



Come On Labels

Common appliance policy – All for one, One for all – Energy Labels

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Proper appliance labelling in shops

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with the support of: Come On Labels partners

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This document was prepared within the **Come On Labels project**, supported by the Intelligent Energy Europe programme. The main aim of the project, active in 13 European countries, is to support appliance energy labelling in the field of appliance tests, proper presence of labels in shops, and consumer education.



Proper appliance labelling in shops

1.- SUMMARY

This document is a vademecum for Market Surveillance Authorities including suggestions on how shops visits should be undertaken in order to check the correct implementation of the energy labelling in shops.

It is meant to encourage and inspire national or local Market Surveillance Authorities to carry out shop visits on national or regional level with the aim to improve the products correctly displaying the energy label. This activity should be conducted regularly in order to ensure the proper appliance labelling in shops.



In order to consider all main issues for proper appliance labelling in shops, this document includes five chapters:

- "Background" describes the overall situation and reasons for undertaking labelling verification in shops
- The "Verification" contains the procedures and the Agencies that should be undertaken according to the legislation
- "Groups of shops" includes the brief description of different categories of shops offering domestic appliances.
- "Types of domestic appliances": lists all types of appliances covered by the energy labelling scheme.
- "Shop visits and inspections": includes specific suggestions for activities to be undertaken.

The expected outcome and impact of this document is:

- an overview of relevant issues to be considered for successful shop inspections
- an encouragement for national Market Surveillance Authorities to develop a plan for undertaking shop inspections to increase proper presence of labels in shops as a guide to consumers,
- to provide a set of information for national authorities, manufacturers/importers, retailers consumer groups and media about proper appliance labelling in shops.



2. – BACKGROUND

After more than 10 years from the enforcement of the EU energy labelling scheme there is evidence that, at least for a number of appliances, the label has had a considerable impact in persuading consumers to buy more energy-efficient models. This is shown by the share of the most efficient A class appliances (or A+ and A++ appliances in the case of refrigerators and freezers) in total sales of these products.

The national and international energy consumption surveys show that up to half of household electricity consumption is attributable to major domestic appliances, which have to have the energy label at the point of sale.

Long term household electricity consumption statistics indicate improved energy efficiency of household appliances purchased by consumers in Europe. At the same time, countries where grant schemes have been introduced to motivate buyers to purchase more efficient appliances, have registered an even higher improvementon energy efficiency of newly sold appliances. For example:

- Since 2006, subsidy programmes have motivated Spanish consumers to buy new, energy saving models and correctly dispose of their older appliances. The energy consumption of new appliances sold in Spain is now 18% lower than it was in 2005.
- Austria was also able to achieve energy savings of 12% on account of government subsidies in 2009 and 2010 for refrigerators, freezers, washing machines and dryers.

In Italy, national subsidies helped generate an 11% reduction in the energy consumption of new appliances between 2005 and 2010.

The proper presence of energy labels at the point of sale, or specific information on catalogues and for internet sales, is therefore crucial to allow consumers to make an educated choice of their new appliances. The experience shows that the presence of labels on appliances in many shops is in general high around the European Member States; however, significant problems still exist in relation to specific product groups or distribution channels.

The Come On Labels project partners have therefore prepared this document, to summarise the legal requirements for properly displaying energy labels in shops, and to encourage national Authorities to develop a strong market surveillance to ensure a high level of labels presence in all distribution channels and for all labelled appliances.

Note: The Come On Labels consortium partners will undertake their

own shop visits in at least 500 shops to undertake an overview of the situation related to the proper presence of energy labels – by the type of shops, type of appliances, as well as by comparing the presence of old and new labels for the given appliance categories, during the year 2012. Follow the project website www.come-on-labels.eu for updated information.

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¹ Come On Labels is an IEE project including 13 European partners. Its goal is to support the implementation of the European Energy label in the participating countries. A special focus is on the adoption of the new labelling legislation, which updates the design of the label.



3.- Legal framework, enforcement and verification

The essential elements of the implementation of energy labels in Member States are defined in the EU energy labelling framework directive and in the product-specific implementing directives or regulations, and in the general "market surveillance" regulation 765/2008/EC. European law² states that suppliers placing on the market or putting into service energy-related products supply a label (and a fiche) containing the energy efficiency class and other information as defined in the relevant implementing measure³.

Dealers have instead the responsibility to display labels properly, in a visible and legible manner, and make the fiche available in the product brochure or other literature that accompanies products when sold to end users.

"Suppliers placing on the market or putting into service products covered by a delegated act supply a label and a fiche in accordance with this Directive and the delegated act" (Article 5 of European Directive 2010/30/EU).

"Dealers display labels properly, in a visible and legible manner, and make the fiche available in the product brochure or other literature that accompanies products when sold to end-users". (Article 6)



Furthermore, in cases where the consumer cannot be expected to see the product displayed, such as in catalogue or online selling, dealers must provide to their customers the information that is included in the label.

According to the European legal framework, the European Member States are required to ensure proper labelling of the products through market surveillance (verification actions). Shop visits are one possible action to ensure retailer compliance.

The current state of the art in the European Member States regarding label enforcement and verification is different due to the specific national social, political and economic conditions. In addition, the proper presence of the label varies among the different types of shops.

The essential steps in the implementation of energy labels are listed in general terms in the EU energy labelling framework directive, in the product-specific implementing directives or regulations, and in the general "market surveillance" regulation 765/2008/EC.4

⁴ See for details on the legislative framework the other document of the Come On Labels project "Legislation related to energy labels", available on www.come-on-labels.eu – section Legislation



² For all labelled products, the legal basis is the framework "Directive 2010/30/EU on the indication by labelling and standard product information of the consumption of energy and other resources by energy-related products".

³ Implementing measures of the framework directive are in the form of delegated Regulations: Commission Delegated Regulation (EU) No 1059/2010 with regard to energy labelling of household dishwashers; Regulation No 1060/2010-energy labelling of refrigerating appliances; Regulation No 1061/2010- energy labelling of household washing machines; Regulation No 1062/2010 - energy labelling of televisions.



Legal framework summary:

- Directive 2010/30/EU on the indication by labelling and standard product information of the consumption of energy and other resources by energy related products has been published in 2010 and is the framework for the new labelling scheme.
- Specific product labels are ruled by more recent delegated Regulations or older implementing directives. The <u>Directives have already been transposed into national laws; the delegated Regulations are immediately applicable in Member States without the need of a national transposition.</u>
- The manufacturers should provide the new labels for these four groups of appliances by the end of this year 2011. Retailers shall ensure that each energy-related product, at the point of sale, bears the label provided by suppliers on the outside of the front or top, in such a way as to be clearly visible.
- In addition, ecodesign requirements have been adopted in 2009 for these appliances.

According to the legislation the calendar of the new labelling is as follows:

Table 1: Timetable of new labelling entering shops

Date	Legislation
20/12/2010	Voluntary use of the new label by suppliers
30/11/2011	Mandatory use of the new label for refrigerators and televisions by suppliers
20/12/2011	Mandatory use of the new label for washing machines and dishwashers by suppliers
30/03/2012	Mandatory application of new obligations for promotion and distance selling of refrigerators and televisions
20/04/2012	Mandatory application of new obligations for promotion and distance selling of washing machines and dishwashers

Enforcement of the proper presence of labels in shops:

Member states shall:

- Ensure that suppliers and dealers fulfil their respective duties
- Assign institutions to perform market surveillance (such as planning and executing product compliance verification and retailer compliance verification) and endow them with sufficient competences and resources.
- Draw up market surveillance programmes.
- Lay down rules for assigning penalties to infringements of the Directive.
- Ensure external border control.
- Report to the Commission every four years about their enforcement activities and the level of compliance in their territory.





Verification activities:

- Verification aims to answer the question whether a supplier or dealer complies with the obligations of the framework directive and the implementing directives or delegated regulations.
- European legislation describes the essential elements of the product compliance verification (through a two Step appliance testing). No general procedure is foreseen for verifying whether dealers fulfil their obligations (e.g. shop visits). These procedures are left to each Member State following the principle of subsidiarity, although Regulation 768/2008/EC makes the market verification mandatory for Member States.

4.- Types of shops

In order to cover the whole spectrum of the stores, an aggregation of appliance distribution channels in categories should be considered by the Market Surveillance Authorities or other Agencies appointed for the control of proper presence of labels in shops.

The organising Authority should be at first aware of the market share of these distribution channels and make a decision of not only about how many points of sale in total, but also about the amount of individual shops in each category would be visited in this verification activity.



The decision about the size of the sample for the different shop categories can be done on the basis of (i) a statistical analysis, (ii) previous experience and knowledge, or (iii) individual complaints from consumers. Main shop categories in Europe are:

- T₁. Electronic superstores Large scale specialists offering electrical appliances with a broad product range and often specialised departments for the different product groups.
- T₂ Electric specialists: Small and medium enterprises usually with a large range but a limited display area; often combined with service and maintenance offers.
- T₃. **Kitchen/Furniture stores.** Offering kitchen furniture including major household appliances; high degree of competence in planning and consulting services for clients; usually selling complete kitchens with large electrical appliances including built-in appliances. Limitations due to large number of built-in type of appliances, in addition to the freestanding ones, and special design type of appliances.
- T₄. Hypermarkets/Cash and Carry. In most Member States not as important for the sale of large household appliances as the other channels because the self-service character of these shops does not respond to customers need for advice and maintenance services.



T₅. **Mail order and internet stores.** Based on websites and catalogues which are increasingly important for the sales of major domestic appliances. Information from the label and product fiche to be displayed, often by text, not necessarily as a picture of the label.

5 .- Types of appliances

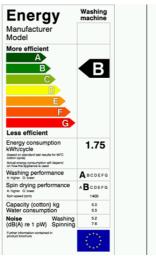
The European Directive of energy labelling 2010/30/EU and the Regulations⁵ state the energy labelling should be on the energy related products offered for sale, hire, hire-purchase or displayed to end users directly or indirectly by any means of selling including the Internet. Any advertisement and any technical promotion material should include the information of the energy efficiency class for that product.

The appliances with a "new label" including additional classes A^+ , A^{++} and A^{+++} are:

- Washing machines
- Dishwashers
- Refrigerators, freezers and combinations
- Televisions.

These household appliances can display voluntarily the "new" label from the end of 2010. The new label will be mandatory for the new products placed on the market from the end of 2011. This means that at least for some time models with the old or the new label will be seen in the same shop. In fact, all products placed on the market before the new label has become mandatory are allowed to bear the previous label.

Example of the "old" and "new" energy label for washing machines (see picture):





Other appliances labelled in accordance with the implementing directives of the "old" Labelling Directive 92/75/EG will continue to bear the slightly different "old" label. These appliances are:

- Tumble driers
- Combined washer-driers
- Electric ovens
- Air conditioners
- Household lamps.

-



⁵ See Footnote 2.



6. - Shop visits

The institution/s responsible for verifying proper appliance labelling in shops should carry out inspections in order to verify the compliance with the legislation provisions.

Dealers must ensure that all appliances displayed in shops are correctly labelled according to the applicable labelling scheme. This for example means that all new appliances must have a clearly visible, correctly presented energy label.

The "old" energy label consists of a coloured label that corresponds to the appliance type with a strip with the specific information of the model. The "new" label is instead printed in one piece.

The check of the correct label presence in the shops should follow the same procedure for every visit in order to make inspection results comparable.

The following sections suggests the practical steps to be followed for (1) shop inspections and (2) internet sales and mail order catalogues check.

6. 1. Shop inspections

The procedure for visiting shops should take three steps: Preparation, inspections and follow-up.

Shops: procedure for the inspections

Preparation

Appliance selection, shop selection and check-list elaboration.

Inspections

- Visit shops and record the labelling status.
- Inform shop of next steps.

Follow up

- Assess the results and process them (in case of sanctions).
- Feedback of the results to the shops
- Store the results for the next shop/appliance selection
- Report the results.

i) Preparation

Since it is not possible to check all shops and products on the market, prior to the visit, the organisation should prepare a plan specifying the expected number of visit a working plan specifying the expected number of visits per year and the target types of shops to be visited (by distribution channel, region, etc.) and appliances to be checked should be prepared by the involved Authority taking into consideration the available human and financial resources for this exercise.



Appliance selection: ideally, all appliances covered by implementing directives or regulations should be checked. However in some cases appliance selection can be necessary due to lack of resources. Priority criteria for appliance selection can be:

- o products covered by recently introduced regulations, or that have proven to be problematic in previous market surveillance actions
- o products with a high market penetration
- o products belonging to very high or very low energy efficiency classes
- o purchasing price either very low or very high
- o manufacturing place: imported versus nationally produced products and brands
- o product check on a rotation basis, checking a specific number of product groups each round of shop visits
- o random selection of both the product groups and the sample size.

Selection criteria may guide the shop type selection, because not all shops sell all the selected products.

Shop selection: can be performed by applying different criteria:

- ✓ Selection on random basis
- ✓ Regional selection
- ✓ Shop size: large versus small shops
- ✓ Shop type: as described in chapter 4;
- ✓ Shops already visited or on the contrary shops never visited before
- ✓ Shops that didn't comply with the label obligations during previous visits.

Check-list: a check list with the issues to be inspected and the information to be collected in each shop should be prepared, an example of such check-list is proposed in the following table.



Table 2: Shop inspection checklist

Shop information:	
- Name of the shop	This data is to ensure that the shop can be located
- Address	and identified for further communication, including
- Shop Manager or responsible / reference person	enforcement if necessary.
- Date and time of visit	
- Name of person that carried out the visit	
Appliance specific items:	
- Product(s) to be checked (see directives and EN test standard)	Knowing which appliances have to be labelled is essential. Several implementing measures exclude
- Appliance should be displayed for sale. Appliances for repair; second hand appliances and appliances not for sale, e.g. in storage, are not labelled	certain appliances from labelling, e.g. microwave ovens are excluded from labelling under the ovens directive, refrigerating appliances above 1500 litre of volume are excluded from labelling.
Label specific items:	
- The lay out of the label, e.g. does the label contain the coloured bars (a white and black copy is not allowed except for lamps)	The label is defined exactly in the implementing directives or regulations.
- Does the label indicate the correct type of appliance, e.g. is a dishwasher label displayed on a washing machine?	In practice the old label consists of a coloured background sticker and a data strip. The dealer who displays only the data strip is not complying with
- (For the old label): Does the label contain all the data, i.e. is the correct data strip present and complete? The data strip includes the model	legal obligations, since he is not displaying the (full) label.
number of the appliance which should correspond with the model number of the nameplate.	The new label, in contrast, is in one piece. Each product -washing machine, dishwasher, refrigerator, refrigerator-freezer, , freezer and TV that are
- Is the label correctly placed: in a clearly visible position specified by the relevant implementing directive	included in the new legislation - will be supplied with the full label.
- Are no other potentially confusing or misleading labels present on the appliance?	

Source: Adapted from CEECAP - http://www.ceecap.org/img_assets/File/1_Ceecap_D1a_graphics.pdf

ii) Shop Inspections

The selected shops should be visited without previous warning. However to enhance the effect of selected shop visits, a general information letter could be sent to the national retail and/or industry association informing them that shop visits would take place during the next months to check the proper display of energy labels.

This letter could also include a warning that the following excuses (or similar ones) from dealers for not labelling one or more products will not be accepted:

- The dealer did not receive the labels from the supplier (this is highly unlikely since the data strip (or new label) is put in the packaging at the factory).
- The dealer placed the label not in the front or top of the appliance because otherwise it would disturb the design of the appliance.



When relevant, this letter might also include a warning that other labels or marks are not allowed next to the EU energy label if they are likely to mislead or confuse the consumer.

The proper label display for the products should be recorded following the check list (see next table) and the shop should be informed about the next steps to be carried out by the national Authority after the conclusion of the inspection. The follow-up depends on the verification procedure established in the national legislation.

In this document it is assumed that the follow-up action by the national Authority is taken after the visit.

Table 3: Position of the label

Appliance	Position	Reference (European Directive Article)
General	In the clearly visible position specified in the relevant implementing directive or regulation	Directive 92/75, art. 4(a) (old label) Directive 2010/30, Art. 6 (new label)
Refrigerators, freezers and their combinations	The label shall be placed_on the outside of the front or the top of the appliance, in such way as to be clearly visible	delegated Regulation 2010/1060/EU, art. 4
Washing machines	to be clearly visible	delegated Regulation 2010/1061/EU, art. 4
Dishwashers		delegated Regulation 2010/1059/EU, art. 4
Televisions	On the front, in such a way as to be clearly visible	delegated Regulation 2010/1062/EU, art. 4
Tumble driers	On the outside of the front or the top of the	Directive 95/13, art. 2(2)
Combined washer- driers	appliance, in such way as to be clearly visible, and not obscured.	Directive 96/60, art. 2(2)
Air conditioners		Directive 2002/31, art. 3(2)
Ovens	On the door (outside) of the appliance in such way as to be clearly visible and not obscured. For multi-cavity ovens, each cavity shall have its own label, except a cavity which does not fall within the scope of the harmonized standards referred to Article 2.	Directive 2002/40, art. 3(2)
Lamps	The label shall be placed or printed on, or attached to, the outside of the individual packaging of the lamp. Nothing else shall obscure it or reduce its visibility.	Directive 98/11, art. 2 (2)

Source: Updated from CEECAP - http://www.ceecap.org/img_assets/File/1_Ceecap_D1a_graphics.pdf

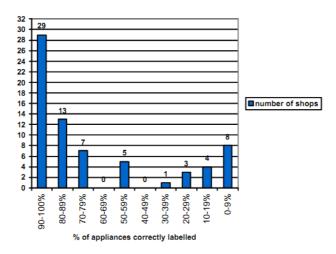
Case Study Example: Shop inspections in Denmark

On behalf of the Danish Energy Agency, the Energy Labelling Denmark checks compliance with legislation. Selected shops are visited by a controller who registers whether each appliance in the shop has been correctly labelled. The controllers have first completed a special course on how to



perform this inspection. Labelling is considered satisfactory, if at least 90% of the displayed appliances were correctly labelled. Shops in which less than 90% of the appliances are correctly labelled will receive a recommendation to put the labelling in order before a fixed date. The figure below shows the percentage of appliances on display that were correctly labelled in the inspected shops in 2009.

Figure 2: Shop inspection results in 2009 in Denmark.



Source: "Shop inspections 2009" Energy Labelling Denmark.

Cost of shop inspections

Shop inspections are – compared to appliance tests – a relatively cheap way of verifying the correct label enforcement. The main costs are for personnel to carry out the visits. To reduce costs, temporary staff could be used; however, since they should have the formal authority to enter the shops, inspect them and collect the needed information doubts exists if untrained temporary staff is the best choice for a formal inspection activity, compared to for example the use of local police department staff.

In addition, in order to process the results efficiently an electronic data management system is needed.

iii) Follow-up

The results of the visits are assessed and evaluated. Evaluation means that a decision is taken whether or not to apply enforcement sanctions. The nature of this enforcement will depend on national law, but it should ensure that suppliers and dealers fulfil their obligations.

The effectiveness of future verification is enhanced if the results are reported back to the shops. If a shop is part of a retail chain, feedback could be provided to both the shop and the head office.

Shops that comply will feel rewarded by an official feedback that they comply.

Shops that do not (completely) comply know that they have to improve. The feedback information for these shops could contain a notice that they will be visited again in the near future.



6.2.- Internet sites and mail order catalogues check

It is important that customers unable to see the product (and therefore the label) displayed are provided with the essential information of the products before the purchase.

Internet sales and mail order catalogues check can be approached in the same way as shop inspections. The list of information to be checked is included in the product specific implementing measure.

The table below specifies the information that must be present according to the implementing regulations. Before buying means that the information should be present in the mail order catalogue (not only in the packaging that is shipped to the customer) and, in case of internet sales, that the information should be displayed with the other product-specific information.

Table 4: Information to be displayed in internet sites and mail order catalogues

Appliance	Legal basis	Information to be displayed and its order
Dishwasher	delegated Regulation 2010/1059/EU, art. 4 (b) and annex IV	(a) the energy efficiency class
		(b) the rated capacity in standard place settings for the standard cleaning cycle
		(c) the annual energy consumption (AE C) in kWh per year,
		(d) the annual water consumption (AWC) in litres per year,
		(e) the drying efficiency class
		(f) airborne acoustical noise emissions in dB(A)
		(g) indication if the model is intended to be built-in.
Refrigerating	delegated	(a) the energy efficiency class
appliance	Regulation	(b) the annual energy consumption in kWh per year
	2010/1060/EU, art. 4 (b) and annex V	(c) the storage volume of each compartment and applicable star rating
		(d) the 'climate class'
		(e) airborne acoustical noise emissions expressed in dB(A)
		(f) if the model is intended to be built-in, an indication to this effect
		(g) for wine storage appliances the following information: 'This appliance is intended to be used exclusively for the storage of wine'.
Washing machine	delegated Regulation 2010/1061/EU, art. 4 (b) and annex IV	(a) the rated capacity in kg of cotton, for the standard 60 °C cotton programme at full load or the standard 40 °C cotton programme at full load, whichever is the lower;
		(b) the energy efficiency class
		(c) the weighted annual energy consumption in kWh per year,
		(d) the weighted annual water consumption in litres per year
		(e) the spin-drying efficiency class
		(f) the maximum spin speed attained for the standard 60 °C cotton programme at full load or the standard 40 °C cotton programme at partial load, whichever is the lower, and the remaining moisture content attained for the standard 60 °C cotton programme at full load or the standard 40 °C cotton programme at partial load, whichever is the greater
		whichever is the greater (g) airborne acoustical noise emissions during the washing and



		spinning phases, for the standard 60 °C cotton programme at full load, expressed in dB(A)
		(h) an indication if the washing machine is produced in order to be built-in.
Television	delegated	(a) the energy efficiency class
	Regulation	(b) the on-mode power consumption
	2010/1062/EU, art. 4 (b) and annex VI	(c) the annual power consumption
		(d) the visible screen diagonal.
Air	Directive	(a) Supplier's trade mark.
conditioner	2002/31/EC, art. 3.4 and annex II and III	(b) Supplier's model identifier
		(c) The energy efficiency class
		(d) if applicable, the EU eco-label
		(e) The indicative annual consumption of energy
		(f) The cooling capacity in kW
		(g) The EER (energy efficiency ratio) of the appliance in cooling
		mode at full load
		(h) The type of appliance: cooling only, cooling/heating
		(i) The cooling mode: air cooled, water cooled
		(j) Only for appliances with heating capability the heating capacity in kW
		(k) Only for appliances with heating capability the heating mode energy efficiency class
		(l) Where applicable, noise during standard function,.
Oven	Directive	(a) supplier's trade mark and model identifier
	2002/40/EC, Art.	(b) energy efficiency class
	3(4) and annex III	(c) energy consumption
		(d) usable volume
		(e) size
		(f) noise.
Lamp	Directive 98/11/EC,	(a) energy efficiency class
F	Art. 2(4) and annex III	(b) luminous flux of the lamp
		(c) input power
		(d) average rated life of lamp (where no other information on the life of the lamp is given in the catalogue, this may be omitted).
		Note: the implementing directive refers only to printed
		communication (the directive was issued before internet) while the
		framework directive also refers to "other means which imply that the potential customer cannot be expected to see the appliance
		displayed"
A	Directive 96/60/EC Art. 2(4) and annex III	(a) energy efficiency class
		(b) energy consumption (washing, spinning and drying)
		(c) energy consumption (washing and spinning only)
		(d) washing performance class
		(e) water extraction efficiency
		(f) maximum spin speed
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		(g) capacity (washing)
		(h) capacity (drying)
		(i) water consumption (washing, spinning and drying)
		(j) water consumption (washing and spinning only)
		(k) estimated annual consumption for a four-person household, always using the drier
		(l) estimated annual consumption for a four-person household, never using the drier
		(m) noise, where applicable
		Note: the implementing Directive refers only to printed communication while the framework directive also refers to "other means which imply that the potential customer cannot be expected to see the appliance displayed"
Tumble driers		(a) energy efficiency class
		(b) energy consumption
		(c) capacity
		(d) water consumption per cycle (if applicable)
		(e) estimated annual consumption per household
		(f) noise

A special item regarding checking of mail order and especially internet sales is the requirement that Member States shall take all necessary means to ensure that all suppliers and dealers in their territory fulfil their obligations. Authorities should check whether this condition is fulfilled, e.g. check whether the internet site that advertises the product refers to a physical address in their country. If not, they could consider to alert the other country which is the seat of the dealer / supplier (authorities are required to cooperate).

6.3 Checking of product advertisements

According to the new energy labelling framework directive any advertisement for a specific products shall contain the energy efficiency class, if energy-related or price information are disclosed.

Therefore, one of the market surveillance actions is also to verify if the energy class is always properly mentioned on the advertisements.



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