Retailer’s guide to online energy labelling

Energy labels help consumers choose products that use less energy and resources, resulting in lower running costs.

This guide has been prepared to give you an understanding of the energy labelling requirements you need to follow when selling electrical products online. It will help you to comply with the relevant legislation.

The role of SEAI

The Sustainable Energy Authority of Ireland (SEAI) works with businesses, the public, communities and Government to create a cleaner energy future.

SEAI supports the Minister for Environment, Climate and Communications in his role as Market Surveillance Authority relating to the EU Energy Labelling Regulation and the EU Ecodesign Directive.

Legal requirements for selling electronic products online

Products for sale online must be accompanied by an energy label and a product information sheet.

A product information sheet is also known as a product fiche. It lists specific energy performance and environmental related information about a product.

Product manufacturers and importers are obliged to provide the label and product information sheet to retailers in electronic format.

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What constitutes an online sale?

An online sale is an instance where:

- the pricing for a product is provided; and
- where the potential to place an order exists.

An ordering system could be a simple web page with the inclusion of an email address, or phone number that allows an order to be placed. Or it could be a more sophisticated ‘click and buy’ system.

The presence of the ordering system is important because if the pricing information is provided but there is no means to order or purchase a product, then this does not constitute an online sale. Instead, it is considered advertising.

Product labelling

Energy labelling information must be provided online when selling the following product types:

- household refrigerating appliances
- professional refrigerated storage cabinets
- refrigerating appliances with direct sales function
- washing machines
- tumble dryers
- dishwashers
- ovens and range hoods
- televisions and electronic displays
- light sources
- air conditioners and comfort fans
- ventilation units
- local space heaters
- solid fuel boilers*
- space and combination heaters, for example boilers and heat pumps
- water heaters, for example showers, and hot water storage tanks*

* Including where packaged with solar water heating
Displaying the electronic energy label and product information sheet online:

The energy label and product information sheet must be displayed on webpages where the price is displayed and the relevant products can be ordered. We demonstrate how you can do this on the following pages. Note that the examples are provided for illustrative purposes only and there may be other webpage configurations not shown here which also require the display of the energy label and product information sheet.

How to display the energy label and product information sheet on an individual product page:

Individual product pages provide specific price and other information about a product. There are two main display options for the energy label and product information sheet on a webpage, each of which is explained in the following pages. You are free to choose which method you prefer.
For the energy label, customers must be able to click on an icon in one of the following formats. This icon must be in the colour of the corresponding energy efficiency class of the product on the label, and if one of the product categories is subject to rescaling (see below)* include the label range.

*Product categories subject to rescaling

2021
- Household dishwashers from 1st March
- Household refrigerating appliances from 1st March
- Household washing machines from 1st March
- Household washer dryers from 1st March
- Televisions (and electronic displays) from 1st March
- Refrigerating appliances with a direct sales function from 1st March
- Light sources from 1st September

2022
- Air conditioners and comfort fans from 1st January
- Household tumble dryers from 1st June

2023
- Vacuum cleaners from 1st March

The product information sheet link opens up to this, either directly or via a link provided by the manufacturer/importer to the European Product Database for Energy Labelling.
Option 2: Displaying the full energy label and product information sheet

The second option is to display the full label and product information sheet with the product.

The energy label and product information sheet must:
- be close to the price of the product;
- be clearly visible and legible.

Displaying the energy label and information sheet with multiple products

The image below shows how to display the energy label icon and product information sheet link where a range of products are displayed on a single page. You must include the energy label icon and product information sheet link (or the full energy label and product information sheet), even if there is not an option at that point to purchase through click and buy.

1. The energy label icon must be displayed close to the price
   - It must open up to a full energy label on a click
   - The font size must be greater or equal to the price
   - The arrow colour must correspond to the energy efficiency class
   - Use energy label icon with energy class range (A to G) if applicable to product

2. Link to the product information sheet is displayed close to the price
   - This must be called “product information sheet”

Both the energy label and the product information sheet are clearly legible and displayed close to the price.

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A database called EPREL has been set up by the European Commission. Manufacturers and importers will have to register any products requiring an energy label.

The EPREL system can generate the model-specific energy label in PNG, JPEG, SVG or PDF format and the product information sheet in any of the EU languages in PDF format. You may freely download and use them.

For more information, see here.

Further information:

If you would like additional information on the EU legislation, visit these webpages:

For guidance on the energy labelling of products in-store please visit here.

The energy labelling framework is updated regularly here.

This list of products covered by energy labelling is updated regularly here.