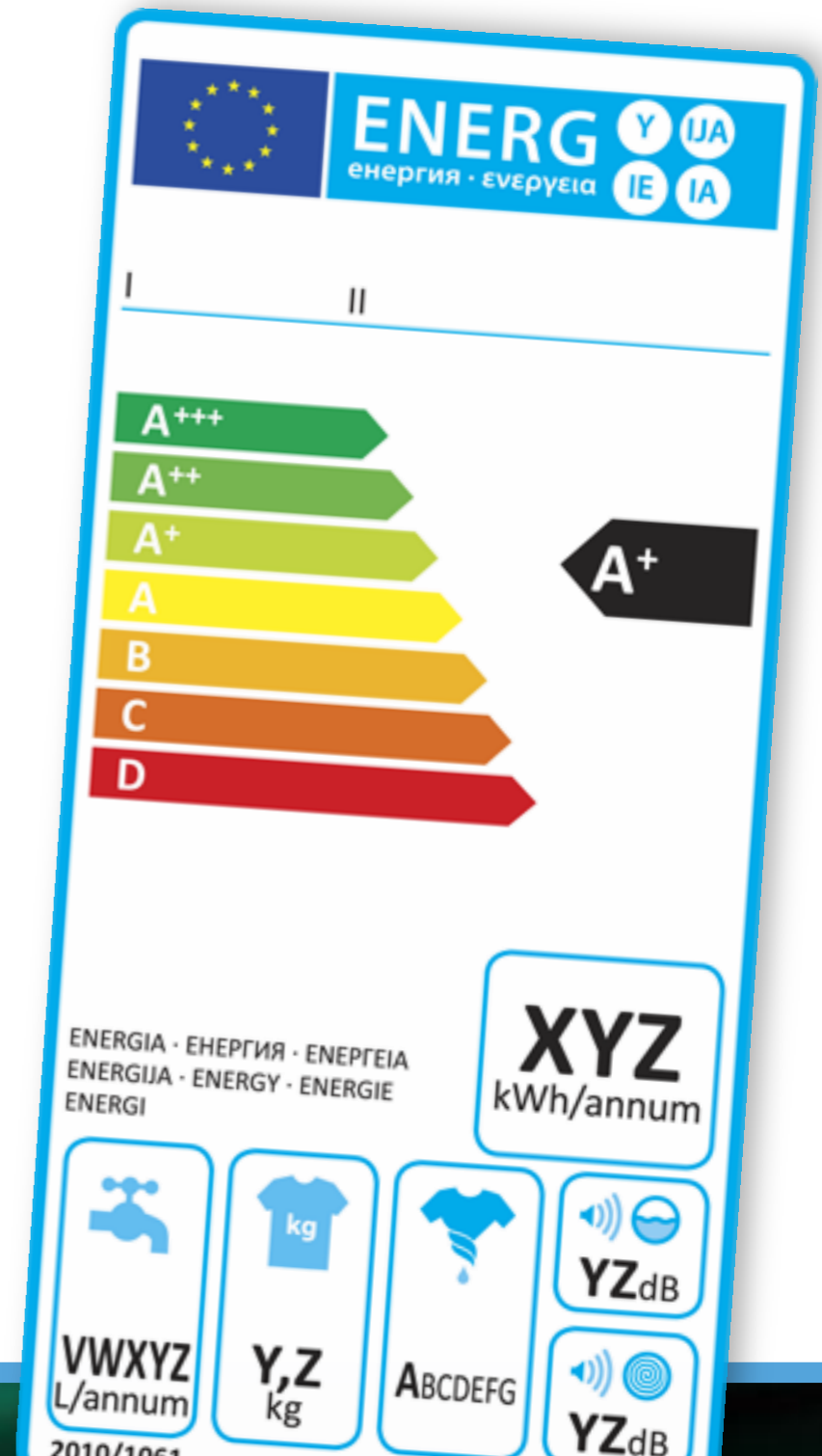


Energy labelling of products

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 state authorities

But also

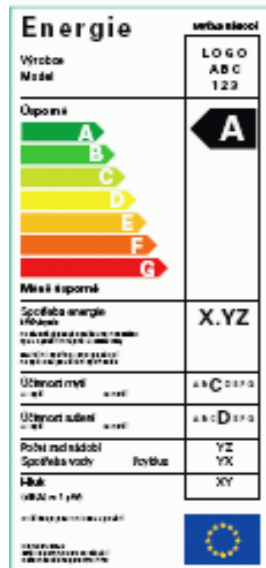
- a market opportunity to ensure consumer interest,
- confidence in the shop, and
- contributing to lower utility bills for customers.

Consumers are willing to pay more for efficient products

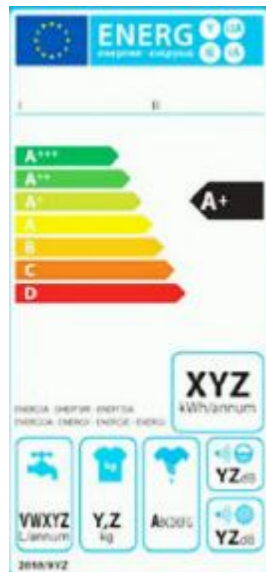
- Market research shows that consumers are prepared to pay significantly more for a product that is clearly more energy efficient than another one.
 - Some studies quote more than 40–50 %.

➤ Source: Navigant 2012, and St. Gallen 2010

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		A
A		
B		
C		
D		
E		
F		
G		
Less efficient		
Energy consumption kWh/cycle <small>(based on standard test results for 60°C 60min cycle)</small>		6.95
<small>Actual energy consumption will depend on how the appliance is used</small>		
Washing performance <small>A: higher is lower</small>	A B C D E F G	
Spin-drying performance <small>A: higher is lower <small>spin speed (rpm)</small></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 Spinning	52 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

* (This document made in 3/2012)

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 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

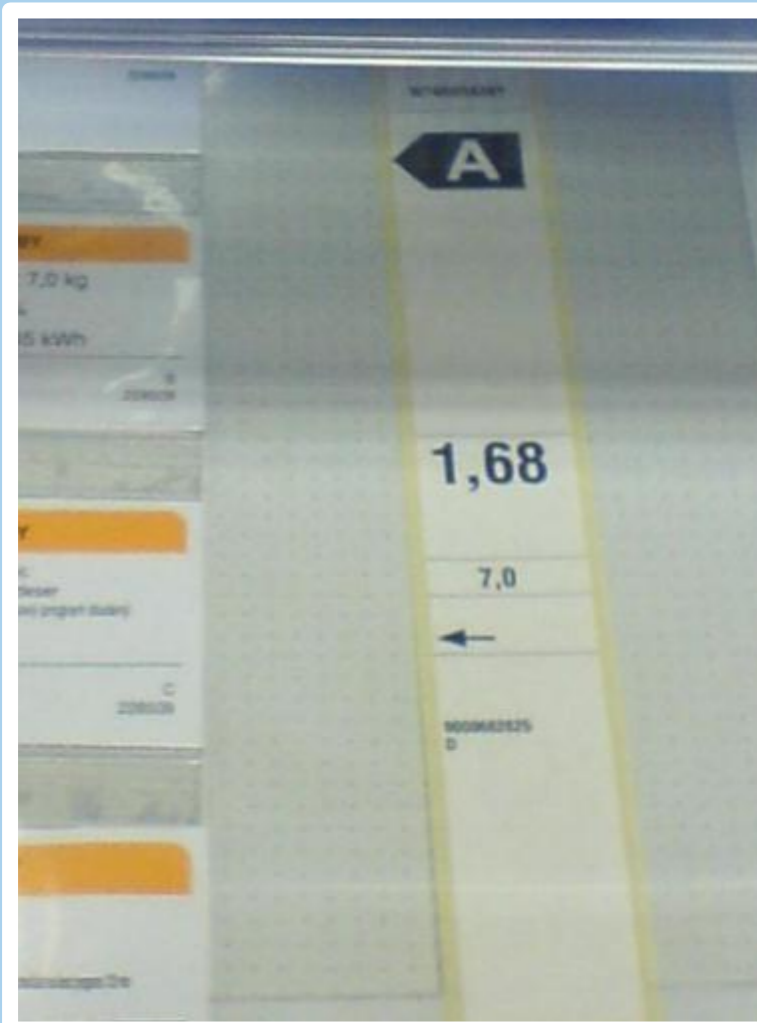
(Pictures taken by Come On Labels project partners in 2/2012 in shops around the EU)

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

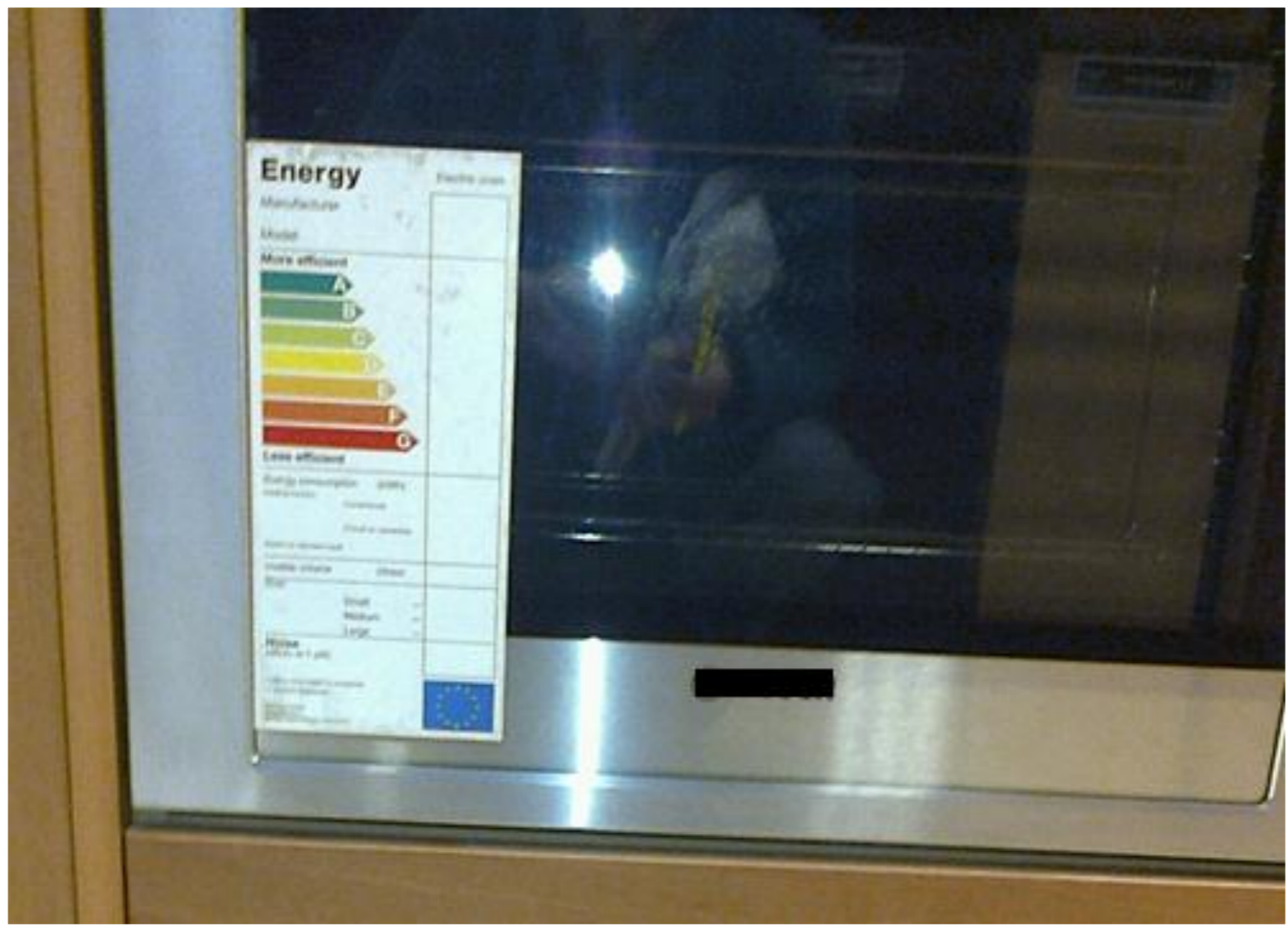
No labels at all



Only old label's data strip



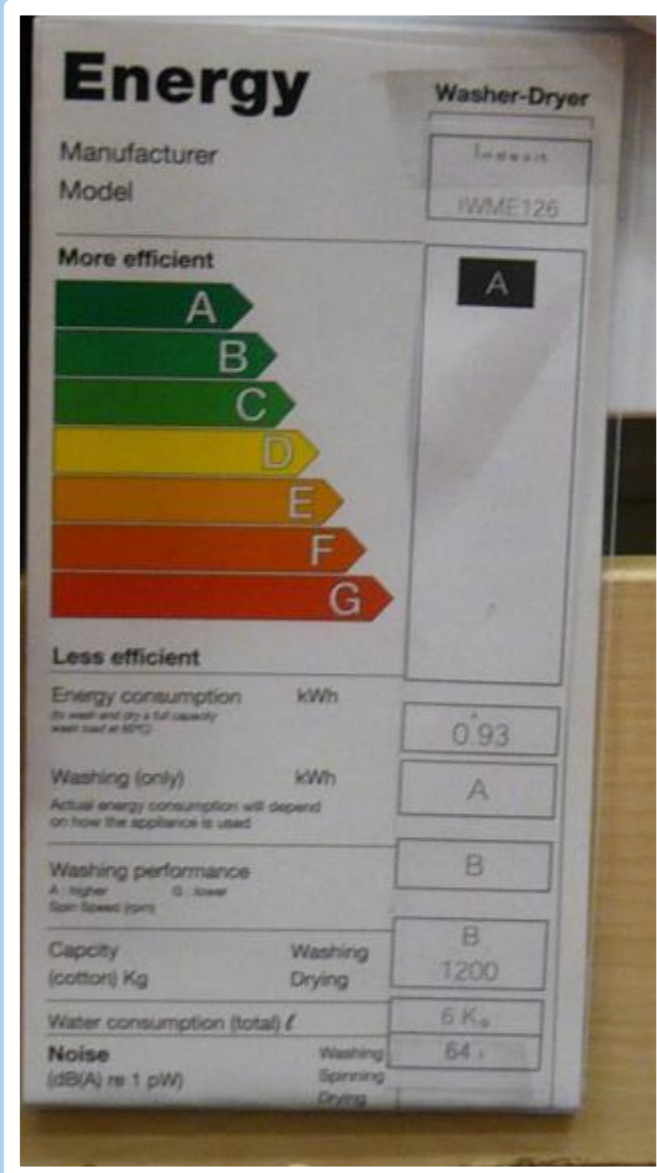
No data strip



Two different data strips

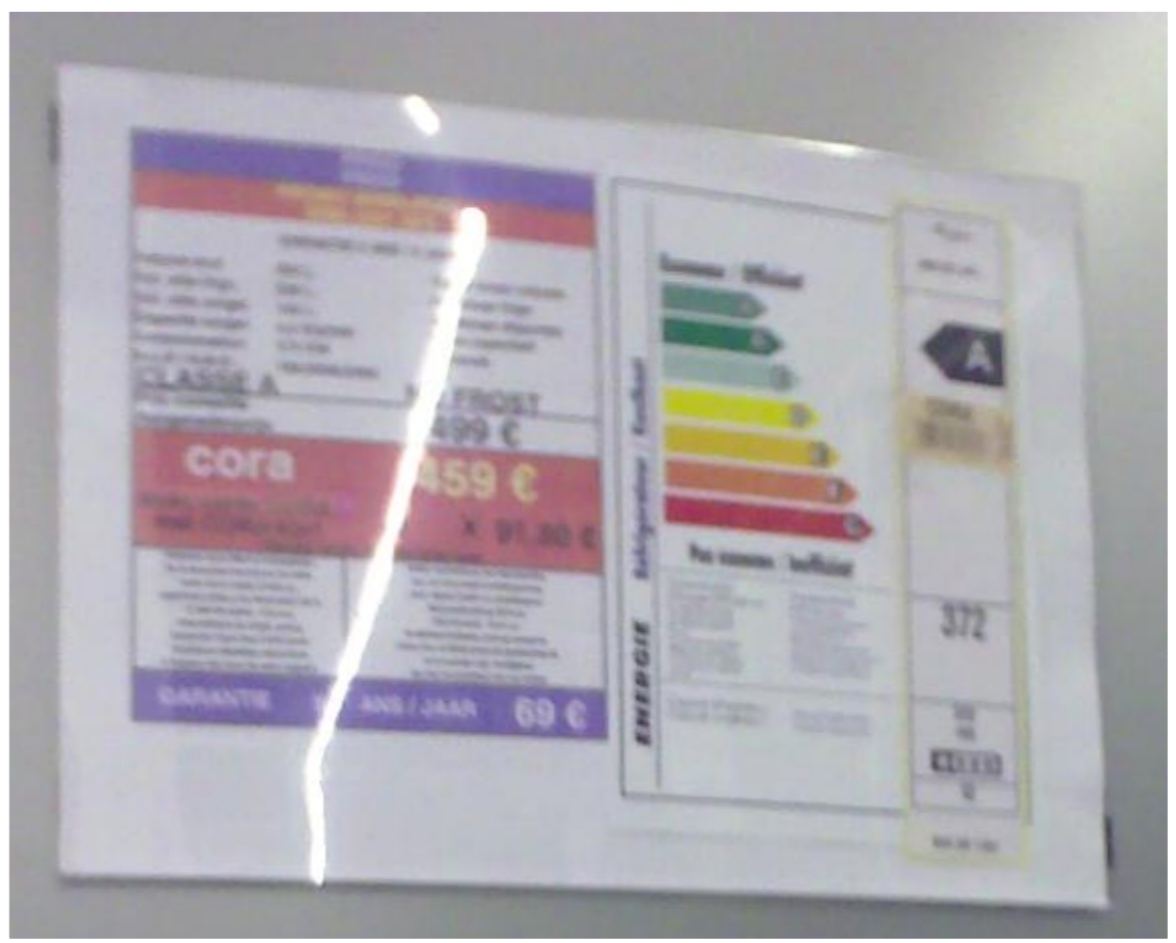


Do-It-Yourself labels...



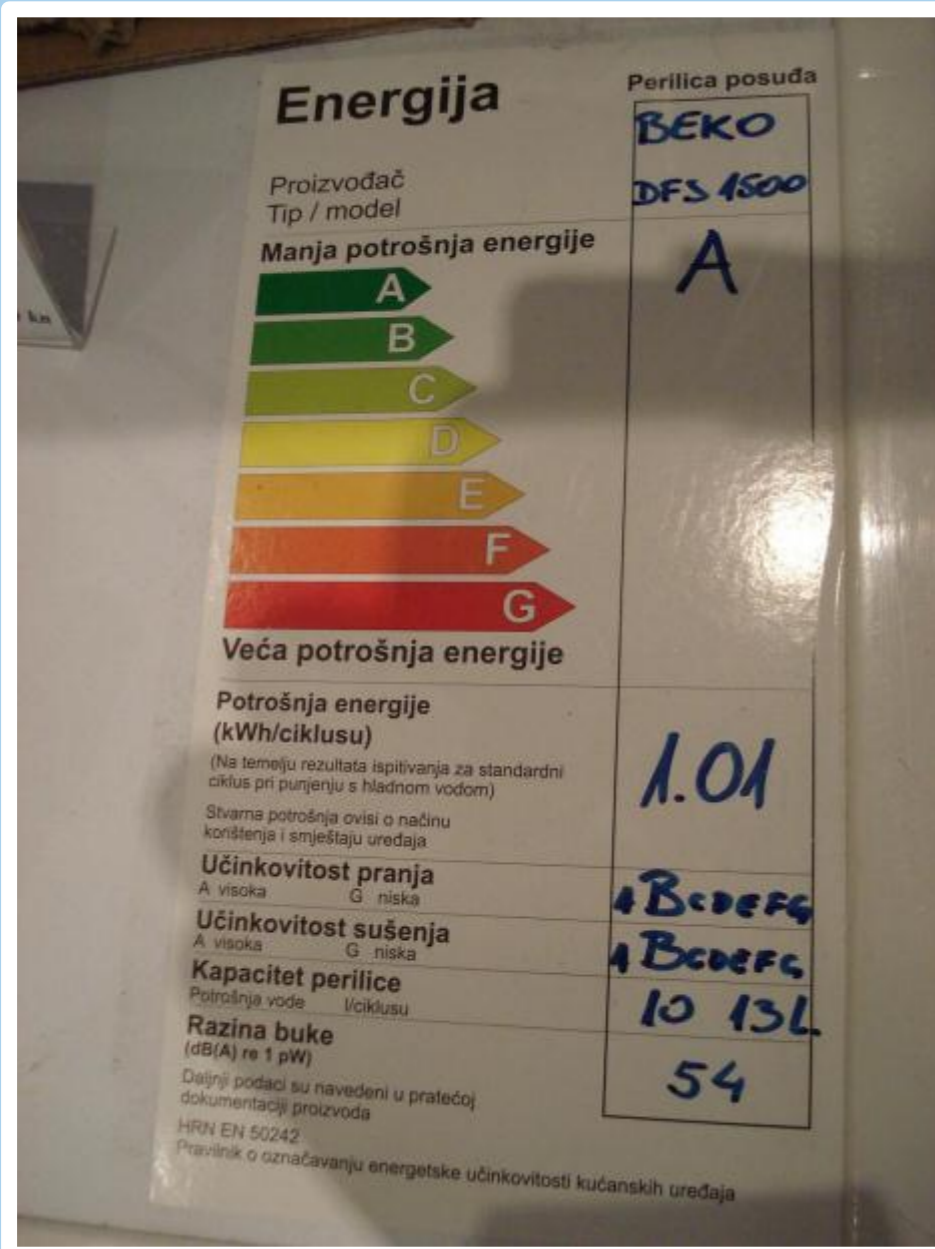
Dealers are required to use the labels provided by the suppliers!

Retailers should not use home-made labels

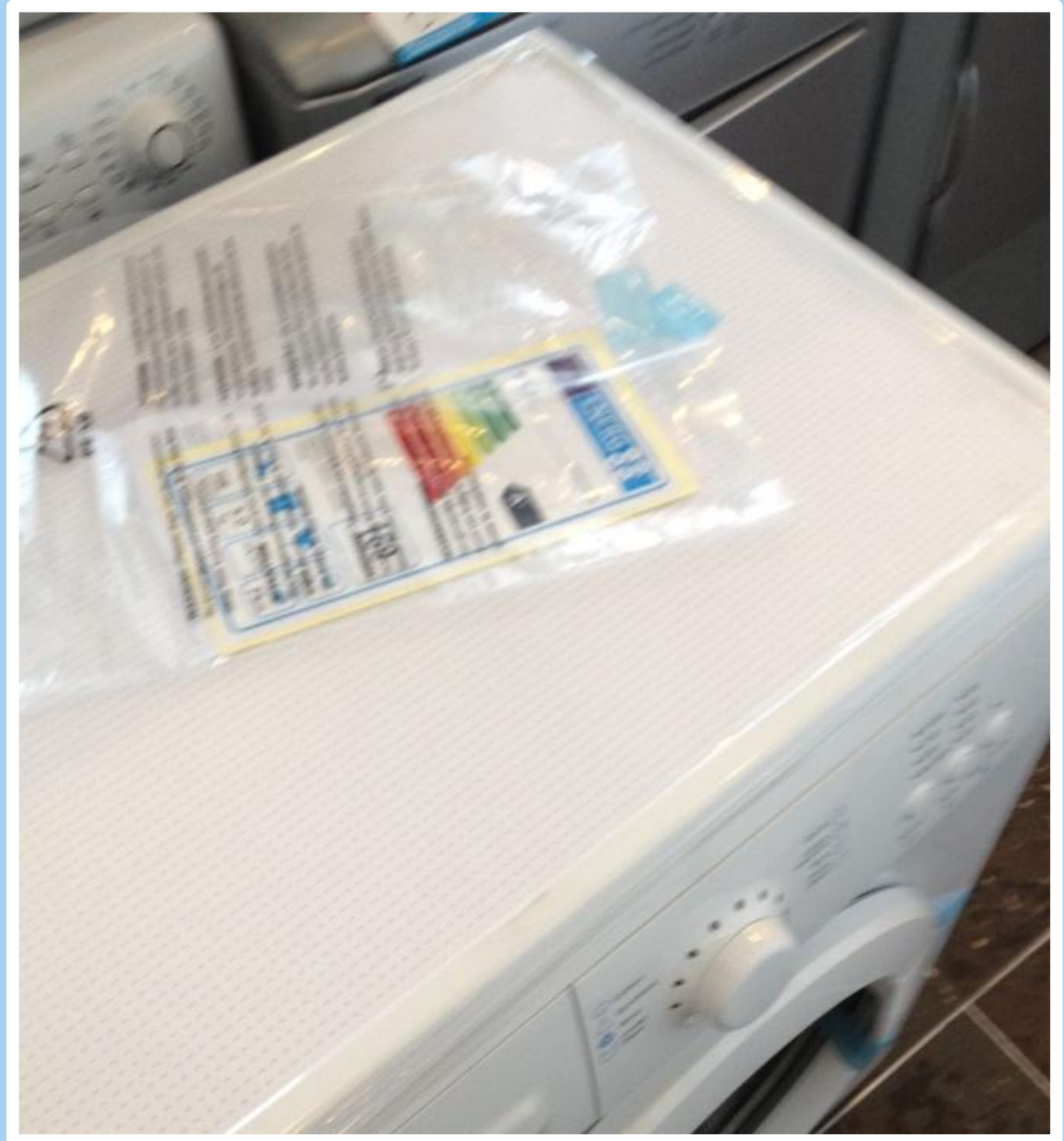


Dealers are required to use the labels provided by the suppliers!

Do-It-Yourself by the shop assistant



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



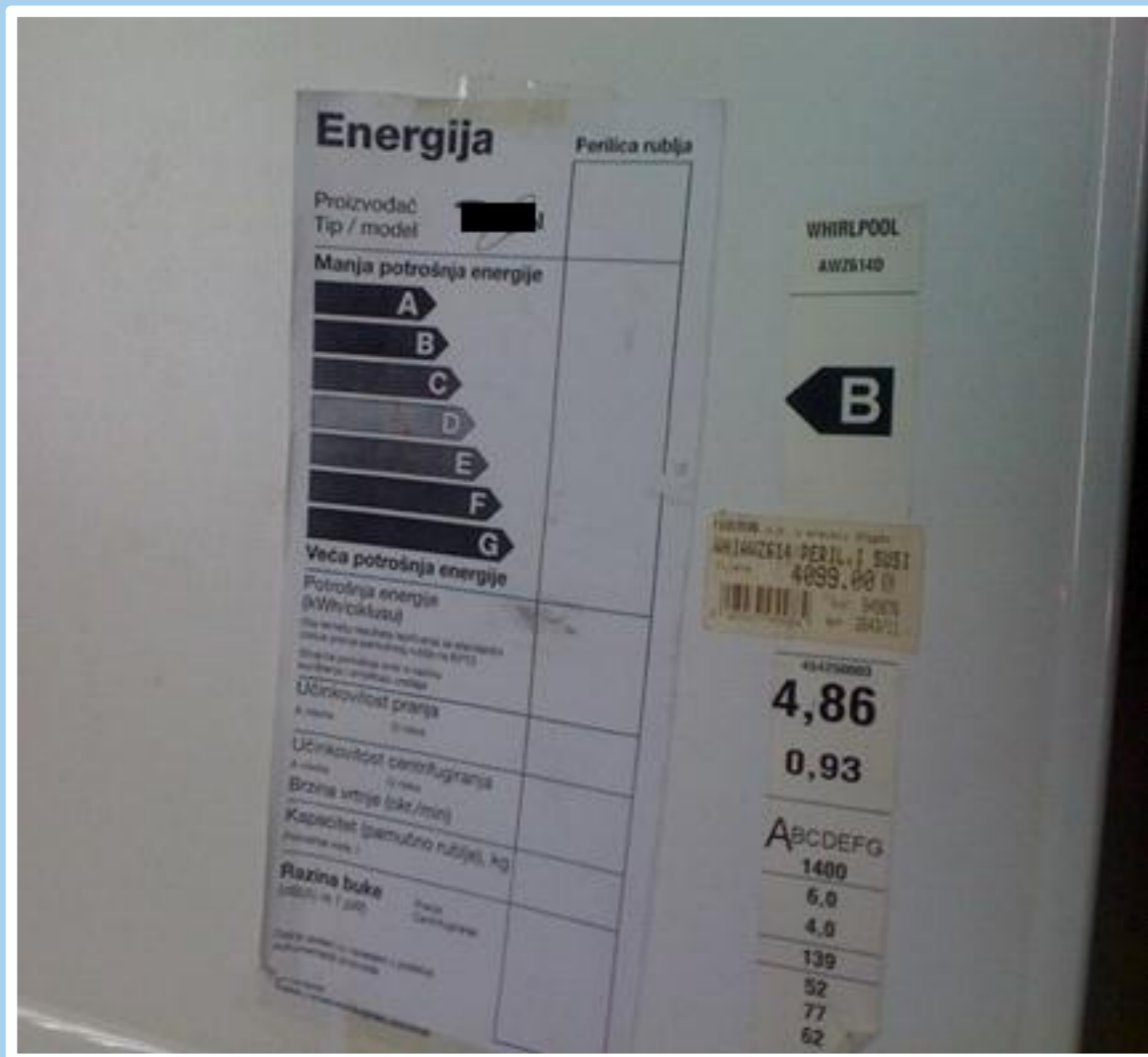
Label to use also if product only sold in a box

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 copy!



Outside new, inside old label



Other information covering the energy label



Wrong place



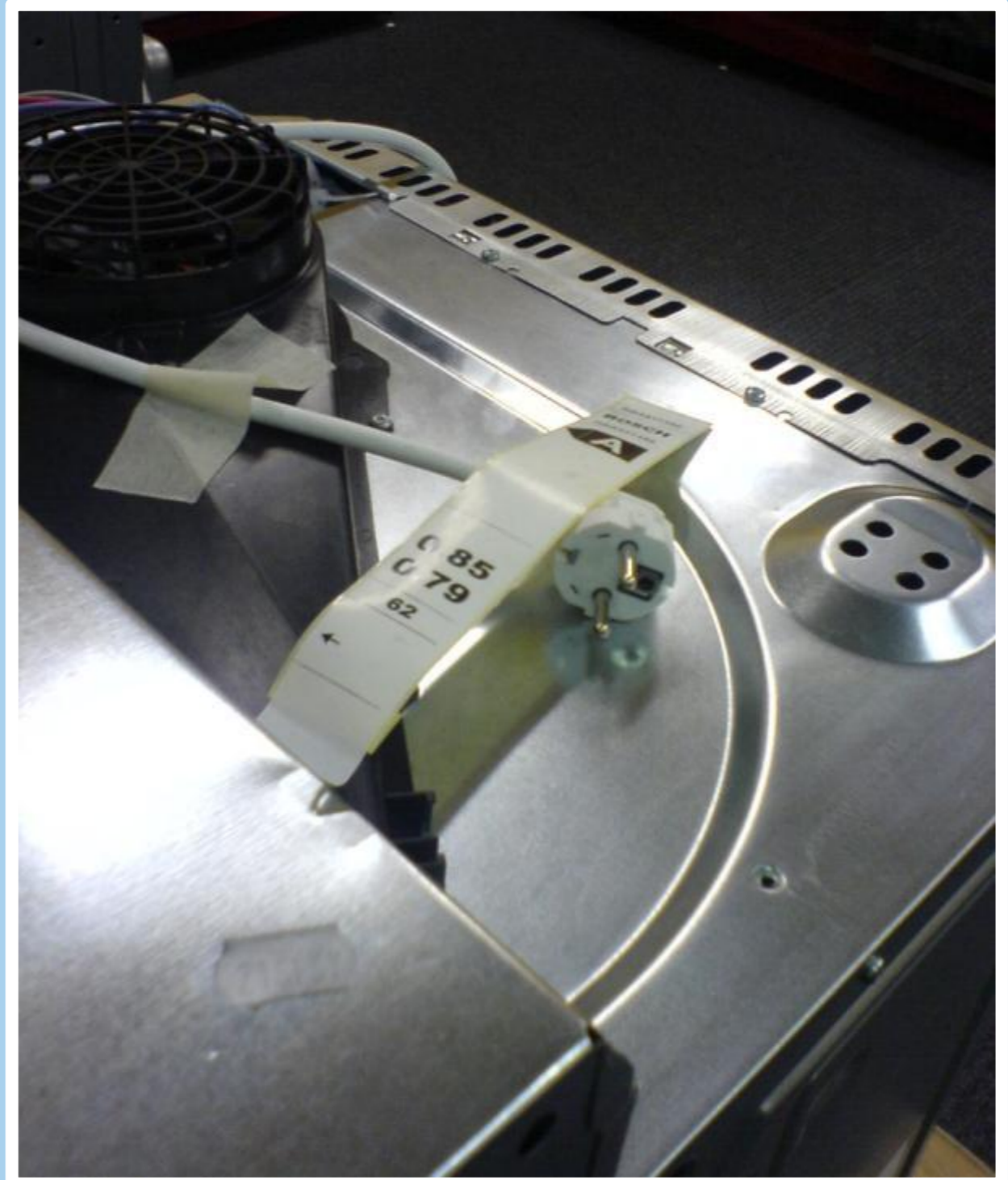
Hidden label



A very 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 label that consumers may understand the least – televisions



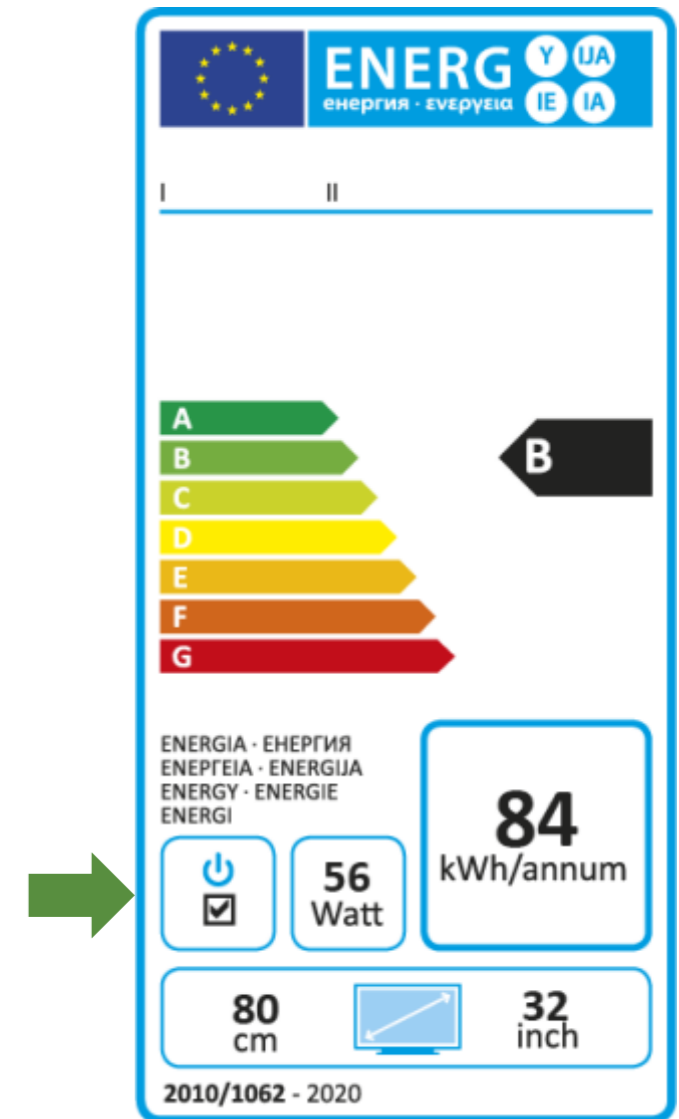
➤ **Switch off button availability**
(not stand-by)



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



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



Icons on the label that consumers may understand the least – dishwashers



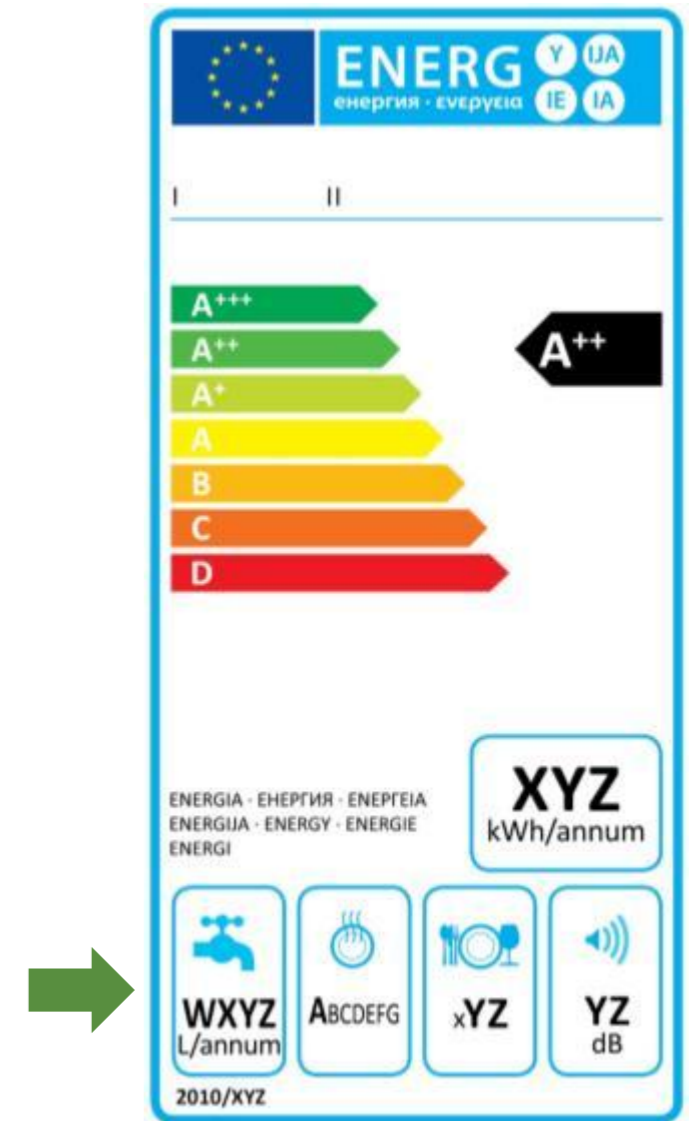
➤ Water consumption per year in litres (280 cycles)



➤ Drying efficiency class



➤ Capacity in standard place settings



Icons on the label that consumers may understand the least – washing machines



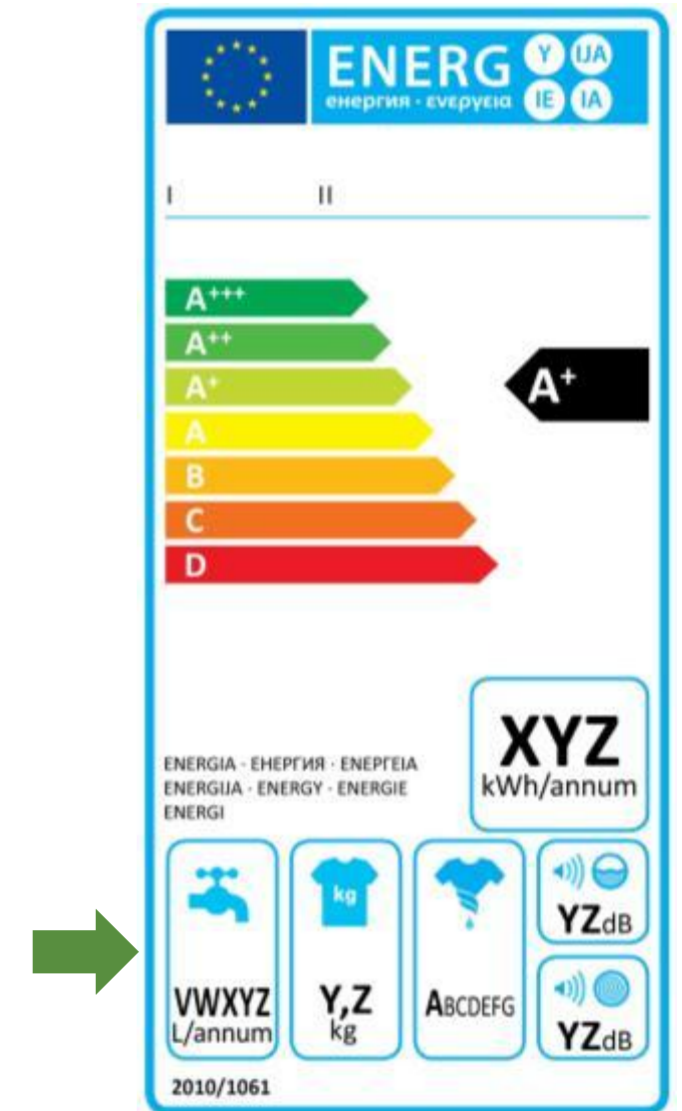
➤ Water consumption per year in litres (220 cycles, combination of programmes)



➤ Spin drying efficiency class



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



Icons on the label that consumers may understand the least – 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+)

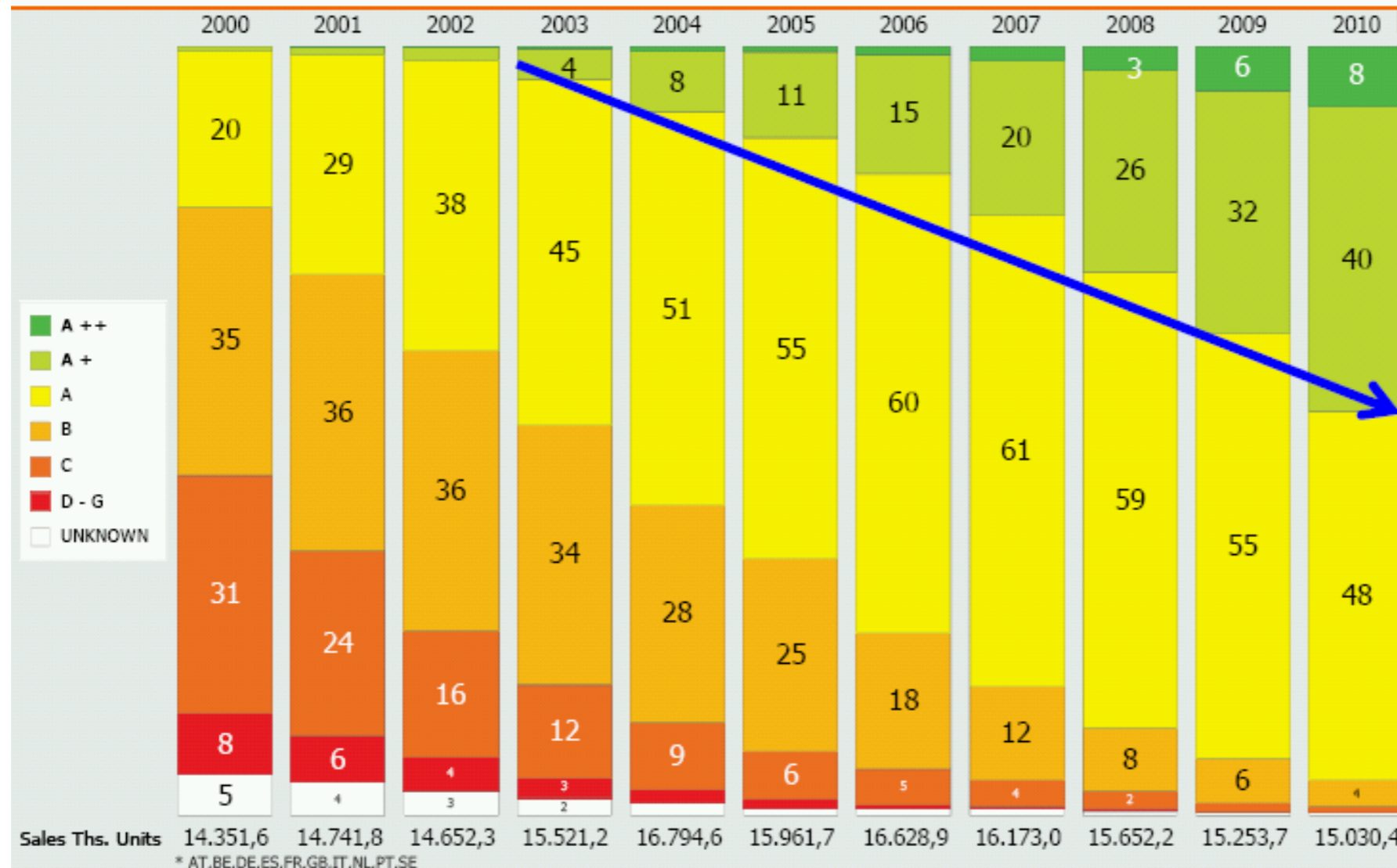
* Except absorption chiller technology which is more energy consuming

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 the time (cooling appl., 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

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

Recommendation from

The European Committee of Domestic Equipment Manufacturers (CECED, 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

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

Contacts and more information

Project



Come On Labels

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

Brought to you by the 'Come On Labels' project

- Coordinated by SEVEN, The Energy Efficiency Center, **Czech Republic**
juraj.krivosik@svn.cz
- Organised during December 2010 – May 2013
- Active in 13 countries: 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**.



This document was prepared within the Come On Labels project, supported by the Intelligent Energy Europe programme. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission is responsible for any use that may be made of the information contained therein.

April 2012.