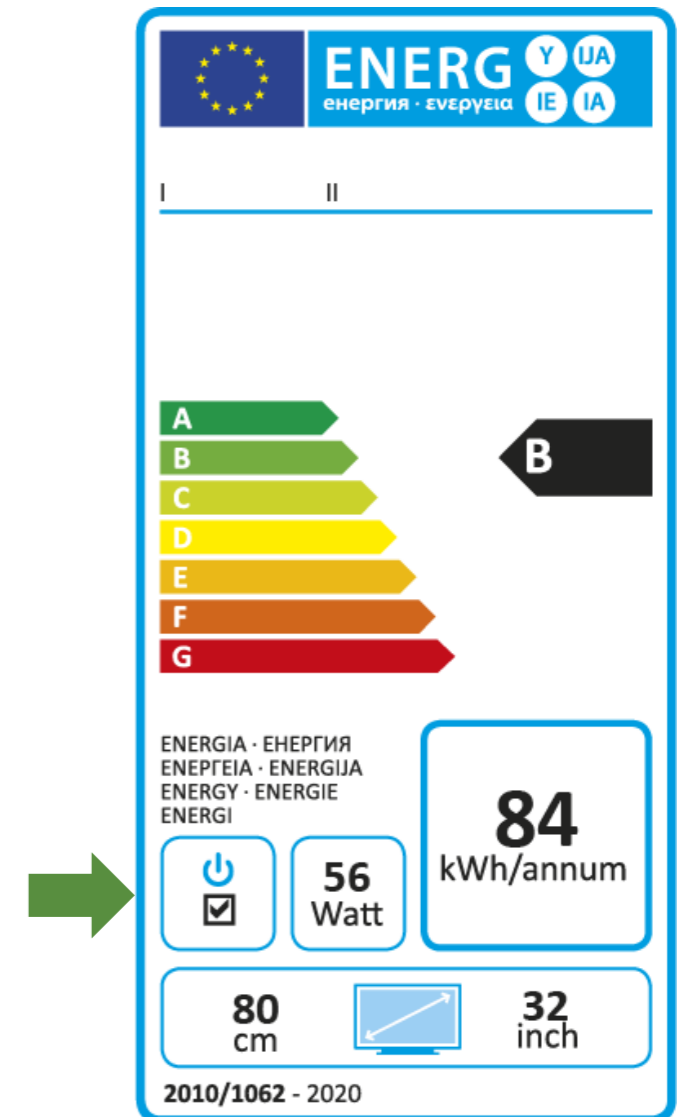
➤ **Switch off button availability**  
(not stand-by)



➤ **Power consumption when switched on** (not consumption per hour)



➤ **Electricity consumption per year** (not consumption per hour or day)



# Icons on the new label that may be difficult to understand for consumers – dishwashers



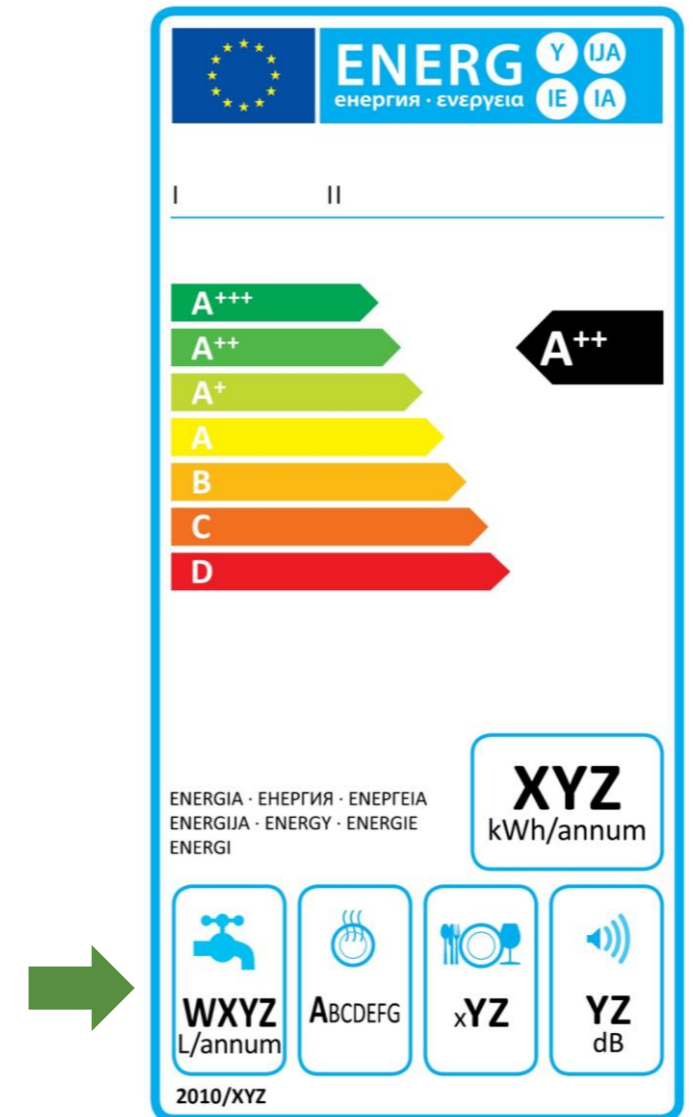
➤ Water consumption per year in litres (280 cycles)



➤ Drying efficiency class



➤ Capacity in standard place settings



# Icons on the new label that may be difficult to understand for consumers – washing machines



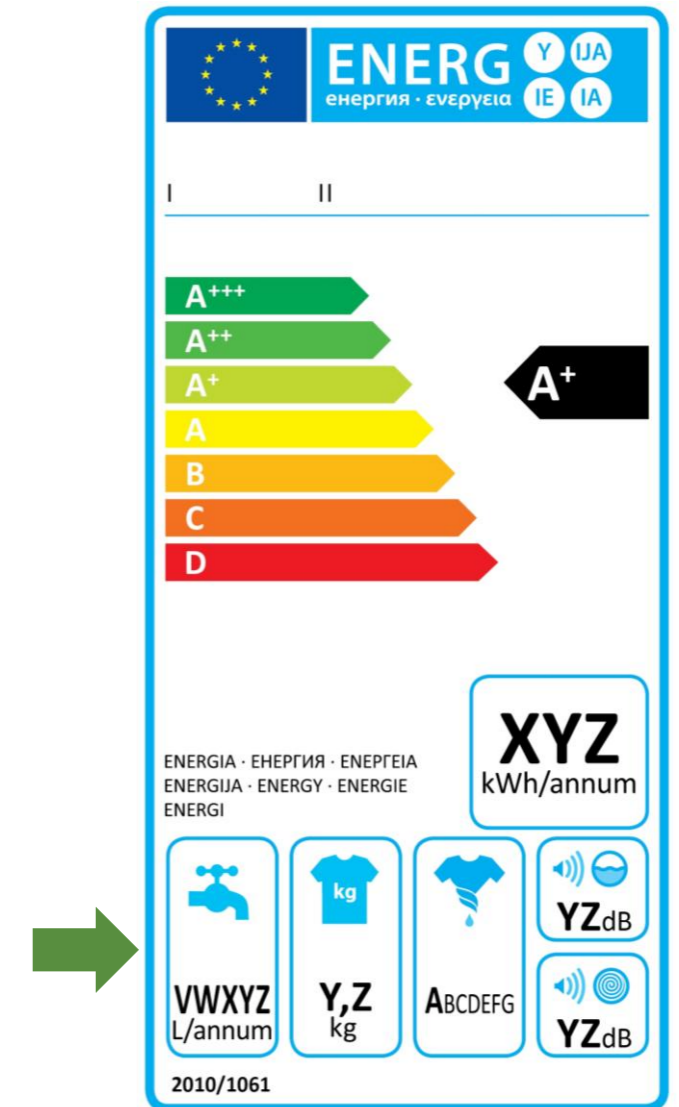
➤ Water consumption per year in litres (220 cycles, combination of programmes)



➤ Spin drying efficiency class



➤ Electricity consumption per year (220 cycles, combination of programmes)



# Icons on the new label that may be difficult to understand for consumers – refrigerating appliances



➤ Annual energy consumption, based on standard test results for 24 hours



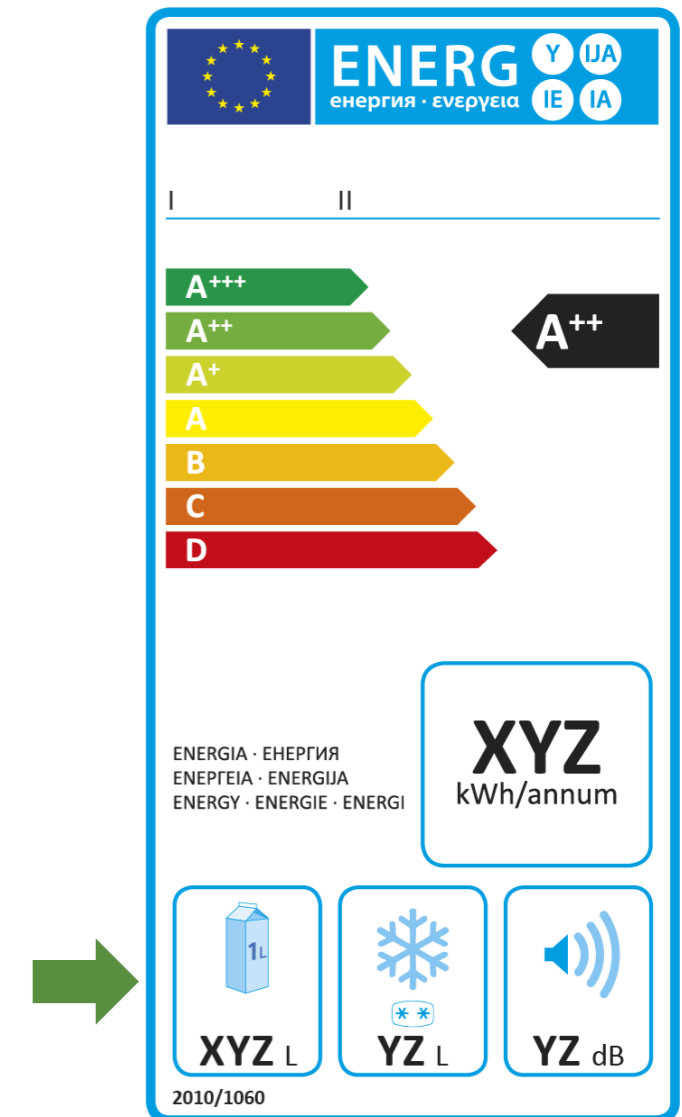
➤ Noise emissions in decibels



➤ Sum of storage volume of all frozen food storage compartments



➤ Sum of storage volume of all storage compartments without a star rating



# Which energy classes can you find on the market?

## Influence of Ecodesign legislation.

### Class A is the **minimum** for:

- Refrigerators, freezers and combinations\*  
(from 7/2012 only A+)
- Washing machines (from 12/2013 only A+)
- Dishwashers (for 60 cm from 12/2013 only A+)

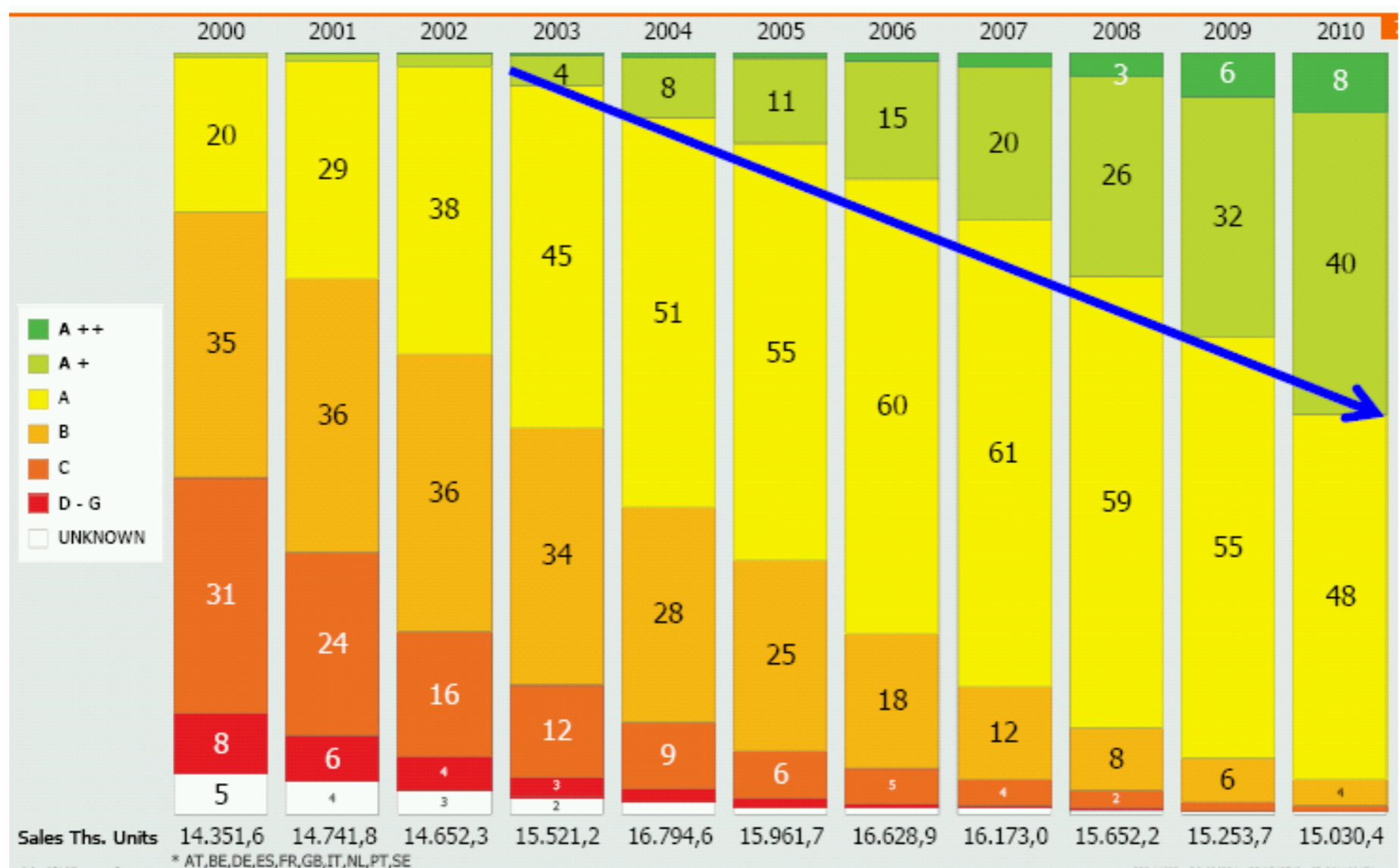
\* Except absorption chiller technology which is more energy consuming

# What do the “+” signs mean?

- **Refrigerating appliances:**  
A+++ is 60 % more efficient than A class product.
- **Washing machines:**  
A+++ is 32 % more efficient than A.
- **Dishwashers:**  
A+++ is 30 % more efficient than A.

**Note:** Most energy labels will only have 7 classes, so the scale would be A to G or A+++ to D for example.

# Improved efficiency of appliances over time (cooling appl. in 10 EU countries)



Source: GfK



# Replacing old appliances

- There are approximately 188 million large appliances in use in homes across Europe that are more than ten years old.
- The energy and water consumption of these appliances is unnecessarily high. Today's state-of-the-art refrigerator, for example, needs 70 % less energy than an average refrigerator ten years ago.
- From an environmental point-of-view it makes sense to replace the old equipment with new appliances, even taking into account production and recycling requirements.

Source: CECED, ÖkoInstitute:

[http://www.ceced.org/IFEDE//easnet.dll/ExecReq/WPShowItem?eas:dat\\_im=010149](http://www.ceced.org/IFEDE//easnet.dll/ExecReq/WPShowItem?eas:dat_im=010149)

# Summary

- Ensuring products are labelled correctly is in the retailers best interest
- Place labels correctly and visibly to top/front of products
- By educating and informing customers about energy labelled products you can gain their interest in energy saving appliances and your shop!

# Recommendation from:

## European Commission, DG Energy:

- “The energy demand in households accounts for 25 % of the final energy needs in the EU. Electricity used for domestic appliances in households show the sharpest increase. Energy labelling of household appliances is highly visible to the consumer, the intention is to increase consumer’s awareness on the real energy use of household appliances through a visible and clear labelling at point of sale.”

[http://ec.europa.eu/energy/efficiency/labelling/labelling\\_en.htm](http://ec.europa.eu/energy/efficiency/labelling/labelling_en.htm)

# Recommendation from

## National market surveillance authority – State Energy Inspectorate of the Czech Republic:

- “Energy labelling is an important tool to support energy efficiency in households, motivated by the possibilities to lower financial expenditures which are necessary for the operation of household appliances. The correct using of energy labels and their proper placing on the products offered in shops is not only a legal duty, which is therefore verified by market surveillance authorities, but also a tool for better orientation of consumers and for presenting the retailer’s services to its clients.”

# Recommendation from

The European Committee of Domestic Equipment Manufacturers (CECED, [www.ceced.eu](http://www.ceced.eu)), represents the household appliance industry in Europe:

- ▶ We are all aware of the need to avoid wasting (precious resources such as) energy and water. The energy label improves consumer awareness and understanding about their resource consumption through the appliances they will use following a purchase. Both on the high street and on the internet, retailers have a vital role to play in promoting and explaining the energy label and thus help consumers make the right purchase.

[www.newenergylabel.eu](http://www.newenergylabel.eu)

# Recommendation from:

## The European Council for an Energy Efficient Economy, eceee, a non-profit, independent organisation:

- Product energy labelling brings clear advantages to consumers and saves their family budgets. This is a service which the retailers could and should deliver to their clients.

[www.eceee.org](http://www.eceee.org)

# Contacts and more information



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## Containing information on:

- European legislation related to product labelling
- Proper label display in shops
- Product verification testing
- Marketing activities to consumers
- Early and better replacement of old appliances

[www.come-on-labels.eu](http://www.come-on-labels.eu)

# Brought to you by the “Come On Labels” project

- ▶ Projects in Motion, Ltd., Bellavista Apts. No.1, Triq il-Minfah, Naxxar, NXR2655, **Malta**  
stefan.schaa@pim.com.mt
- ▶ Organised during December 2010 – May 2013
- ▶ Active in 13 countries: SEVEN - **Czech Republic** (Coordinator), Öko-Institut – **Germany**, Austrian Energy Agency – **Austria**, KAPE – **Poland**, Ekodoma – **Latvia**, ABEA – **Belgium**, CRES – **Greece**, ESCAN – **Spain**, ENEA – **Italy**, Elma Kurtalj – **Croatia**, SWEA – **United Kingdom**, Projects in Motion – **Malta**, Quercus – **Portugal**.

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