



A Retailer's Guide to Online Energy Labelling

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.

If you would like additional information on the EU legislation, please see the links at the end of this guide.



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

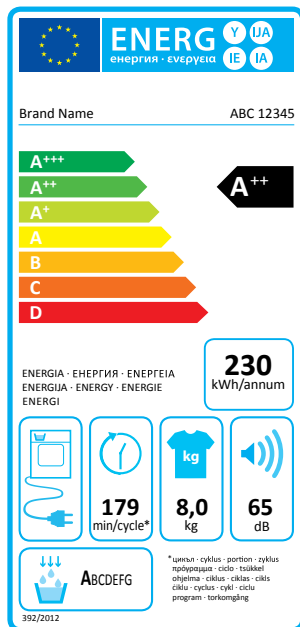
Legal requirements for selling electronic products online

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

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

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

Electronic energy label



Electronic product fiche

Product fiche concerning the "commission delegated regulation (EU) No 392/2012"

Tumble dryers	Value
SUPPLIER'S NAME/TRADEMARK	BRAND NAME
MODEL IDENTIFIER	ABC 12345
RATED CAPACITY COTTON	8.0kg
DRYER TYPE	CONDENSER
ENERGY EFFICIENCY CLASS	A++
ENERGY CONSUMPTION 230.0 KWH/ANNUM <small>Based on 160 drying cycles for the standard cotton programme at full and partial load, and the consumption of the low-power modes. Actual energy consumption per cycle will depend on how the appliance is used.</small>	
AUTOMATIC TUMBLE DRYER TUMBLE DRYER	
ENERGY CONSUMPTION OF THE STANDARD COTTON PROGRAMME AT FULL LOAD	1.97KWH
ENERGY CONSUMPTION OF THE STANDARD COTTON PROGRAMME AT HALF LOAD	1.16KWH
POWER CONSUMPTION IN OFF-MODE AND LEFT ON-MODE	0.10W/ 0.10W
DURATION OF THE LEFT ON-MODE	30 MIN
THE PROGRAMME COTTON CUPBOARD DRY USED AT FULL AND PARTIAL LOAD IS THE STANDARD PROGRAMME TO WHICH THE LABEL AND THIS FICHE RELATES. IT IS SUITABLE FOR DRYING NORMAL WET COTTON LAUNDRY AND IS THE MOST ENERGY EFFICIENT PROGRAMME FOR COTTON	
WEIGHTED PROGRAMME TIME OF THE STANDARD COTTON PROGRAMME AT FULL AND PARTIAL LOAD	129 MIN
PROGRAMME TIME OF THE STANDARD COTTON PROGRAMME AT FULL LOAD	162 MIN
PROGRAMME TIME OF THE STANDARD COTTON PROGRAMME AT PARTIAL LOAD	104 MIN
CONDENSATION EFFICIENCY CLASS (A) ON A SCALE FROM (G) (LEAST EFFICIENT) TO A (MOST EFFICIENT)	
WEIGHTED CONDENSATION EFFICIENCY FOR THE STANDARD COTTON PROGRAMME AT FULL AND PARTIAL LOAD	91%
AVERAGE CONDENSATION EFFICIENCY FOR THE STANDARD COTTON PROGRAMME AT FULL LOAD	91%
AVERAGE CONDENSATION EFFICIENCY FOR THE STANDARD COTTON PROGRAMME AT PARTIAL LOAD	91%
SOUND POWER LEVEL	65dB
FREE STANDING	

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:

- ▶ refrigerating appliances
- ▶ professional refrigerated storage cabinets
- ▶ washing machines
- ▶ tumble dryers
- ▶ dishwashers
- ▶ ovens and range hoods
- ▶ televisions
- ▶ lightbulbs
- ▶ air conditioners
- ▶ 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 hot water heating

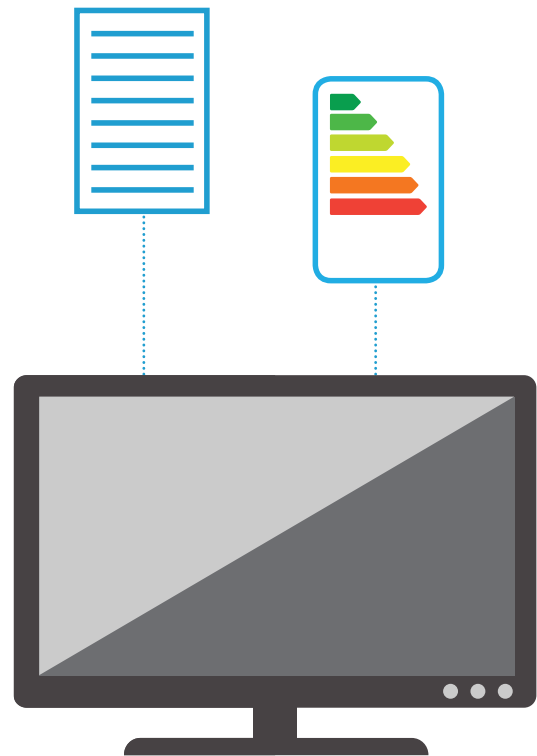
Displaying the electronic energy label and product fiche online:

The energy label and product fiche 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 fiche.

How to display the energy label and product fiche 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 fiche on a webpage, each of which is explained in the following pages. You are free to choose which method you prefer.



Option 1:

Nested display

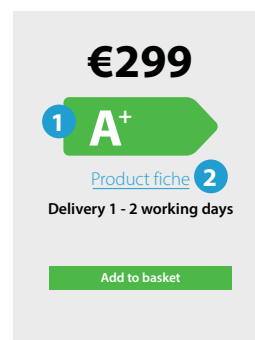
You can display the energy label and product fiche as a nested display where the image or data is accessed by a click, mouse roll over or touch screen expansion.

Brand name ABC 12345 40" Smart LED TV



Product features:

- Smart
- Full HD 1080p
- LED screen



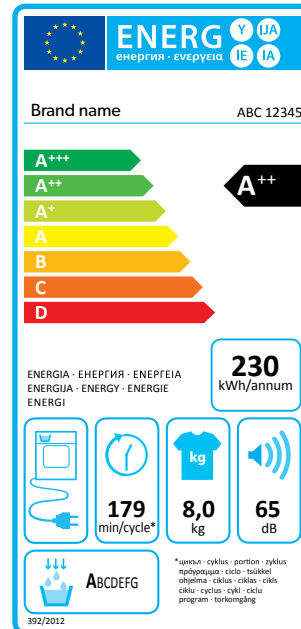
- The energy label icon must be displayed close to the price
 - It must open up to a full energy label on a click
 - The font size must be greater or equal to the price
 - The arrow colour must correspond to the energy efficiency class
- The link to the product fiche must be close to the price
 - This must be called "product fiche"

Energy label

For the energy label, customers must be able to click on an icon in either of the two following formats. This icon must be in the colour of the corresponding energy efficiency class of the product on the label.

A⁺⁺A⁺⁺

The energy label icon opens to this.



Product fiche

Product fiche

The product fiche link opens to this.

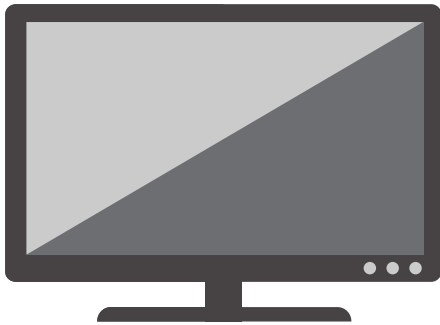
Tumble dryers	Value
SUPPLIER'S NAME/TRADENAME	BRAND NAME
MODEL IDENTIFIER	ABC 12345
RATED CAPACITY COTTON	8.0kg
DRYER TYPE	CONDENSER
ENERGY EFFICIENCY CLASS	A++
ENERGY CONSUMPTION 230.0 KWH/ANNUUM <small>Based on 160 drying cycles for the standard cotton programme at full and partial load, and the consumption of the low-power modes. Actual energy consumption per cycle will depend on how the appliance is used.</small>	
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SOUND POWER LEVEL	65dB
FREE STANDING	

Option 2: Displaying the full energy label and product fiche

The second option is to display the full label and product fiche with the product. The energy label and product fiche must:

- be close to the price of the product;
- be clearly visible and legible.

Brand name ABC 12345 40" Smart LED TV



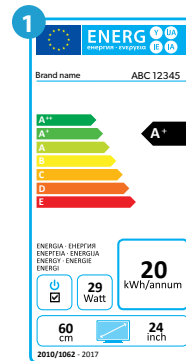
€299

Delivery 1 - 2 working days

Add to basket

Product features:

- Smart
- Full HD 1080p
- LED screen



Product fiche pursuant to Delegated Regulation (EU) No. 1062/2010

Parameter	Value
SUPPLIER'S NAME/TRADENAME	BRAND NAME
MODEL NAME	ABC 12345
ENERGY EFFICIENCY CLASS	A+
DIAGONAL VISIBLE SCREEN SIZE	102 cm
ON-MODE POWER CONSUMPTION	40 W
ANNUAL POWER CONSUMPTION	67 kWh
STANDBY-MODE POWER CONSUMPTION	0.5 W
OFF-MODE POWER CONSUMPTION	N/A W
SCREEN RESOLUTION	1920 x 1080 p

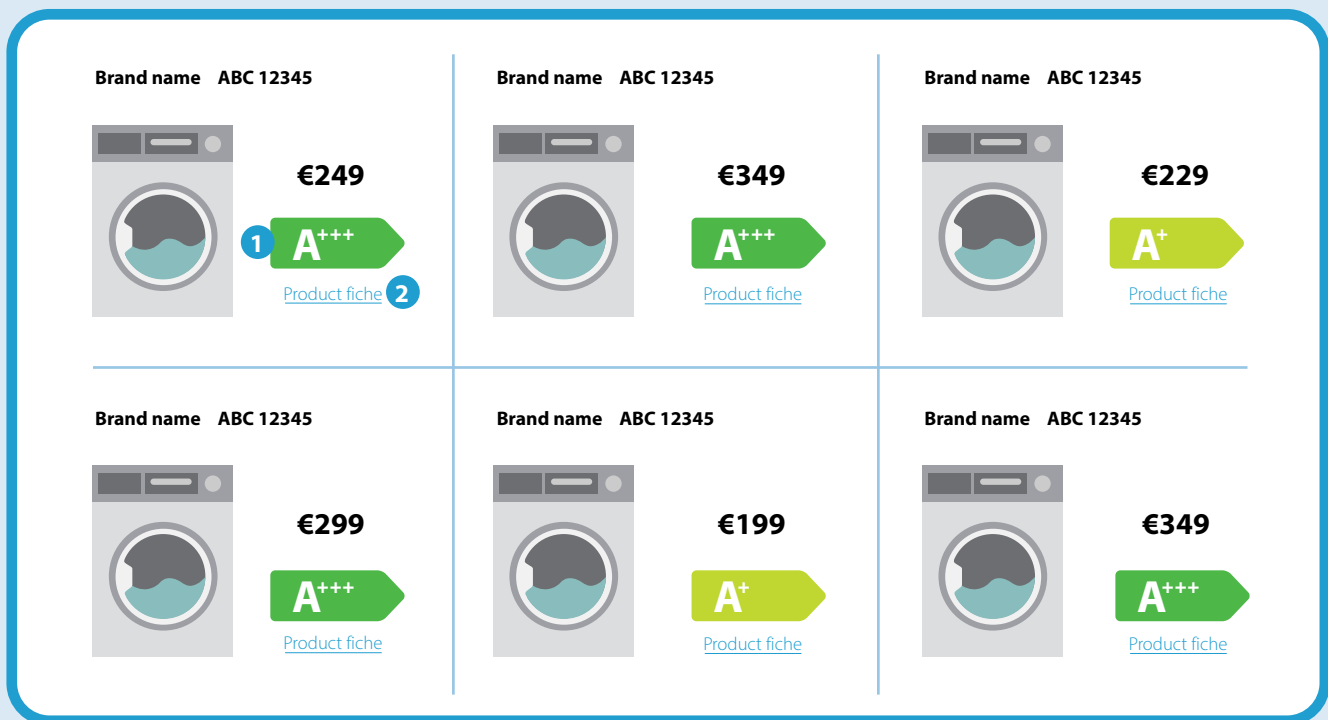
- 1 Both the energy label and the product fiche are clearly legible and displayed close to the price

Displaying the energy label

and fiche with multiple products

The image below shows how to display the energy label icon and product fiche link where a range of products are displayed on a single page. You must include the energy label icon and product fiche link (or the full energy label and product fiche), even if there

is not an option at that point to purchase through click and buy.



- 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
- Link to the product fiche is displayed close to the price
 - This must be called "product fiche"

Displaying the energy label

and fiche in a shopping basket



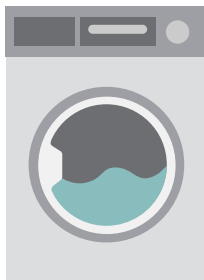
Brand name
ABC 12345
Fridge 225 Litres/ Freezer 95 Litres
Frost free

Remove Item

€299



[Product fiche](#)



Brand name
ABC 12345
Washing machine
1600 rpm spin

Remove Item

€349



[Product fiche](#)

- 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

- Link to the product fiche is displayed close to the price
 - This must be called "product fiche"

Where to find product information, the labels and product fiches

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.

Please note that the manufacturer or importer is obliged to provide you with the electronic label and fiche.

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

For more information, see:

https://www.seai.ie/publications/EPREL-Supplier-Guidance_Final-5.pdf

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 see:

https://www.seai.ie/__uuid/d7e6ae6a-5055-47dd-ae70-226d5f43ae4b/6172_SEAI_MSA_ONLINE_20190405.pdf

Commission Delegated Regulation (EU) 518 of 2014:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.L_2014.147.01.0001.01.ENG

The Framework Regulation (EU) 2017/1369:

https://ec.europa.eu/info/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/energy-label-and-ecodesign/rules-and-requirements_en

The list of products covered by energy labelling is updated regularly on this web site:

https://ec.europa.eu/info/energy-climate-change-environment/standards-tools-and-labels/products-labelling-rules-and-requirements/energy-label-and-ecodesign/european-product-database-energy-labelling_en



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