Be Label Aware

A Retailer’s Guide to Energy Labelling
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The Label</td>
<td>01</td>
</tr>
<tr>
<td>Responsibilities</td>
<td>06</td>
</tr>
<tr>
<td>Products</td>
<td>08</td>
</tr>
<tr>
<td>Understanding</td>
<td>12</td>
</tr>
<tr>
<td>Washing machines</td>
<td>14</td>
</tr>
<tr>
<td>Washer dryers</td>
<td>15</td>
</tr>
<tr>
<td>Tumble dryers</td>
<td>16</td>
</tr>
<tr>
<td>Domestic ovens</td>
<td>17</td>
</tr>
<tr>
<td>Range hoods</td>
<td>18</td>
</tr>
<tr>
<td>Dishwashers</td>
<td>19</td>
</tr>
<tr>
<td>Fridges and freezers</td>
<td>20</td>
</tr>
<tr>
<td>Televisions</td>
<td>21</td>
</tr>
<tr>
<td>Stoves</td>
<td>22</td>
</tr>
<tr>
<td>Showers</td>
<td>23</td>
</tr>
<tr>
<td>Lightbulbs</td>
<td>24</td>
</tr>
<tr>
<td>Display</td>
<td>26</td>
</tr>
</tbody>
</table>
Energy labelling was introduced by the EU in the 1990s. It helps consumers make a choice based on the relative energy efficiency, energy consumption, and performance of a product in typical operating conditions. By choosing energy efficient products, consumers are also helping to reduce harmful greenhouse gas emissions.

The EU energy label

In the beginning, EU energy labelling was applicable to a limited number of domestic appliances. It has greatly expanded and now covers a wide range of products (see full list on pages 9 and 10 of this guide).

Labelling has led to a significant improvement in the energy efficiency of products covered by the regulations.

The energy label and product information sheet:
- support the sale of energy efficient products
- strengthen consumer confidence in the salesperson and store
- help the consumer to make an informed purchasing decision
- provide information on the energy consumption of the product and how it helps lower bills
- are a legal requirement, verified by the Market Surveillance Authority (MSA).

Did you know that fridges and freezers now use a third of the energy that they did in the 1990’s, due, in part, to manufacturer innovation influenced by energy labelling.
Benefits of energy labelling

Energy labels help consumers make informed decisions:

- Labels give objective and comparable information on energy consumption, environmental and performance factors.

- They help your customers choose products that consume less energy and resources, such as water, resulting in reduced costs during use.

Retailer knowledge will enhance customer service

85% of consumers use the energy label when purchasing

Did you know?

85% of consumers use the energy label when purchasing

03

Sei

Be Label Aware

THE LABEL

RESPONSIBILITIES

PRODUCTS

UNDERSTANDING

DISPLAY
The role of SEAI

SEAI is Ireland's national energy authority investing in, and delivering, appropriate, effective and sustainable solutions to help Ireland’s transition to a clean energy future. We work with Government, homeowners, businesses and communities to achieve this, through expertise, funding, educational programmes, policy advice, research and the development of new technologies.

Responsibilities of manufacturers and retailers

The legislation

The EU Energy Labelling Regulation (EU 2017/1369) sets out the responsibilities of manufacturers and retailers. It is supported by further regulations for each product which specify the information to be displayed on the energy label. It replaces Directive 2010/30/EU.

Manufacturers must supply the retailer with:

- Accurate, printed labels with each individual product unit.
- On request, a printed label within five working days.
- On request, a printed product information sheet.

A product information sheet, provided by the manufacturer, contains technical and other information regarding a product, including details regarding energy performance. The manufacturer is required to enter this information into the European Product Database for Energy Labelling (EPREL) and to provide the product information sheet on their website.

The Sustainable Energy Authority of Ireland (SEAI) has responsibility for ensuring that all applicable products available on the Irish market comply with the EU Energy Labelling Regulation and the EU Ecodesign Directive.

Authorised Officers from SEAI carry out regular checks across Ireland to ensure that the labels are displayed correctly.
Retailers must:

- Ensure that each product they sell has a clearly visible energy label e.g. placed on front or on top of each product on display.
- On request, at the point of sale, give customers a hard copy of, or show them, the product information sheet.
- Request a replacement label or product information sheet from the supplier if missing or mislaid.
- Cooperate with the MSA and remedy any non-compliances identified.

Important changes introduced by the EU energy labelling regulation:

The EU is phasing in changes to the energy label to make it simpler for consumers to understand. Consequently, certain products will be rescaled from scales going up to A+++ back to the original A to G energy efficiency scale.

The first product categories rescaled, with effect from 1st March 2021, are dishwashers, refrigerating appliances, washing machines, washer dryers and televisions. Lightbulbs (and other lighting products) will be rescaled from 1st September 2021 and tumble dryers from 1st June 2022.

The EU is phasing in changes to the energy label to make it simpler for consumers to understand. Consequently, certain products will be rescaled from scales going up to A+++ back to the original A to G energy efficiency scale.

The first product categories rescaled, with effect from 1st March 2021, are dishwashers, refrigerating appliances, washing machines, washer dryers and televisions. Lightbulbs (and other lighting products) will be rescaled from 1st September 2021 and tumble dryers from 1st June 2022.

What products must display the EU energy label?

Products requiring an energy label

The energy label applies to a range of products purchased and/or used by domestic consumers. This guide deals with products that are typically sold directly to the consumer by the retailer.

It does not cover products usually purchased on a consumer’s behalf by a third party e.g. by a plumber as part of a heating system installation.
The following products are required by law to display the EU energy label:

1. Range hoods i.e. extractors
2. Domestic ovens
3. Washing machines and washer dryers
4. Televisions and electronic displays
5. Tumble dryers
6. Household dishwashers
7. Lightbulbs (and other lighting products)
8. Refrigerators and freezers and their combinations (including wine coolers)
9. Electric showers
10. Stoves

Products subject to the EU energy labelling regulations but not covered by this guide:
- Solid fuel boilers
- Professional refrigeration storage cabinets
- Refrigerating appliances with a direct sales function
- Residential ventilation units
- Air conditioners and comfort fans
- Other space heaters and combination heaters
- Other water heaters, water heaters with solar packages and hot water storage tanks
The labels below compare information for two different fridge freezers. Electricity is measured by kilowatt hour (kWh).

A kilowatt hour is a way to measure the amount of electricity used in an hour.

There are a range of energy labels, and each one has product-specific information.

1. Electric shower energy label
2. Refrigeration energy label

The following pages explain the features of the energy labels for the product categories covered by this guide.

There are two types:
1. ‘Old’ style labels with a blue border that have an energy efficiency class range extending to A+ and above
2. Rescaled labels with an A to G energy efficiency class and with no border
All energy labels carry the following information:

- Brand name
- Supplier’s model number
- Energy efficiency class.

All labels include energy consumption information. It indicates how many kilowatt hours (units of electricity) will be used per year, per hour or per cycle under specified operating conditions. To estimate costs, simply multiply the kWh number by the cost of a unit of electricity (currently around 24c).

Understanding the labelling on **Washing machines**

The label should be displayed on the front or on top of the unit in a visible manner.
**Understanding the labelling on Tumble dryers**

The label should be displayed on the front or on top of the unit in a visible manner.

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Energy Efficiency Class" /></td>
<td>Energy efficiency class.</td>
</tr>
<tr>
<td><img src="image" alt="Capacity" /></td>
<td>Rated capacity for the eco programme.</td>
</tr>
<tr>
<td><img src="image" alt="Duration" /></td>
<td>Duration of eco programme at rated capacity.</td>
</tr>
<tr>
<td><img src="image" alt="Weighted Water Consumption" /></td>
<td>Weighted water consumption per cycle in litres.</td>
</tr>
<tr>
<td><img src="image" alt="Spin Drying Efficiency" /></td>
<td>Spin drying efficiency class.</td>
</tr>
<tr>
<td><img src="image" alt="Airborne Noise Emissions" /></td>
<td>Airborne acoustic noise emissions class spinning phase of eco programme, value in dB (A).</td>
</tr>
</tbody>
</table>

**Understanding the labelling on Washer dryers**

The label should be displayed on the front or on top of the unit in a visible manner.

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Energy Efficiency Class" /></td>
<td>Energy efficiency class.</td>
</tr>
<tr>
<td><img src="image" alt="Rated Capacity" /></td>
<td>Rated capacity for the eco programme.</td>
</tr>
<tr>
<td><img src="image" alt="Duration of Eco Programme" /></td>
<td>Duration of eco programme at rated capacity.</td>
</tr>
<tr>
<td><img src="image" alt="Weighted Water Consumption" /></td>
<td>Weighted water consumption per cycle in litres.</td>
</tr>
<tr>
<td><img src="image" alt="Spin Drying Efficiency" /></td>
<td>Spin drying efficiency class.</td>
</tr>
<tr>
<td><img src="image" alt="Airborne Noise Emissions" /></td>
<td>Airborne acoustic noise emissions class spinning phase of eco programme, value in dB (A).</td>
</tr>
</tbody>
</table>

**Rated capacity for the eco programme.**

**Duration of eco programme at rated capacity.**

**Weighted water consumption per cycle in litres.**

**Spin drying efficiency class.**

**Airborne acoustic noise emissions class spinning phase of eco programme, value in dB (A).**

**Most tumble dryers are electric but some are gas. These are the respective symbols.**

**Cycle time of the standard cotton programme at full load.**

**Maximum capacity in kg, for the full cotton programme at full load.**

**Maximum noise during the drying cycle (dB).**

**Condensation efficiency class.**
Understanding the labelling on

**Domestic ovens**

The energy label should be displayed for each cavity on top or front, or ‘in the immediacy’ of the oven unit. There may be some older models still on the market which will have an older version of the label.

Note: a cavity is an ‘enclosed compartment in which the temperature can be controlled for preparation of food’. A grill is not a cavity as it is not enclosed – however, a top oven/grill combination, for example, is considered a cavity as it is enclosed when in oven mode.

**Range hoods**

The energy label should be displayed on top or front, or ‘in the immediacy’ of the range hood unit.

**Retailers can sell such products ‘unlabelled’. However, products supplied to retailers post 2015, regardless of date of manufacture, do require an energy label. If uncertain, always check the date the product was supplied to you by the manufacturer.**

**Usable volume of the cavity in litres.**

**Energy consumption per cycle in kWh for conventional heating function and (if available) the fan, based on a standard load.**

**Indicates gas oven.**

**Fan efficiency class.**

**Lighting efficiency class.**

**Grease filtering efficiency class.**

**Noise value (dB).**
Understanding the labelling on **Dishwashers**

The label should be displayed on the front or on top of the unit in a clearly visible position.

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Symbol" /></td>
<td>Rated capacity in standard place settings.</td>
</tr>
<tr>
<td><img src="image2" alt="Symbol" /></td>
<td>‘Eco-mode’ water consumption per cycle.</td>
</tr>
<tr>
<td><img src="image3" alt="Symbol" /></td>
<td>Rated capacity in standard place settings, for the standard cleaning cycle.</td>
</tr>
<tr>
<td><img src="image4" alt="Symbol" /></td>
<td>Maximum noise during the cycle (dB).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>13 x</th>
<th>6,7 L</th>
<th>6:30</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC 12345</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Energy Efficiency Class:** C

**Energy Consumption:** 167 kWh

**Water Consumption:** 13 x 6.7 L

**Cleaning Time:** 6:30

---

Understanding the labelling on **Fridges & freezers**

The label should be displayed on the front or on top of the unit in a clearly visible position.

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="Symbol" /></td>
<td>The sum of the volumes (in litres) of the frozen compartment(s).</td>
</tr>
<tr>
<td><img src="image6" alt="Symbol" /></td>
<td>The sum of the volumes (in litres) of the chill compartment(s) and the unfrozen compartment(s).</td>
</tr>
<tr>
<td><img src="image7" alt="Symbol" /></td>
<td>Airborne acoustic noise emissions (in db(A)) and airborne acoustic noise class.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>208 L</th>
<th>372 L</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC 12345</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Energy Efficiency Class:** D

**Energy Consumption:** 265 kWh/annum

**Volume:** 208 L

**Volume:** 372 L

**Noise Emissions:** 41 dB(A)
Understanding the labelling on

Televsions & electronic displays

The label should be displayed in a clearly visible position on front of the TV. Affixing energy labels to TVs can result in peeling off or residue marks. Affixing the label to an acrylic point of sale, or similar, on the front of the TV or displayed directly adjacent to the TV on display, will satisfy SEAI requirements. From March 2021, energy labels must be displayed for electronic displays, which includes televisions, as well as computer monitors.

Energy class and on-mode energy consumption in kWh per 1000 h, when playing HDR (High Dynamic Range) content.

Visible screen diagonal in centimeters and inches and horizontal and vertical resolution in pixels.

Understanding the labelling on

Stoves

Display on the front of the unit in a visible manner.

Note: EU energy labelling of local space heaters became effective from January 2018. Products supplied to you by manufacturers pre-2018 DO NOT require energy labels.

Retailers can sell products ‘unlabelled’. If uncertain, always check the date the product was supplied to you by the manufacturer.

Direct heat output into the room in kWh.

Local space heater with heat transfer to a fluid (e.g., a hot water cylinder or radiator). Indirect heat output in kWh.
Understanding the labelling on Electric Showers

These products are generally affixed to a backing panel. Provided the energy label is clearly visible, it can be attached to this panel but must relate to the specific product.

![Energy label for Electric Showers](image)

Understanding the labelling on Lightbulbs

As a retailer, you are not obliged to display the energy label for a light bulb (also referred to as a lamp); the manufacturer must provide the label on the packaging.

However, you must ensure that any bulb that you offer for sale bears an energy label. Coloured and black and white labels are acceptable for energy labels.

![Energy label for Lightbulbs](image)

**The indoor sound power level in dB.**

**The annual electricity consumption in kWh in terms of final energy and/or the annual fuel consumption in GJ.**

**The water heating function, including the declared load profile (from 3XS up to XXL).**

**Weighted energy consumption in kWh per 1000 hours of use.**

**The energy consumption, expressed in kWh of electricity consumption per 1000 hours, of the light source in on-mode.**
This section of the Guide outlines how energy labels should be displayed on all product categories to conform with the relevant legislation and what we look for when undertaking compliance inspections at retail outlets.

The most common cause of non-compliance by retailers is not displaying the energy labels provided by the manufacturers. (If the manufacturer has not provided a label, ask for it immediately – they must do so within 5 working days of your request).

Whether through training, developing specific procedures or simply “getting into a habit”, you can generally attain high levels of compliance by ensuring that the energy label is visible on all products.

Once a product is placed on the shop floor, whether boxed or unboxed, and can be seen and purchased by a consumer, it is considered “on display” and should be labelled.
Incorrect display of the label

- Missing energy label
- Obscured energy label
- Handwritten energy label
- Incorrect location of energy label (i.e. rear of product)
- Incorrect format of energy label
- Torn or damaged energy label
- Multiple energy labels (e.g. rescaled label and previous label both displayed)
**Integrated products**

Refrigerators, dishwashers or washing machines can be marketed and displayed as “integrated units” e.g. within a fitted-kitchen display. In these situations, if the energy label is displayed on the inside of these products and is clearly visible to the consumer when opening the integrated unit, this satisfies SEAI requirements.

**Demonstration products**

Demonstration products, for example ovens used for cookery demonstrations, do not require an energy label, provided that they are not being offered for sale. But if they are subsequently offered for sale, they must display an energy label.

**Boxed products**

Retailers often display boxed products such as TVs during certain sales events e.g. Black Friday. Where a boxed product is displayed without a clearly visible energy label, the retailer must ensure that an unboxed model of the same product with an energy label is also displayed.

**Exceptions to the norm**

**Demonstration products**

Demonstration products, for example ovens used for cookery demonstrations, do not require an energy label, provided that they are not being offered for sale. But if they are subsequently offered for sale, they must display an energy label.

**Boxed products**

Retailers often display boxed products such as TVs during certain sales events e.g. Black Friday. Where a boxed product is displayed without a clearly visible energy label, the retailer must ensure that an unboxed model of the same product with an energy label is also displayed.

**What to do if a label is not supplied**

In instances where the manufacturer fails to supply you, with an appropriate energy label within 5 working days of a request, you can create a label using the European Commission’s EU Energy Label Generator. This online tool allows anyone to create and print an appropriate energy label for a product covered by the regulations.

In order to generate the correct energy label, you will need the relevant information from the product information sheet or supplier’s websites. For example, for an electric oven you will require:

- Suppliers name or trade mark
- Suppliers model identifier
- Energy efficiency class of the cavity (for each cavity)
- Usable volume of the cavity in litres (for each cavity)
- Energy consumption per cycle of heating function in MJ & kWh
