



New energy labels for household appliances launched to support consumers to make more Informed energy efficient choices

Today, Energy Saving Trust launched a campaign for a new and improved energy label for household appliances that will be rolled out across the UK from the 01 March 2021. Since its introduction in 1994, the energy label has been one of the UK and Europe's most successful initiatives for consumers; supporting them to choose energy-efficient and cost-saving products while making an important contribution to achieving energy and climate target.

Over the last 25 years, the energy label has successfully informed consumers and promoted research and development of greener technologies. Today, however, most products on the market are in the top three energy classes, as appliances have become more energy efficient. The current system, which uses '+' symbols in the top categories, does not allow any room for technological improvement at a time when carbon emissions and savings are at the forefront of consumers' minds.

An important and key change is the revised rating system, that will range from A to G. There will no longer be plus-extensions (eg A+++), making the labels simpler and easier to understand. For example, an appliance that currently has an A+++ classification may now be rated B or C according to the new energy efficiency scale.

Changing the appliance rating does not indicate the appliance is less energy efficient, however, it means that the product has been rated to the new scale levels enabling more efficient products to be higher on the rating scale.

Other important improvements include:

- a QR code, that will allow consumers to obtain additional and detailed product information
- a redesign of the entire label
- revised, more intuitive pictograms that will allow more specific information to be included about the product.

Emilie Carmichael, Head of International Collaboration, comments “The refresh of the energy label is a positive step towards continuing to support consumers to buy efficient appliances today and into the future. As recent findings^[1] published by Energy Saving Trust show, nearly all UK homeowners are concerned about their home energy efficiency and the new label will be a great opportunity for consumers to do something about that. We are very pleased to be supporting the roll-out of the new label in the UK.”

On 01 March 2021, the new label will be introduced for refrigerators, freezers, washing machines, washer-dryers, dishwashers, televisions, monitors and electronic displays.

The new energy label will be adapted in England, Scotland and Wales to reflect the countries’ departure from the European Union. In Northern Ireland, European label rules will continue to apply, although it is possible that a double labelling system will operate on specific products manufactured in Great Britain.

For more information about the new labelling system, including information for consumers and professionals, visit energylabel.org.uk.

<https://energysavingtrust.org.uk/new-research-finds-96-of-uk-homeowners-are-concerned-about-their-home-energy-efficiency-yet-one-in-five-arent-taking-simple-steps-to-improve-it>

****ENDS****

NOTES TO EDITORS

For further information, contact media@est.org.uk

About Label 2020

Label 2020 is the project managing the change in energy labels across the EU and UK, and aims to smooth the market transition towards the new energy labels. The Label 2020 project started in June 2019 and will last until January 2023. It is coordinated by the Austrian Energy Agency and takes place in the UK and 14 European Union member states. Energy Saving Trust is the UK partner responsible for communicating and promoting the changes. They are working in partnership with the Department for Business, Energy & Industrial Strategy – the UK Government department responsible for policy and legislation pertaining to the new label.

Find out more about Label 2020: energylabel.org.uk / [Facebook](#) / [LinkedIn](#)



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About Energy Saving Trust

Energy Saving Trust is an independent organisation dedicated to promoting energy efficiency, low carbon transport and sustainable energy use.

**energy
saving
trust**

We aim to address the climate emergency and deliver the wider benefits of clean energy as we transition to net zero.

We empower households to make better choices, deliver transformative programmes for governments and support businesses with strategy, research and assurance – enabling everyone to play their part in building a sustainable future.

energysavingtrust.org.uk

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About BEIS – Department for Business, Energy and Industrial Strategy

BEIS aims to build a stronger, greener future by fighting coronavirus, tackling climate change, unleashing innovation and making the UK a great place to work and do business. The UK energy label generator, latest policy and legislation pertaining the new energy label can be found on their website.

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