

# THE NEW ENERGY LABEL

## INTRODUCTION FOR RETAILERS

LABEL 2020



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# THE NEW ENERGY LABEL PURPOSE AND BENEFITS



# THE NEW ENERGY LABEL – PURPOSE AND BENEFITS

## THE EU ENERGY LABEL ... A SUCCESS STORY SO FAR ...

- ✓ The EU Energy Label for products has supported consumers and professional buyers in the search and selection of energy efficient products for more than 25 years.
- ✓ The label has driven the development of innovative efficient products.
- ✓ Due to the supply and demand of energy saving products energy consumption and energy costs of appliances have dramatically been reduced.

## WHY A NEW LABELLING SCHEME?

- The currently used A+++/G labelling scheme has become less effective.
- The mixed label scale involving many „+“ is no longer transparent and the majority of products are already in the 2 – 3 top classes today. It was difficult for consumers to distinguish the most efficient products and manufactures are less inclined to develop more efficient products
- Therefore the new rescaled label will be introduced on March 1st 2021 and will only include the energy classes A to G.



# WHICH LABELS WILL BE NEW IN 2021?

The introduction of the new labels will be arranged stepwise depending on the specific EU regulations.

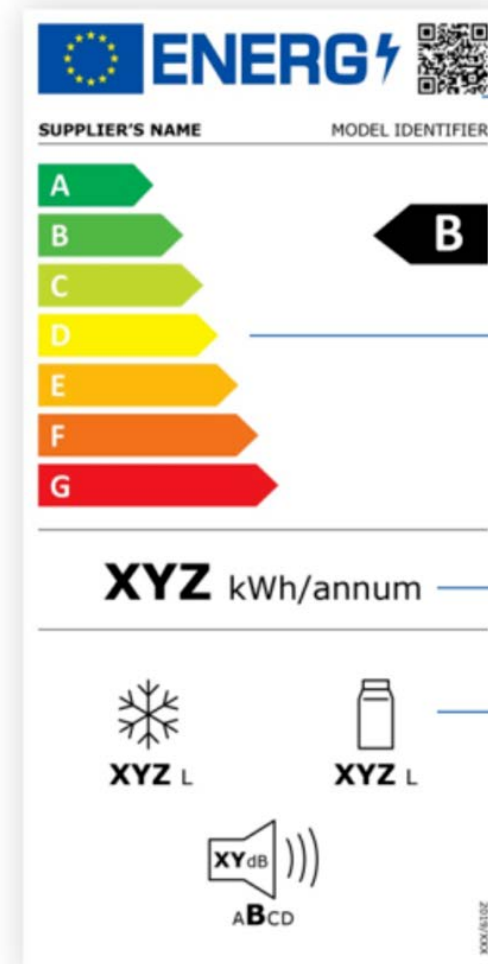
In 2021 new labels will be implemented in physical stores and online shops for 5 product groups.

- Household refrigerators and freezers
- Washing machines and washer-dryers
- Dishwashers
- TVs and electronic displays
- Light Sources



# WHAT ARE THE MAIN DIFFERENCES BETWEEN THE OLD AND NEW LABEL?

- A uniform A-G scale is used for all products
- Label contains a QR-Code which will provide a direct link to the label database of the European Commission supporting transparency and easier market surveillance by national authorities
- The energy consumption of the products is shown in a more prominent and uniform way in the middle section of the label
- Several pictograms indicating product features have been revised and some have been newly introduced



QR Code

Label Class

Energy consumption

Pictograms

# WHAT ELSE IS TO BE CONSIDERED FOR THE NEW LABEL?

## EFFICIENCY CLASSES

- For many product categories there will be no A class products at the time when the new label will be introduced in the stores. The A class shall be empty to reserve some room for further product innovation.
- The most efficient products currently labelled as A+++ will correspond approximately with the new label class B or C depending on product group.

## PICTOGRAMS

- Some pictograms were slightly adapted and a few were newly introduced (e.g. energy efficiency in HDR-Mode for TVs and electronic displays, washing time for washing machines).



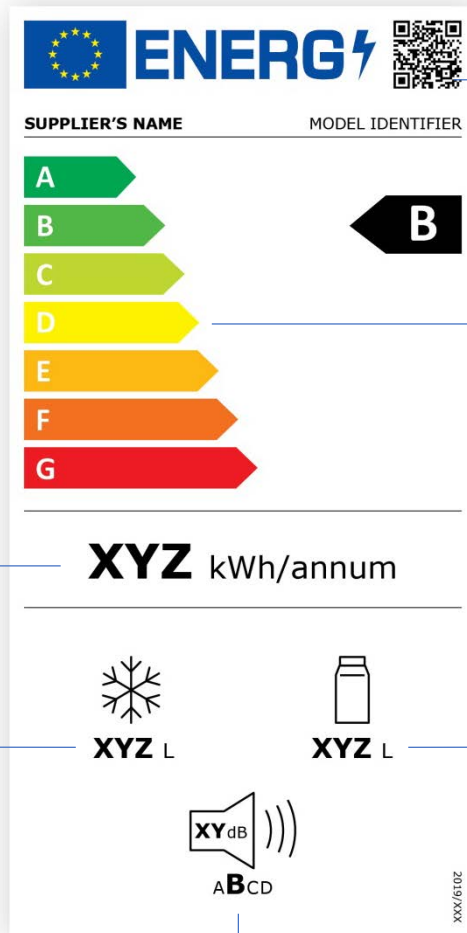


FEATURES OF THE NEW LABELS

PRODUCT GROUPS



# NEW LABEL FOR REFRIGERATORS AND FREEZERS



QR Code

Energy efficiency class of product

Energy efficiency scale A to G

Annual energy consumption (kWh)

Sum of volumes of frozen compartment (Litre)

Sum of volumes of chill compartments and unfrozen compartments (Litre)

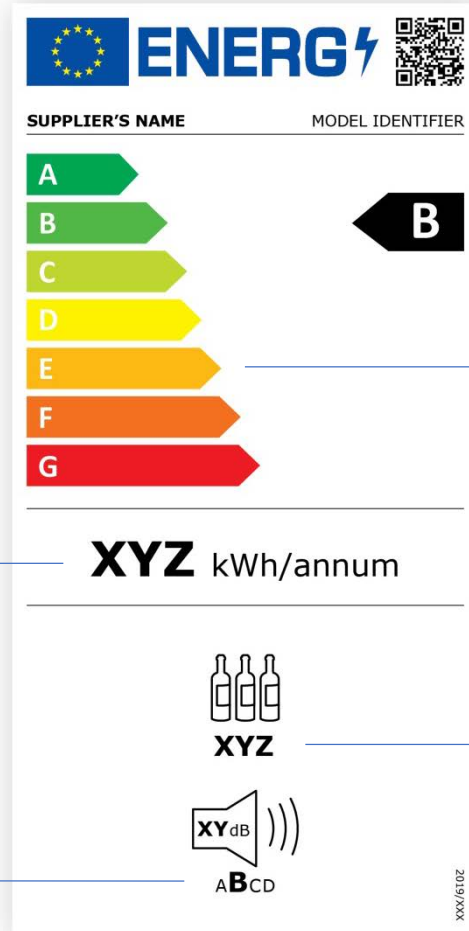
Airborne acoustical noise emissions (dB(A)) and noise emission class

## Differences compared to old

- Different icon for chill and unfrozen compartments
- Different icon for noise emission and additional indication of noise emission class



# NEW LABEL FOR WINE STORAGE REFRIGERATORS



QR Code



Energy efficiency class of product

Energy efficiency scale A to G

Annual energy consumption (kWh)

**XYZ** kWh/annum

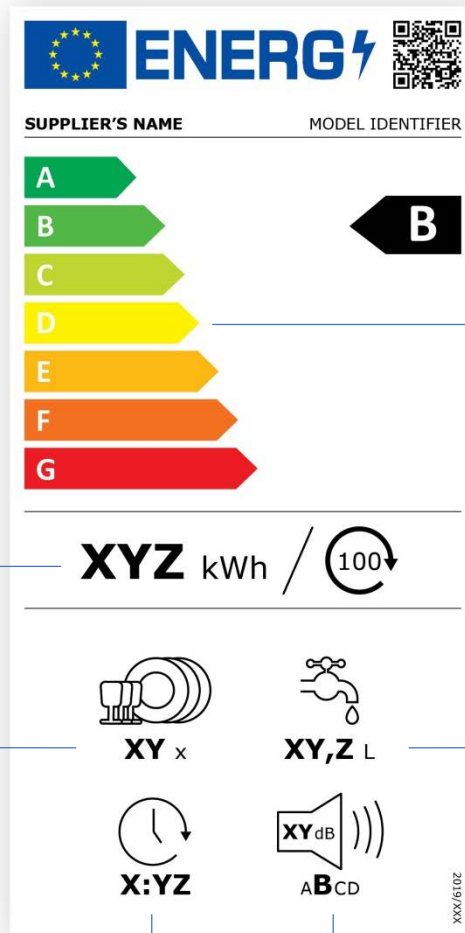
Airborne acoustical noise emissions (dB(A)) and noise emission class

  
**XYZ**  
  
**XYdB**  
**ABCD**

Number of standard wine bottles that can be stored

- Differences compared to old label
- New icon for wine bottles
- Different icon for noise emission and additional indication of noise emission class

# NEW LABEL FOR DISHWASHERS



QR Code

Efficiency class of product

Energy efficiency scale A to G

Energy consumption in Eco-programme per 100 cycles (kWh)

Rated capacity in standard Place settings for the Eco-programme

Water consumption per cycle in Eco-programme (litres)

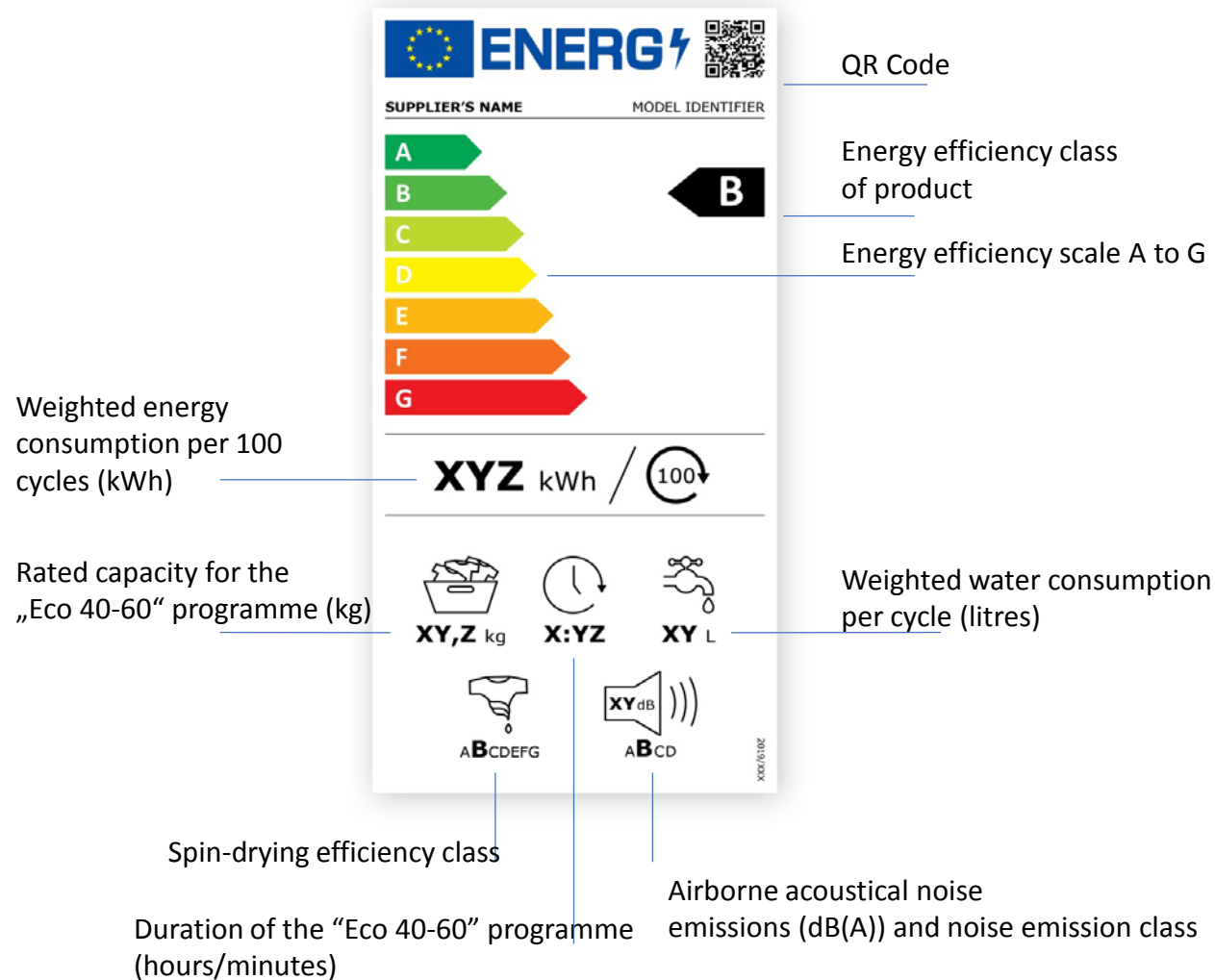
Duration of the Eco-Programme (hours and minutes)

Airborne acoustical noise emissions (dB(A)) and noise emission class

## Differences compared to old

- Energy consumption specified consumption in Eco- programme per 100 cycles
- Weighted water consumption per cycle in Eco programme
- Duration of the Eco-programme
- Noise emission and noise emission class

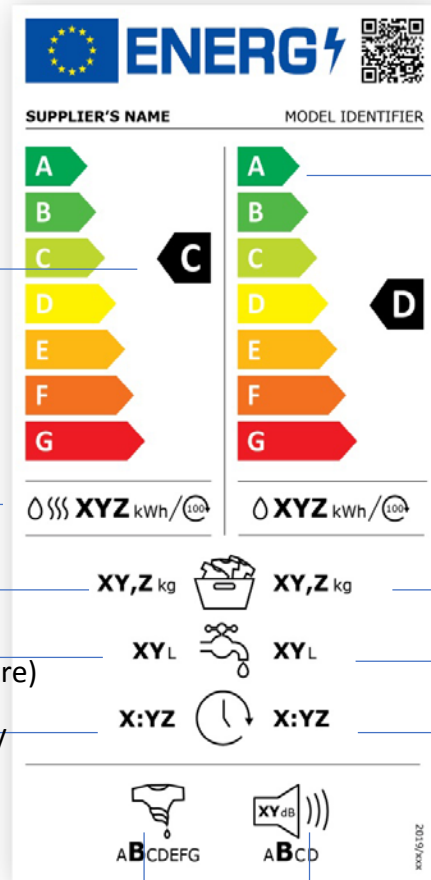
# NEW LABEL FOR WASHING MACHINES



## Differences compared to old label

- Energy consumption specified as weighted consumption per 100 cycles
- Rated capacity for “Eco 40-60” programme
- Weighted water consumption per cycle
- Noise emissions only for spinning not for washing but additional information on noise emission class
- Duration of the “Eco 40-60” programme

# NEW LABEL FOR WASHER-DRYERS



QR Code

Energy efficiency scale A to G

Energy efficiency of product in Washing cycle

Energy consumption for washing cycle per 100 cycles (kWh)

Rated capacity for washing cycle (kg)

Weighted water consumption per washing cycle (Litre)

Cycle duration at rated capacity for washing cycle (hours/minutes)

Spin drying efficiency class

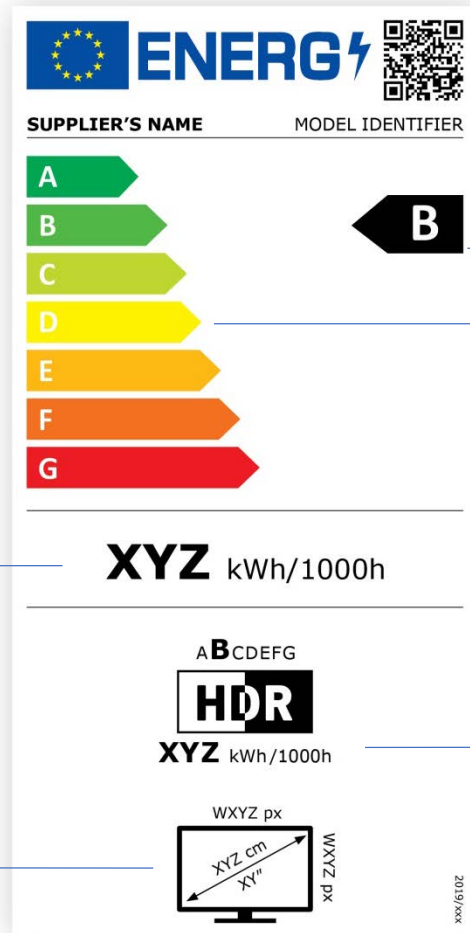
Airborne acoustic noise emissions (dB(A)) for spinning in "Eco 40-60" Programme and noise emission class

## Differences compared to old label

- Energy consumption specified as weighted consumption per 100 cycles
- Rated capacity for "wash & dry cycle" and for washing cycle
- Weighted water consumption "wash & dry cycle" and for washing cycle
- Noise emissions for spinning including noise emission class
- Duration of "wash & dry cycle" and for washing cycle



# NEW LABEL FOR TVS AND ELECTRONIC DISPLAYS



Energy consumption in standard dynamic range mode (SDR) per 1000h (kWh)

Screen diameter (cm, Inch), horizontal and vertical resolution (Pixel)

QR Code

Energy efficiency class of product

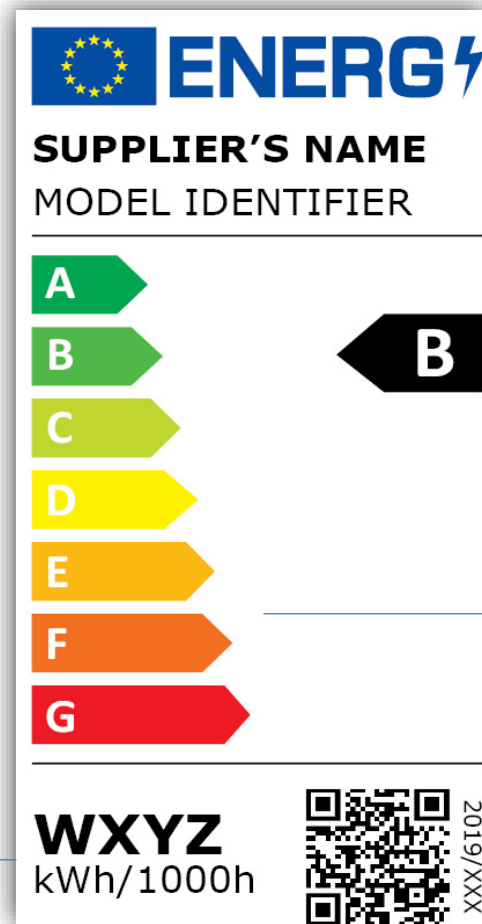
Energy efficiency scale A to G

Energy consumption in high dynamic range mode (HDR) per 1000h (kWh)

## Differences compared to old label

- Energy consumption specified per 1.000h of operation
- Indication of energy consumption in high dynamic range mode per 1.000h of operation
- No more indication of power (W)
- No more indication of hard switch

# NEW LABEL FOR LIGHT SOURCES



Energy consumption  
per 1000h (kWh)

Energy efficiency class  
of product

Energy efficiency scale A to G

QR Code

Differences compared to old  
label

- No differences compared to  
previous information



# INTRODUCTION OF THE NEW LABELS

## TIMELINES & FAQs



# LABEL REPLACEMENT FOR HOUSEHOLD APPLIANCES, ELECTRONIC DISPLAYS AND TVS

PRODUCTS PLACED ON THE MARKET BEFORE 1. 11. 2020 AND STILL PLACED ON THE MARKET AFTER THAT DATE

**from 1.11.2020 to 28.2.2021**

## **4 months transition period**

- Suppliers to re-register in EPREL a product which has a rescaled label on the basis of the reviewed regulation
- Suppliers to provide the 2 labels and information sheets with new units of products
- Suppliers, on request by the dealers, to provide the new labels for products in their (dealers') stock

**from 1.3.2021 to 18.3.2021**

## **Label replacement in stores and online shops**

- Old labels on display to be replaced by the rescaled labels within 14 working days.
- In case of internet or distance selling see additional requirements below<sup>1</sup>
- For displays see additional requirements below<sup>2</sup>

# LABEL REPLACEMENT FOR HOUSEHOLD APPLIANCES, ELECTRONIC DISPLAYS AND TVS

NEW PRODUCTS PLACED ON THE MARKET FROM 1.11.2020 ONWARDS BUT SOLD TO END-USERS ONLY AFTER 1.3.2021

from 1.11.2020 onwards

## Provision of product data rescaled label and product information sheet

- Suppliers to register the product only on the basis of the reviewed regulation in EPREL
- Suppliers to provide the rescaled label and related product information sheet to dealers

as of 1.3.2021

## New product with rescaled label in stores and online shops

- In case of internet or distance selling see additional requirements below<sup>1</sup>
- For displays see additional requirements below<sup>2</sup>

# LABEL REPLACEMENT FOR HOUSEHOLD APPLIANCES, ELECTRONIC DISPLAYS AND TVS

PRODUCTS SOLD ON THE MARKET ALREADY BEFORE 1.11.2020 BUT NO LONGER PLACED ON THE MARKET AFTER 1.11.2020 OR WHEN A SUPPLIER HAS CEASED ITS ACTIVITIES

**From 1.3.2021 to 30.11.2021**

## **Phase-out of products in stores & online shops**

- No new information to be provided by suppliers.
- Products may still be sold by dealers with the old label during a 9 months transition period.

**as of 1.12. 2021**

## **Removal of products with old label**

- Products with the old label must not be sold anymore.

# ADDITIONAL REQUIREMENTS

## FOR DISTANCE AND INTERNET SELLING

- Arrow with product efficiency class and the range of energy efficiency classes to be placed next to the product model for product information on the web.
- Product information sheet to be provided to the consumer on paper or web-based.
- The detailed requirements concerning label implementation for distance and internet selling are extensive and should be taken from regulations.

## FOR ELECTRONIC DISPLAYS

- The supplier shall either print the colored label on the packaging or put a sticker with the label on the packaging.
- If a product model at the point of sale is not displayed (i.e. not taken out of the packaging) the dealer must ensure visibility of the label for the consumer (i.e. side packaging with label must be visible).



# LABEL REPLACEMENT FOR LIGHT SOURCES

## NEW LIGHT SOURCES PLACED ON THE MARKET AS OF 1<sup>ST</sup> SEPTEMBER 2021

from 1. 5. 2021 when the product is placed on the market

### Provision of product data by suppliers to EPREL and to dealers

- Suppliers to register their product in EPREL on the basis of the new light sources regulation and to provide the printed rescaled label on the packaging.
- Suppliers to provide the related electronic product information sheet to dealers. The dealers can also request the product information sheet in a printed form

as of 1. 9. 2021

### New product with rescaled label on the packaging in stores and online shops

- In case of internet or distance selling see additional requirements above<sup>1</sup>

# LABEL REPLACEMENT FOR LIGHT SOURCES

## LIGHT SOURCES ALREADY PLACED ON THE MARKET BEFORE 1<sup>ST</sup> SEPTEMBER 2021

as of 1.5.2021

### Provision of product data to EPREL by suppliers

- Suppliers to re-register their product in EPREL on the basis of the new light sources regulation including the rescaled label and related product information sheet.

from 1.9.2021 to 28.2.2023

### 18 months transition period with possible use of old labels on packaging

- Products already placed on market before 1.9.2021 may still be sold with the old label.
- Suppliers, on request by the dealers, to provide stickers with the rescaled label and related product information sheet for products in their (dealers') stock.

as of 1.3.2023

### All products with rescaled label

- Old label shown on the packaging or attached to the product to be covered by a sticker of same size with the rescaled label
- New product information sheet to be shown

# WHAT ELSE HAS TO BE CONSIDERED

- General requirements regarding the placement of the label are the same as for the old/current label.
- Replacement to be arranged within 14 working days specified as Monday to Friday but excluding Saturdays, Sundays and national holidays. New labels must not be shown in physical stores and online shops before 1.3.2021.
- The requirements concerning timing of the replacement for physical stores and for online shops are the same.



# WHAT ELSE HAS TO BE CONSIDERED

- Visual advertisement for rescaled products e.g. in catalogues or online containing the new energy efficiency class, may not become public before the application date of the new regulation (1 March or 1 September 2021 depending on the product). Catalogues may be prepared but not disseminated before these dates.
- Dealers do not need to modify the content of packaging for units already in the retailer's stock, thus labels in packages of stored products do not have to be replaced. Concerning light sources, the dealer shall replace the existing label by a sticker with the rescaled label of the same size on the packaging or attached to the package, within 18 months after 1 September 2021, i.e. by 28 February 2023.
- Dealers will be able to download the label information also from EPREL from the date the new label starts to apply.





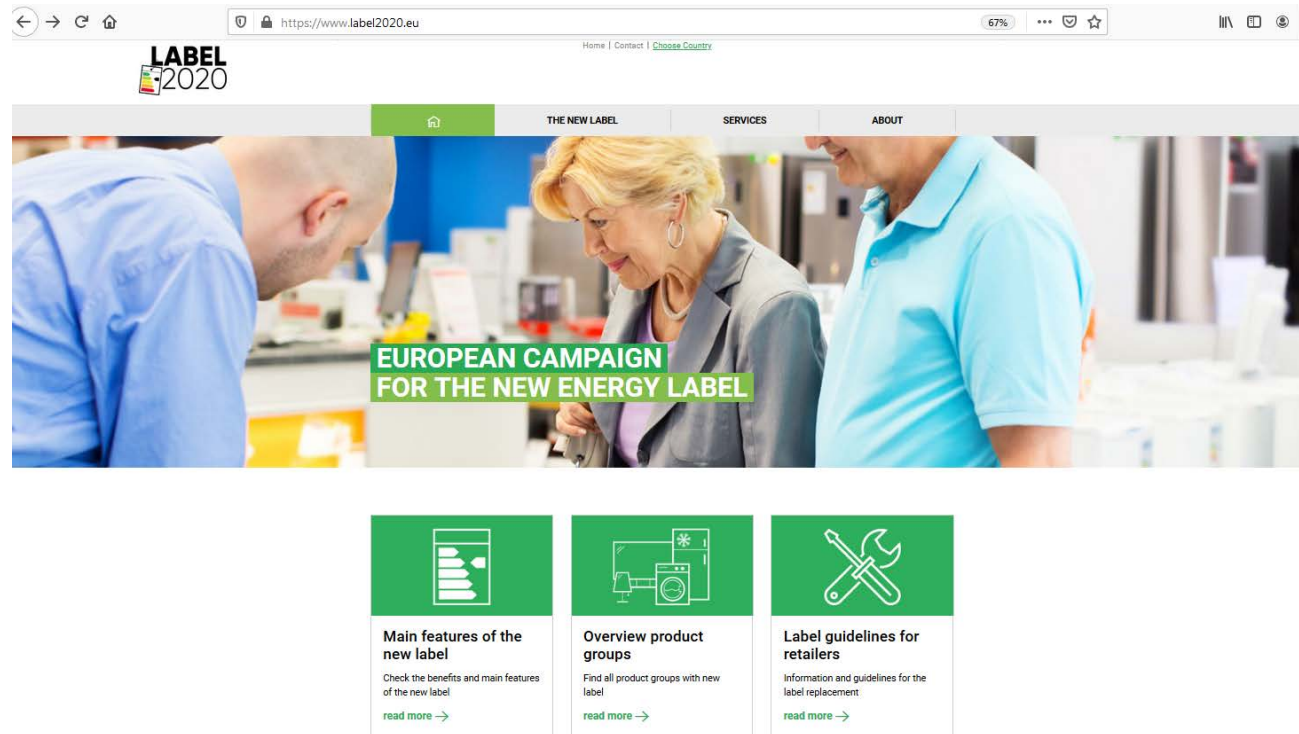
# LABEL 2020 TOOLS

WEBSERVICE, EDUCATION,  
INFOTOOLS



# LABEL 2020 TOOLS ALREADY AVAILABLE

## WEBSITE – INFORMATION SERVICE FOR CONSUMERS & RETAILERS



[www.label2020.eu](http://www.label2020.eu)



# LABEL 2020 TOOLS ALREADY AVAILABLE

## FAQS & GUIDELINES FOR RETAILERS

Home > Services > For retailers and suppliers > FAQs

### FAQs

General topics →

Internet or distance selling including also visual advertisement and promotional material for rescaled product groups →

Information related to EPREL (EU product database for labelled products) →

Promotional and educational material concerning the new labels →



∞ [www.label2020.eu/services/for-retailers-and-suppliers/faqs/](http://www.label2020.eu/services/for-retailers-and-suppliers/faqs/)

∞ [www.label2020.eu/fileadmin/eu/documents/Label-Guide-Retailer\\_VS1-2020-EN.pdf](http://www.label2020.eu/fileadmin/eu/documents/Label-Guide-Retailer_VS1-2020-EN.pdf)

# LABEL 2020 TOOLS

## EXPECTED SOON IN 2020

- Education materials
- E-Learning
- Fact Sheets
- Short information videos
- Mobile IT Information Tool



**LABEL 2020**

**THE PROJECT**

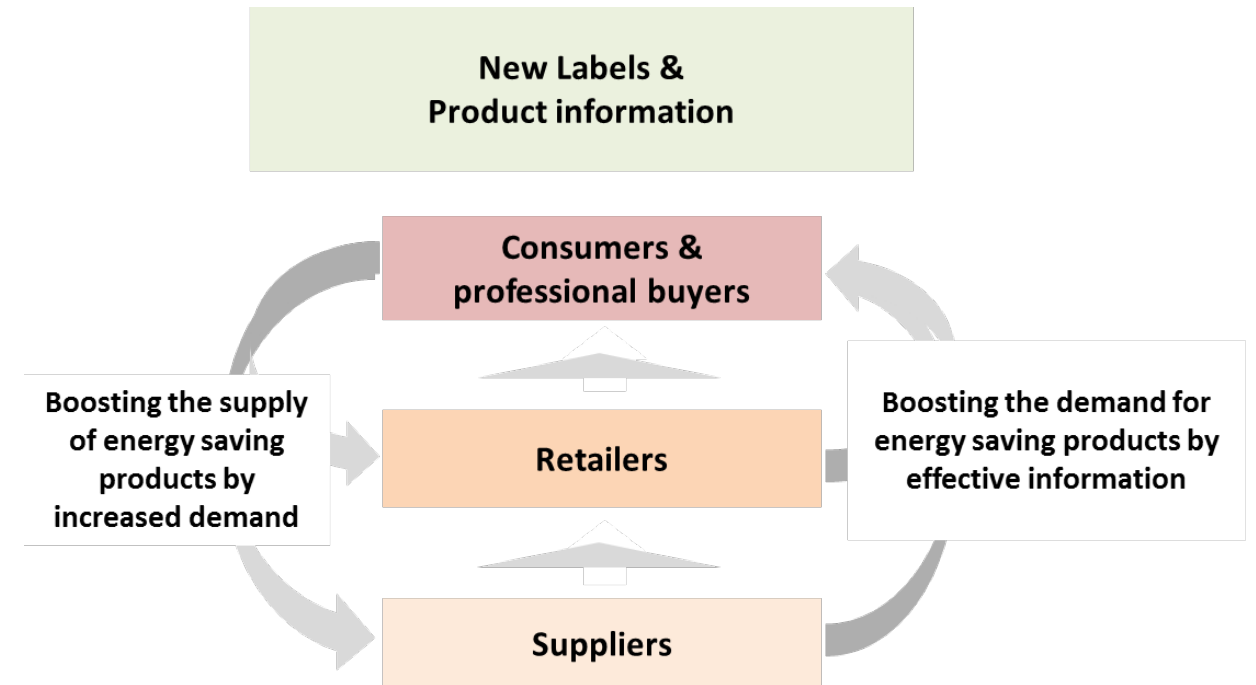


# LABEL 2020 – MISSION & TARGET GROUPS

SUPPORTING THE EFFECTIVE IMPLEMENTATION OF THE NEW LABELS TO BOOST SUPPLY AND DEMAND FOR ENERGY SAVING PRODUCTS

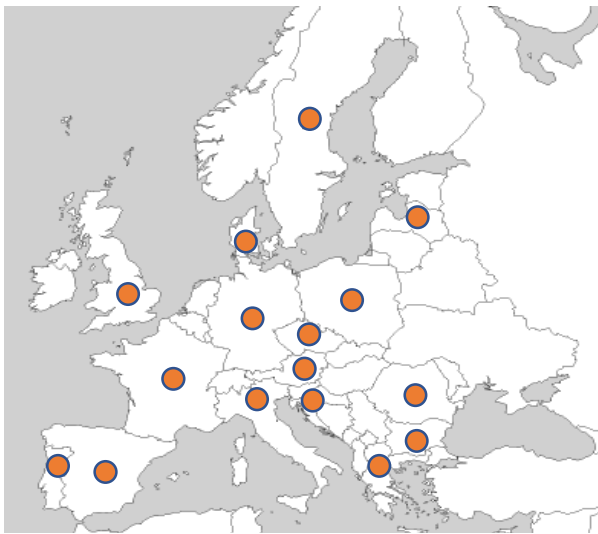
Provision of tools and services for

- Consumers and professional buyers
- Retailers
- Suppliers (manufactures/importers)
- Policy makers/public sector
- EU-Level key actors and market surveillance
- Media



# PROJECT CONSORTIUM

- 20 energy agencies and environmental agencies in 16 EU-countries
- More than 100 associated partners



# CONTACT

[www.label2020.eu](http://www.label2020.eu)

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