



A Retailer's Guide to Energy Labelling

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The role

of SEAI

SEAI Be Label Aware 02

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.

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.



EU energy

labelling

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).**

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**



Did

you know?

85%

of consumers

use the energy label

when purchasing

Responsibilities of

manufacturers and retailers

The legislation

The EU Energy Labelling Regulation (EU 2017/1369) sets out the responsibilities of suppliers (manufacturers and importers) and dealers (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.

Under EU Energy Labelling Regulation, a 'dealer' means a retailer and a 'supplier' means a manufacturer, an importer, or their authorised representative.

Manufacturers or importers must supply the retailer with:

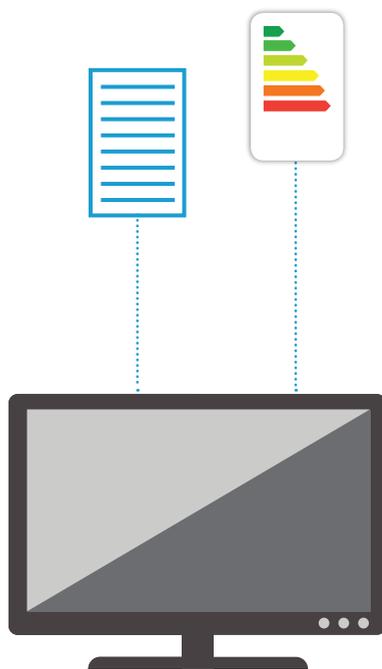
- ▶ Accurate, printed labels with each individual product unit.
- ▶ On request, a printed label within five working days.
- ▶ On request, a printed product information sheet.

A product information sheet, provided by the manufacturer or importer, contains technical and other information regarding a product, including details regarding energy performance.

The product manufacturer or importer is required to register their organisation and enter this information into the European Product Registry for Energy Labelling (EPREL).

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 product manufacturer or importer if missing or mislaid, or download and print it directly from EPREL.
- ▶ 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 have been rescaled from ranges going up to A+++ back to the original A to G energy efficiency ranges. Dishwashers, refrigerating

appliances, washing machines, washer dryers and televisions were rescaled on the 1st March 2021. Lightbulbs (and other lighting products) were rescaled from 1st September 2021 and tumble dryers from 1st July 2025.

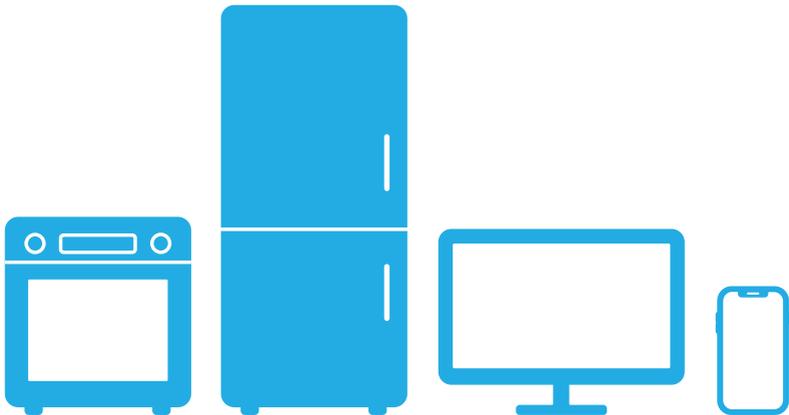
What products

must display the

EU energy label?

Products requiring an energy label

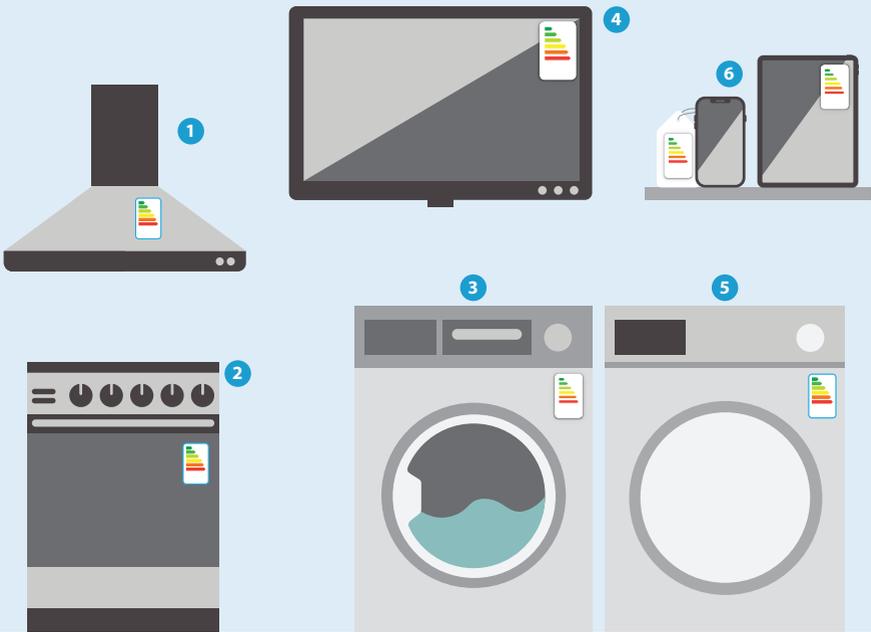
The energy label applies to a wide range of products. This guide only deals with the energy labelling of products that are typically sold by electrical appliance retailers and hardware stores.



The following products

are required by law to

display the EU energy label

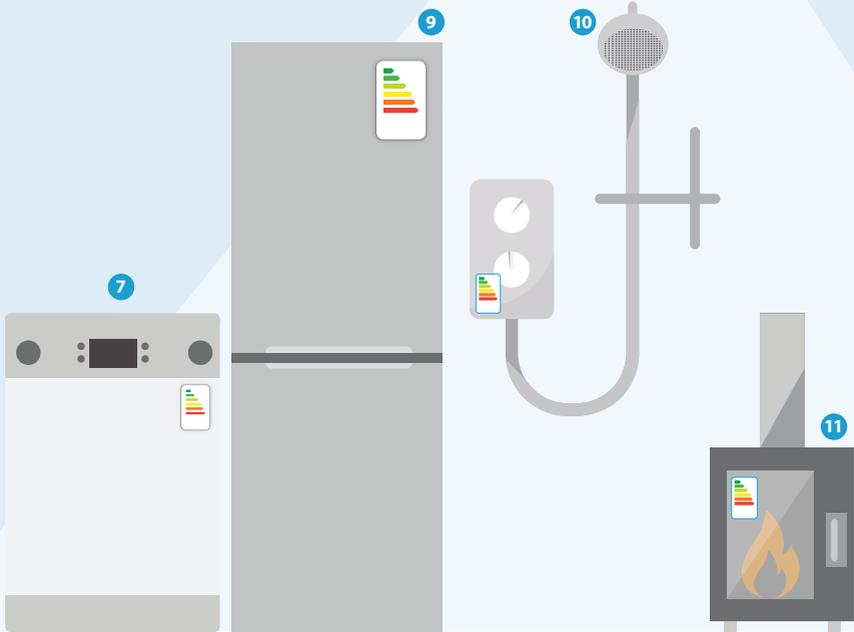


- 1 Range hoods i.e. extractors
- 2 Domestic ovens
- 3 Washing machines and washer dryers

- 4 Televisions and monitors
- 5 Tumble dryers
- 6 Smartphones and Tablets

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



7 Household dishwashers

8 Lighting products

9 Refrigerators and freezers
and their combinations
(including wine coolers)

10 Electric showers

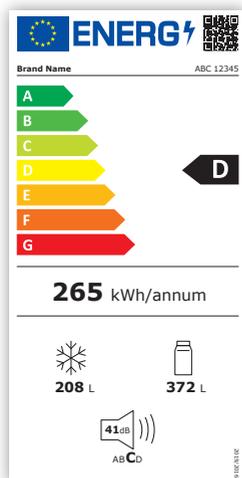
11 Stoves

How to compare different labels

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.

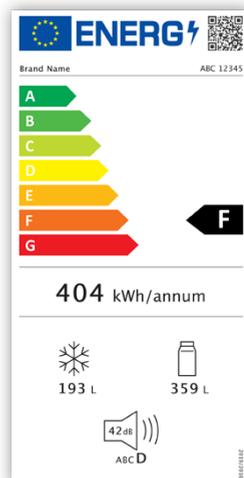
Product 1 is a D rated fridge freezer with annual energy consumption of 265 kWh



Product 1 uses 139kWh per annum less than Product 2

Based on an electricity day tariff rate of 35c per kWh, Product 1 is €48.65 cheaper to run over one year than Product 2.

Product 2 is an F rated fridge freezer with annual energy consumption of 404 kWh



QR codes in the guides are for illustration purposes only.

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Energy labels

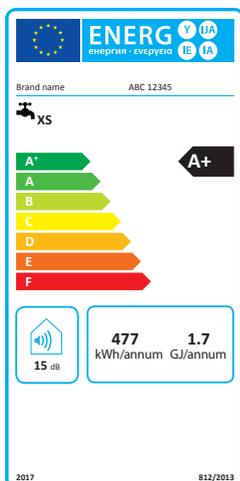
explained

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

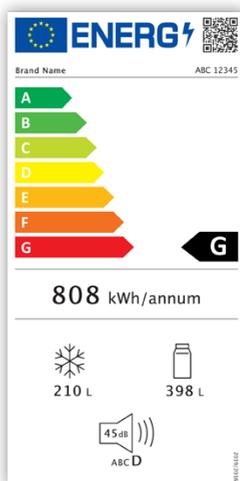
The following pages explain the features of the energy labels for the product categories covered by this guide.

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



1 Electric shower energy label



QR codes in the guides are for illustration purposes only.

2 Refrigeration energy label

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 35c).

The image shows a standard European energy label for a refrigerator. The label includes the following information:

- Brand name or trade mark:** Indicated by a blue arrow pointing to the 'ENERGY' logo and the 'Brand Name' field.
- Supplier's model identifier:** Indicated by a blue arrow pointing to the 'ABC 12345' model number.
- Energy efficiency class:** Indicated by a blue arrow pointing to the 'D' class on the A-G scale.
- Annual energy consumption in kWh per year:** Indicated by a blue arrow pointing to the '265 kWh/annum' value.
- Additional information:** Indicated by a blue arrow pointing to the snowflake icon (208 L), the refrigerator icon (372 L), and the sound power level icon (41 dB).

QR codes are present in the top right and bottom right corners of the label.

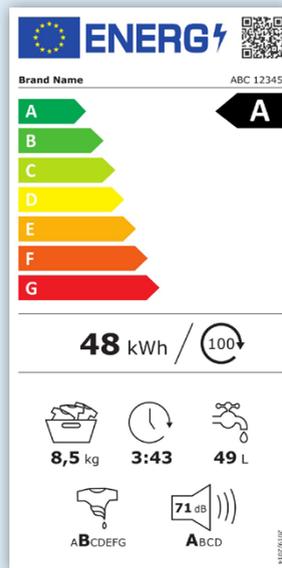
QR codes in the guides are for illustration purposes only.

Understanding the labelling on

Washing machines



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



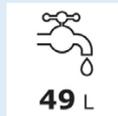
QR codes in the guides are for illustration purposes only.



Rated capacity for the eco programme.



Duration of eco programme at rated capacity.



Weighted water consumption per cycle in litres.



Spin drying efficiency class.



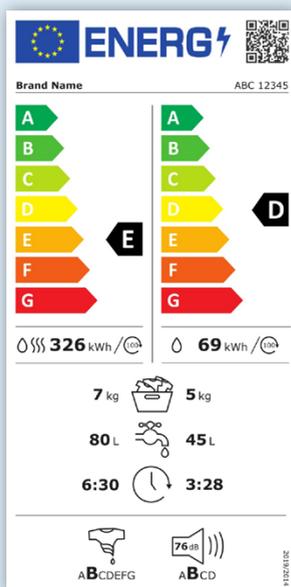
Airborne acoustic noise emissions class spinning phase of eco programme, value in dB (A).

Understanding the labelling on

Washer dryers



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



QR codes in the guides are for illustration purposes only.



Rated capacity for the eco programme.



Duration of eco programme at rated capacity.



Weighted water consumption per cycle in litres.



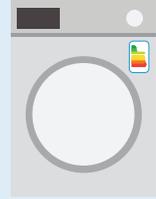
Spin drying efficiency class.



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

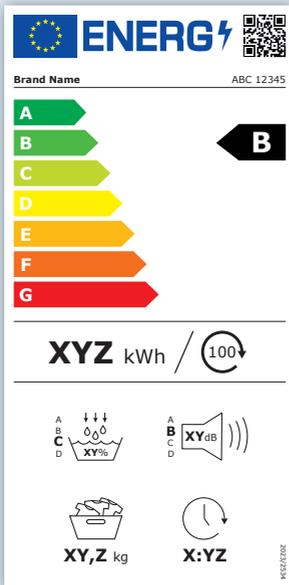
Understanding the labelling on

Tumble dryers

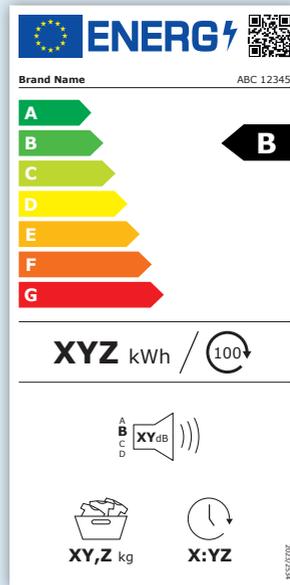


The label should be displayed on the front or on top of the unit in a visible manner.

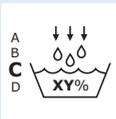
Condenser tumble dryers



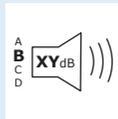
Non-condenser tumble dryers



QR codes in the guides are for illustration purposes only.



Condensation efficiency class.
Note: Condensation efficiency class only applies to condenser tumble dryers.



Acoustic airborne noise emission class of the drying cycle of the eco programme in dB(A).



Rated capacity in kg, for the eco programme at full load.



Duration of the eco programme at full load.

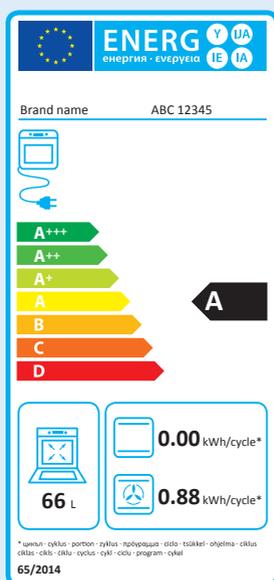
Understanding the labelling on

Domestic ovens

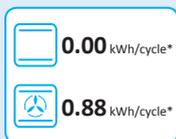


The energy label should be displayed for each cavity on top or front, or 'in the immediacy' of the oven unit. There may be some older models still on the market which will have an older version of the label.

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.



Usable volume of the cavity in litres.



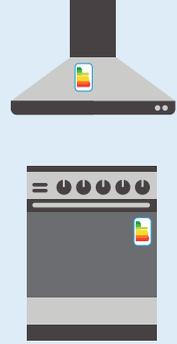
Energy consumption per cycle in kWh for conventional heating function and (if available) the fan, based on a standard load.



Indicates gas oven.

Understanding the labelling on

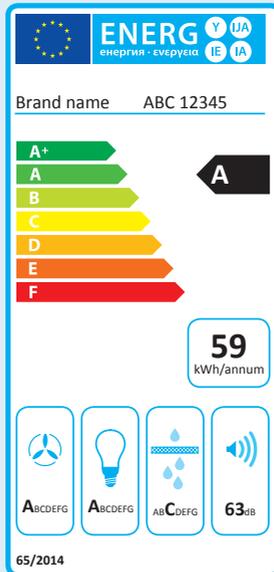
Range hoods



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

Note: EU energy labelling of range hoods became effective from January 2015. Hoods supplied by manufacturers pre-2015 DO NOT require energy labels.

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.



Fan efficiency class.



Lighting efficiency class.



Grease filtering efficiency class.



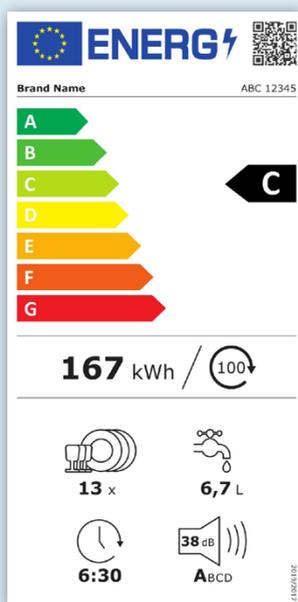
Noise value (dB).

Understanding the labelling on

Dishwashers



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



QR codes in the guides are for illustration purposes only.



Rated capacity in standard place settings.



'Eco-mode' water consumption per cycle.



Rated capacity in standard place settings, for the standard cleaning cycle.

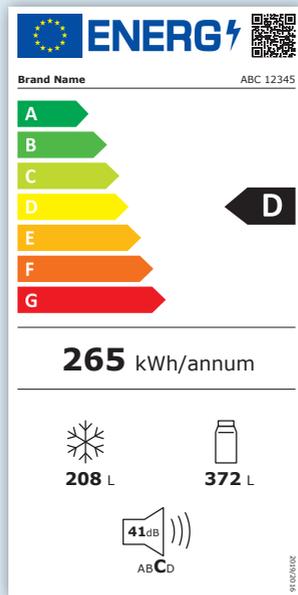


Maximum noise during the cycle (dB).

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.



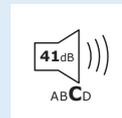
QR codes in the guides are for illustration purposes only.



The sum of the volumes (in litres) of the frozen compartment(s).



The sum of the volumes (in litres) of the chill compartment(s) and the unfrozen compartment(s).



Airborne acoustic noise emissions (in dB(A)) and airborne acoustic noise class.

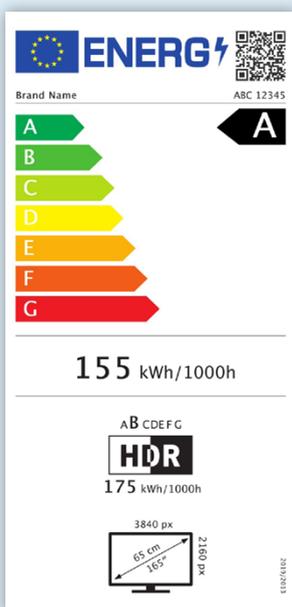
Understanding the labelling on

Televisions & Monitors



Electronic displays can include televisions, computer monitors and other digital signage displays. The label should be displayed in a clearly visible position on front of the product. Affixing energy labels to electronic displays can result in peeling off or residue marks.

Affixing the label to an acrylic point of sale display and hung on the front of or displayed directly adjacent to the product will satisfy the requirements.



QR codes in the guides are for illustration purposes only.



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



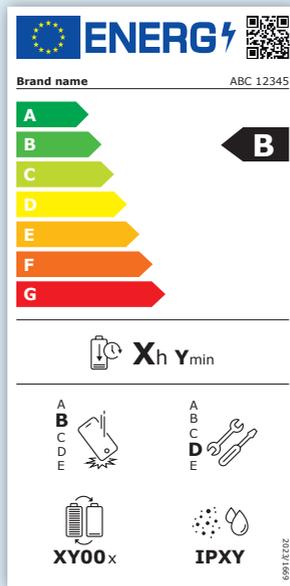
Visible screen diagonal in centimeters and inches and horizontal and vertical resolution in pixels.

Understanding the labelling on

Smartphones & Tablets



Display in proximity to the product, hung on it, or placed in such a way as to be clearly visible and clearly associated to the specific model.



QR codes in the guides are for illustration purposes only.

<p>Battery endurance, in hours and minutes per full battery charge.</p>	<p>Repeated free fall reliability class.</p>	<p>Battery endurance, in cycles.</p>	<p>Repairability class.</p>	<p>Ingress protection rating.</p>

Understanding the labelling on

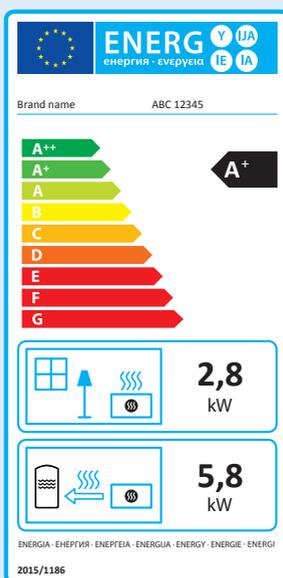
Stoves



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 such 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.



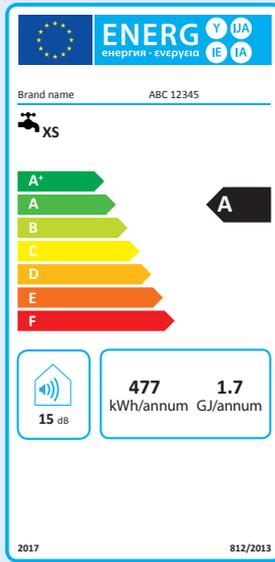
Local space heater with heat transfer to a fluid (e.g. a hot water cylinder or radiator). Indirect heat output in kWh.

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.



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).

Understanding the labelling on

Lighting products



The new lighting regulations classify lighting products in one of two ways:

1. a light source
2. a containing product

Energy labelling for light sources

A light source is a product whereby the light-emitting part cannot be easily removed – for example a light bulb, or a desk lamp with non-removable or ‘built-in’ LEDs. It is the manufacturer’s responsibility to ensure that a light source has the appropriate energy label printed on the product packaging.



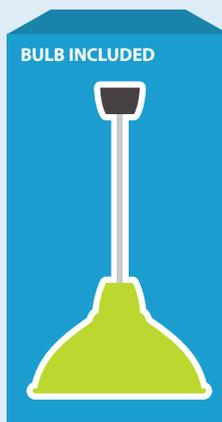
Light source



Light source

Energy labelling for containing products

A containing product is a product that is designed to accommodate an easily removable light source – for example a desk lamp where the bulb can be removed. The packaging for containing products does not display an energy label, however, if the containing product is placed on the market with an included light source, a reference to the energy label class of the included light source must be referenced in the technical documentation accompanying the product.



Containing product

Understanding the labelling on

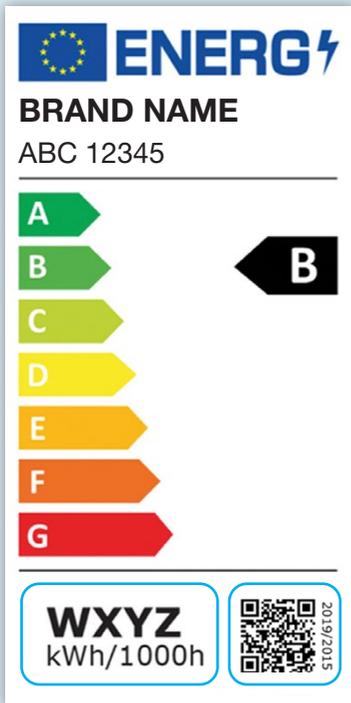
Lighting products



Energy labelling for light sources

The packaging of a light source must display the energy label in one of the following ways.

1. The energy label on the customer facing part of the packaging

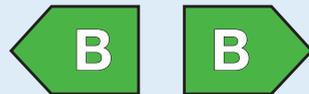


QR codes in the guides are for illustration purposes only.

Energy consumption, expressed in kWh of electricity consumption per 1000 hours, of the light source in on-mode

or

2. Where the full energy label is not on the customer facing part of the packaging, an arrow indicating the energy efficiency class of the light source must be shown on the customer facing part of the packaging, using one of the arrows displayed below



or



Understanding the labelling on

Lighting products

As well as being required to provide the label on the product packaging, suppliers (manufacturers) of light sources must also make available an electronic copy of the label to retailers. Upon request from a retailer, and for rescaled products, suppliers must provide retailers with the rescaled printed labels as a sticker to cover the old blue border label.

For products already in stock and on shelves, retailers have until the 1st April 2023 to replace the old blue border labels with the new 'rescaled' energy labels (which came into effect from 1st September 2021). The new rescaled labels can be recognised by the presence of a QR code at the bottom of the label. Retailers must ensure that the old label is fully covered when the rescaled label is affixed to the packaging.



How to

display the label

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. If your supplier (manufacturer or importer of the product) 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

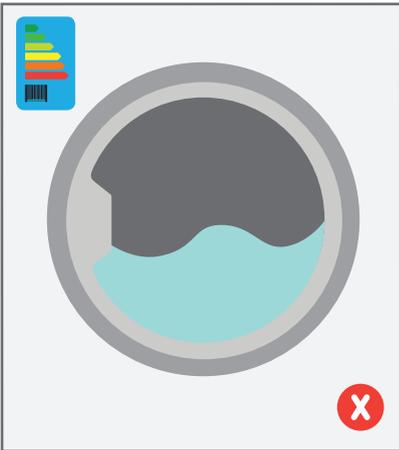
of the label



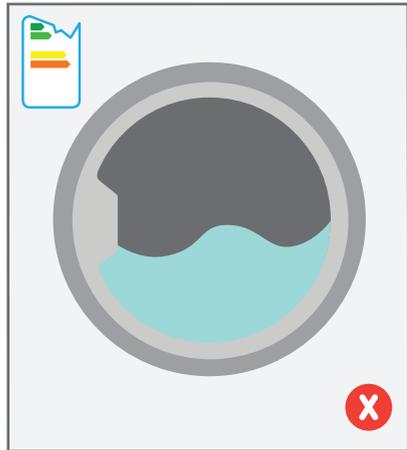
Missing energy label



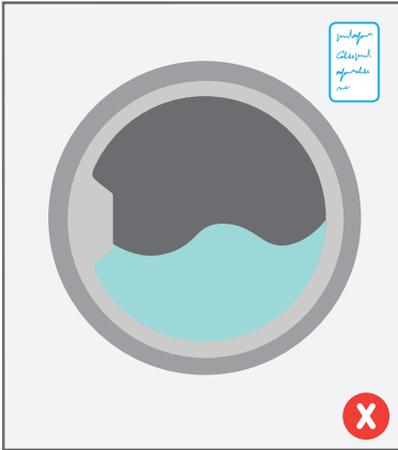
Obscured energy label



Incorrect format of energy label



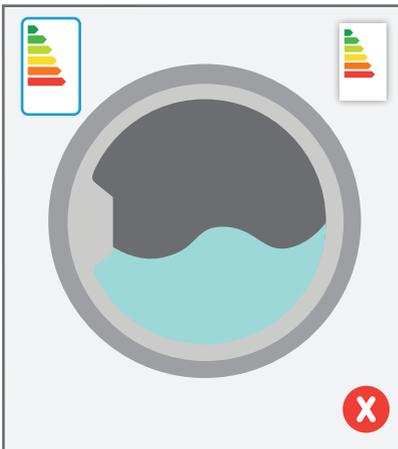
Torn or damaged energy label



Handwritten energy label



Incorrect location of energy label
(i.e. rear of product)



Multiple energy labels (e.g. rescaled label
and previous label both displayed)



Non-EU energy labels (such as the UK
energy label)

Exceptions

to the norm

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. In order to ensure customers see the label applicable to boxed TVs or monitors, manufacturers must now provide the energy label on the box for TVs and monitors. Where a boxed TV or monitor is offered for sale on a shop floor without any unit displayed ‘out of the box’, the label printed or affixed to the box shall be made visible by the retailer.

What to do if a

label is not supplied

It is the product manufacturer or importer's obligation to provide retailers with an appropriate printed energy label within 5 working days of a request.

In instances whereby a manufacturer continually fails to meet this obligation, you can contact SEAI to report this.

Additional information

Resources to help retailers ensure compliance with energy labelling requirements, including a training video for electrical retailer floor staff, are available on the SEAI website at www.seai.ie/plan-your-energy-journey/for-your-business/energy-efficient-products/energy-tyre-labelling-and-ecodesign/labelling-for-retailers.

This document provides a non-exhaustive list of the requirements and has been issued for information purposes only. It is up to each individual in the supply chain to ensure their compliance with the relevant regulatory requirements. For the full extent of the requirements, please refer to the regulations.



Riailas na hÉireann
Government of Ireland

Sustainable Energy Authority of Ireland

Three Park Place,
Hatch St. Upper,
Dublin 2
Ireland

w www.seai.ie
e MSA@seai.ie
t +353 1 808 2100

