



## THE NEW ENERGY LABEL

## GUIDELINES FOR RETAILERS

DELIVERED BY

**energy  
saving  
trust**

CORRECT AS OF - 1.3.2021

## WHO WE ARE

LABEL2020 is an EU-Level initiative designed to support a smooth implementation of the new EU Energy Labels for products in the EU countries. The project will provide various tools and services for consumers, professional buyers, retailers and other stakeholders which will be available also for download from the project website.

Despite the UK leaving the EU, the project is fully funded meaning that as the implementation partner for the UK, the Energy Saving Trust will be providing the support to consumers, trade and industry through to the end of the project in November 2023.

The content in these guidelines is not meant as a substitution for the Regulations, and in any case of doubt, the Regulations are applicable. Information given is not legally binding.



## THE RE-CLASSIFIED ENERGY LABEL – WHY IS IT CHANGING AND WHAT ARE THE BENEFITS?

The 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 Energy Label has helped drive the development of innovative and more efficient products. These changes in both product innovation, efficiency and changing consumer habits towards purchasing more energy efficient products has resulted in both lower energy cost and consumption.

The ongoing improvement in product efficiency has led to the current used A+++ - G labelling scheme becoming less effective over recent years as products have all moved up to and over the top of the scale.

With 'A' already seen as good by consumers, A+, A++ etc have made it more difficult and less transparent for consumers to be able to distinguish the most efficient products and disincentivizes some manufacturers to invest in producing more efficient products.

The European Union therefore has revised and optimised the label according to consumer needs. The new rescaled label implementation will be required both in stores and online from 1 March 2021 and has therefore been re-scaled back to energy classes A to G.

In terms of the labels design, thresholds and the way it is calculated, the UK will maintain the same format and standards as the EU, except for the replacement of the EU flag with that of the Union Flag.

The following guidelines are designed to support your organisation with the implementation of the re-classified labels. The guidelines provide an overview of all major aspects but do not include the detailed requirements but are accessible on <https://www.gov.uk/guidance/the-energy-labelling-of-products> or you can speak to the Department for Business, Energy & Industrial Strategy and/or the Office for Product Safety and Standards.

## WHAT IS THE KEY CHANGE BEING MADE TO THE ENERGY LABEL?

- There will be one common scale for all products classed from A to G. There will be no extensions to A+ classes anymore.
- A new GB label for use in England, Wales and Scotland will now feature the union jack flag.
- Some product icons have been adapted and new ones included within the label to provide additional more transparent product information to consumers.

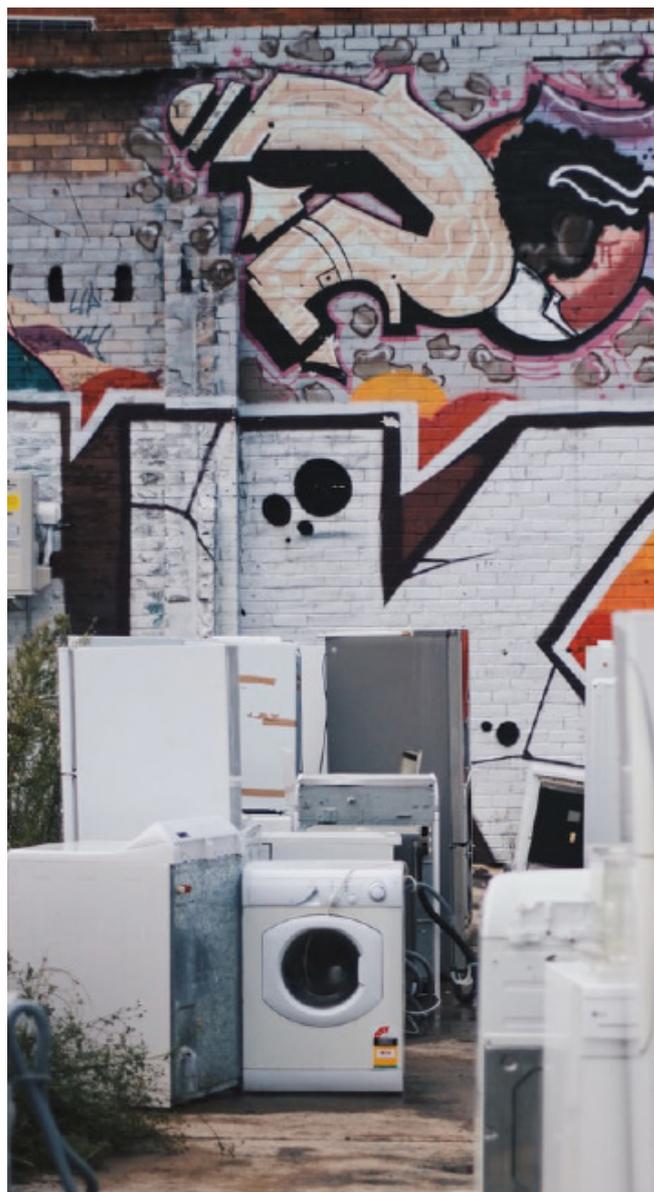
## WHICH PRODUCT CATEGORIES ARE CHANGING?

For a March 1 2021 Deadline the following are to be included:

- Household Refrigerators and Freezers
- Washing Machines and Washer-Dryers
- Dishwashers
- TVs and Monitors

For other labelled product groups like air conditioners, tumble dryers, vacuum cleaners, water heaters etc, the UK government will consult on implementing these in parallel with EU implementation timescales ?

The introduction of new/rescaled energy labels for these product groups is expected from 2022 onwards.



## WHAT WILL BE THE MAIN CHANGES BETWEEN THE CURRENT LABEL AND NEW/RE-CLASSIFIED LABEL?

- A standard A-G scale will be implemented across all relevant product categories by end of 2022.
- In the upper right corner of the label a QR-Code is being introduced which can be customised to point to a specific product page e.g. the manufacturers website.
- The energy consumption of the products will be shown in a more prominent and uniform way in the mid-section of the label.

The bottom part of the label contains various pictograms which inform consumers about key product features. Several pictograms are the same as in the old label, some have been revised and a few have been newly introduced.

These specific changes are illustrated in the diagrams below.

Fig.1 Refrigerators and Freezers

Differences compared to old label (apart from energy efficiency scale)

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

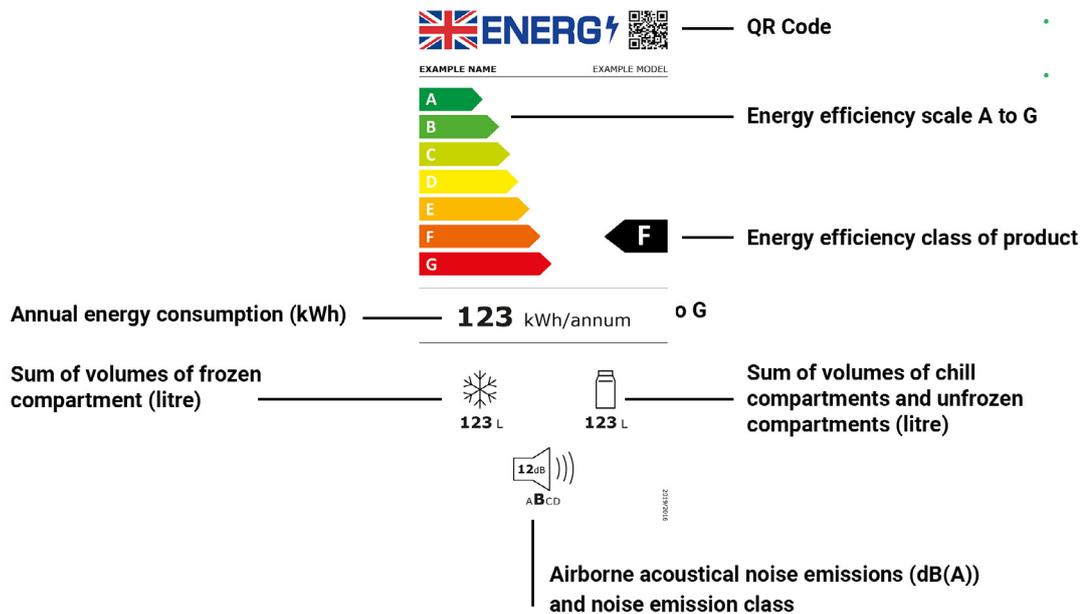


Fig.2 Wine storage refrigerators

Differences compared to old label (apart from energy efficiency scale)

- New icon for wine bottles
- Different icon for noise emission and additional indication of noise emission class

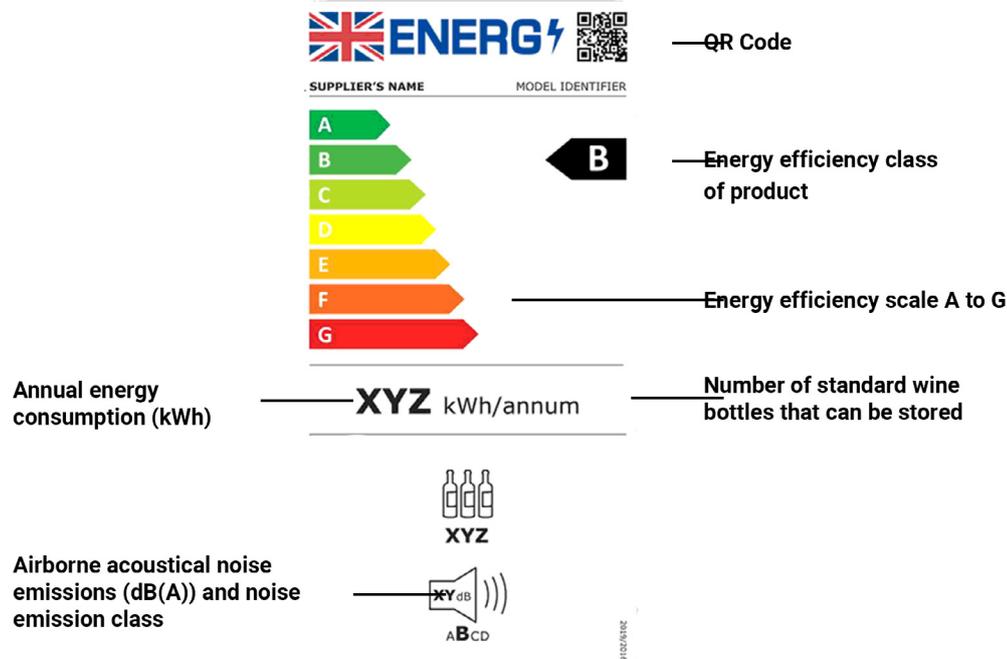
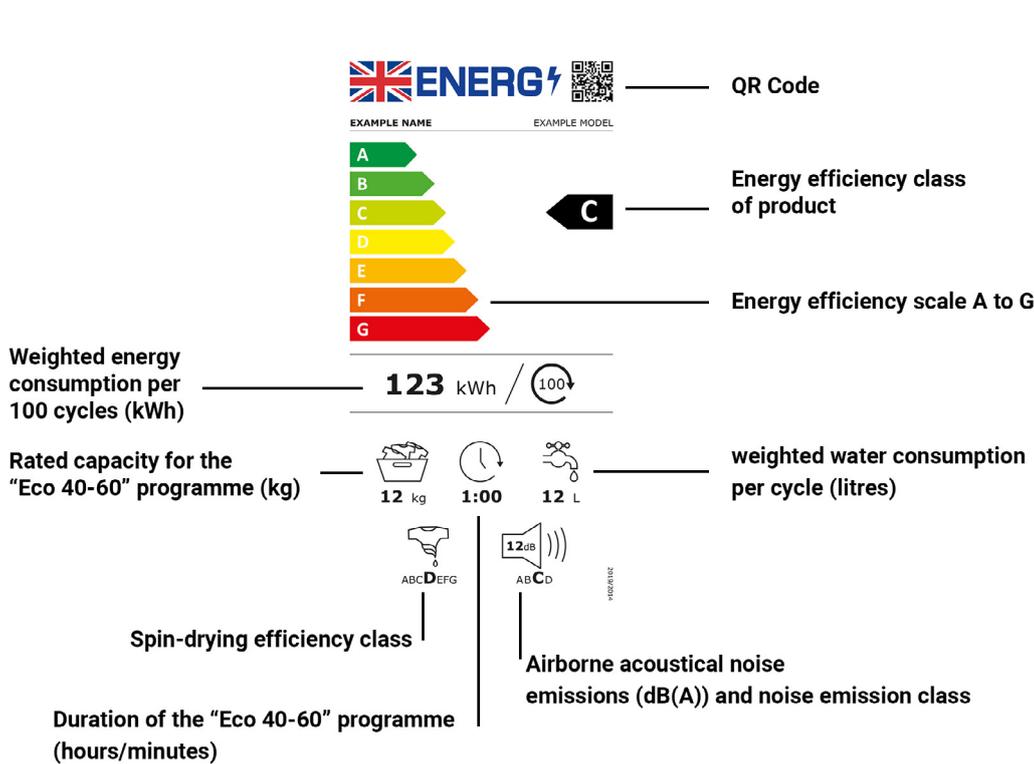


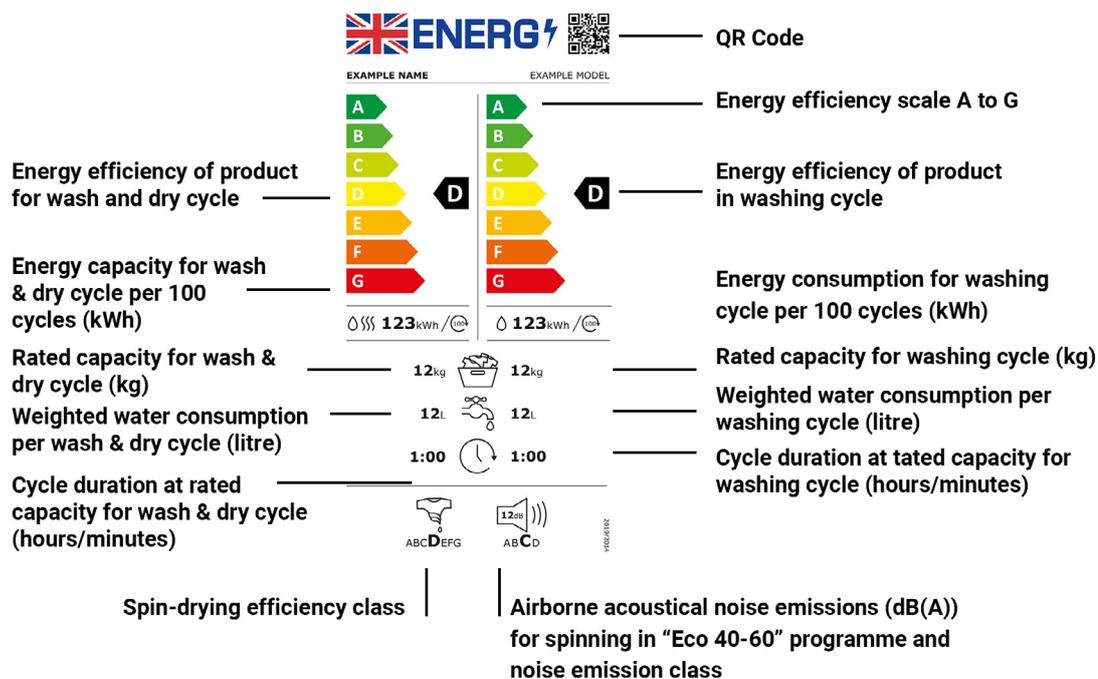
Fig.3 Washing machines



Differences compared to old label (apart from energy efficiency scale)

- 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

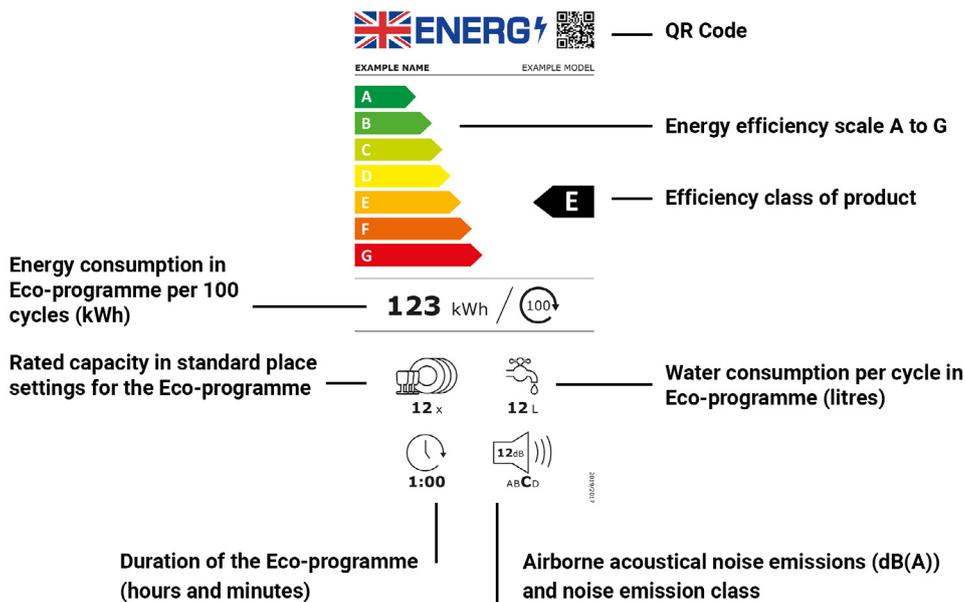
Fig.4 Washer-Dryers



Differences compared to old label (apart from energy efficiency scale)

- 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

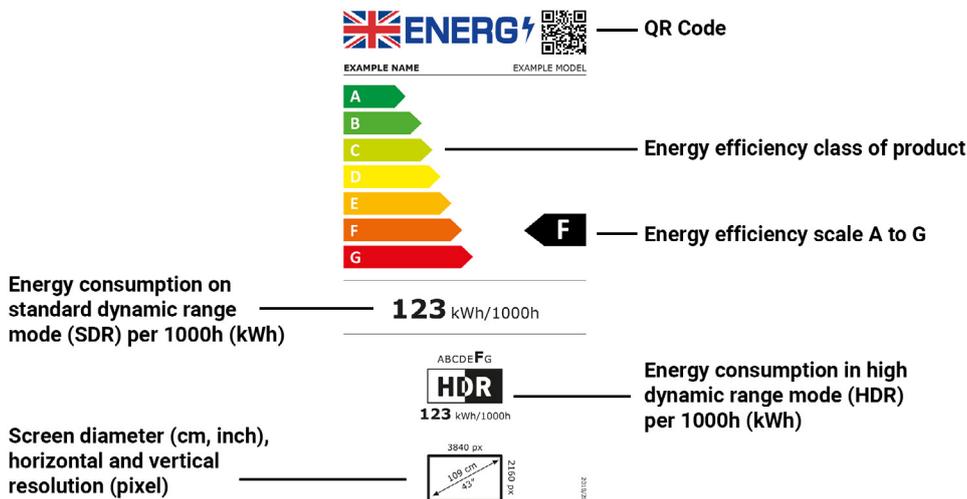
Fig. 5 Dishwashers



Differences compared to old label (apart from energy efficiency scale)

- 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

Fig. 6 TVs and electronic displays



Differences compared to old label (apart from energy efficiency scale)

- Energy consumption specified per 1000h of operation
- Indication of energy consumption in high dynamic range mode per 1000h of operation
- No more indication of power (W)
- No more indication of hard switch
- Indication of horizontal and vertical number of pixels

## WHAT ELSE IS HAS CHANGED?

### Efficiency classes

- keep the A-class empty in the beginning, to reserve some room for further product innovation
- In many cases, the most efficient products currently labelled as A+++ will correspond approximately with the new label class B or C depending on product group.

### Pictograms

- The majority of icons from the old label will also be used in the new version. However some icons 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)

### QR codes

- Further product information will be available to consumers via the new QR-Code included in the labels. The product manufacturer is responsible for ensuring the QR code links to a relevant information source, this could be for example the new EU product database or their own website.



# WHEN WILL THE NEW RESCALED LABELS BE PROVIDED BY MANUFACTURERS/SUPPLIERS AND WHEN MUST THEY BE USED IN STORES AND ONLINE SHOPS?

## Household appliances, electronic displays and TVs

### Products placed on the market before November 1 2020 and beyond

#### During the four month transition period between 1.11.2020 and 28.2.2021:

- Suppliers must provide the old and new label and product information sheets within product packaging of new units of products
- Suppliers, on request by the retailers/dealers, must provide the new labels for products in the retailers/dealers stock.

#### During a 14 working days period between 1.3.2021 and 18.3.2021

- Old labels on display must be replaced by rescaled labels.
- Special requirements for electronic displays: the supplier shall either print the label on the packaging or stick a rescaled colour label to the packaging. If a product model at the point of sale is only displayed in the packaging (not taken out of the packaging for display) the dealer must ensure visibility of the label for the consumer.
- Special requirements in case of distance or internet selling: An arrow with the energy efficiency class and the range of energy efficiency classes must be placed next to the product model for any product information provided on the web. The product information sheet must be provided to the consumer on paper or via the supplier`s websites.

### New products placed on the market from November 1 2021 onwards but sold to end-users only after 1 March 2021

#### From November 1 2020 onwards:

- Suppliers must provide the rescaled label and related product information sheet to retailers/dealers.

#### As of March 1 2021:

- New products with new rescaled label are shown in stores and online shops
- In case of internet or distance selling see additional requirements as specified above
- For electronic displays see additional requirements specified above

### Products sold on the market before 1 November 2020 but no longer placed on the market after 1 November 2020

#### 1 March 2021 to 30 November 2021

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

#### As of 1 December 2021

- Products with the old label must not be sold anymore

**Fig. 8 Label replacement for household appliances, TVs and electronic displays**



### Additional requirements

1. In case of distance or internet selling:
  - An arrow with the efficiency class of the product and the range of energy efficiency classes to be placed next to the product model for any product information provided on the web. The product information sheet to be provided to the consumer on paper or web-based. The detailed requirements concerning implementation of the label for distance and internet selling are extensive and should be taken from regulations (see also references below).
2. Specific requirements for electronic displays:
  - a. the supplier shall either print the coloured label on the packaging or put a sticker with the label on the packaging ;
  - b. if a product model at the point of sale is not displayed in the packaging (i.e. not taken out of the packaging) the dealer must ensure visibility of the label for the consumer (i.e. the side of the packaging with the label must be visible).

## SUPPORTING INFORMATION

- The requirements regarding the placement of the new label are the same as for the current label.
- The replacement has to be arranged within the 14 days period as indicated above. The 14 days are specified as working days only including Monday to Friday but no Saturdays, Sundays and national holidays. The new labels must not be shown in physical stores and online shops before 1.3.2021.
- The requirements concerning timing of the replacement are the same for physical stores and for online shops.
- Any visual advertisement for a specific rescaled product containing its new energy efficiency class, may not become public before the application date of the new. Catalogues can be prepared but not disseminated before these dates. The same applies for advertisement on the Internet.
- The dealers need only to display the rescaled label in shops and online from the date the new label starts to apply. No modification of the content of packaging is requested for units already in the retailer's stock (thus labels in packages of stored products do not have to be replaced).

## REGULATIONS

### Framework regulation for energy labelling

You can find links to all relevant legislation at:  
[energylabel.org.uk](https://energylabel.org.uk)

