

## Energy labelling requirements for electronic products sold online

The Energy Label for products has supported consumers and professional buyers in the search and selection of energy efficient products for more than 25 years. In 2021 a new revised and optimised energy label was introduced.

Energy Saving Trust is part of the Label2020-project, which aims to help smooth the market transition towards the new generation energy labels. One part of the Label2020-project is to support retailers in the correct, efficient and effective implementation of the new label in online sales channels.

Monitoring has shown that there are low levels of compliance with EU and GB energy labelling regulations in online retail. On behalf of the Label2020-project we would like to help you as a retailer to comply when selling electrical products online.

It is your responsibility as a retailer to:

- display, in a visible manner, the energy label and the product information sheet.
- display the energy label and the product information sheet in proximity to the price of the product and, in cases where the price is not shown, close to the product.
- The energy label and the product information sheet are displayed every time a product is shown, i.e. also when a list of multiple products is displayed in online stores.

There are two ways of displaying the energy label and the product information sheet:

- 1) Displaying the full energy label and product information sheet visibly and legibly in proximity to the price of the product.
- 2) Displaying the label and product information sheet using a nested display where the label and sheet is accessed by a click or mouse roll and the information is displayed by pop-up, new tab, new page or inset screen display, see Figure 2 below.

It is the responsibility of suppliers to provide retailers with both an electronic label and a product information sheet.

### **The energy label**

The energy label shall be clearly visible and legible to the customers. If a nested display is used the customer must be able to click on a graphic arrow, see Figure 1. A new feature for the products that received the new generation of energy labelling in 2021 is that the graphic arrow used on the internet should show both the energy class of the product and the full range of energy classes, A-G (see arrows on the left in *Figure 1*).

For products that do not have the new generation of energy label, the graphic arrow will continue to show only the energy class of the product in question, without the scale (see the arrows on the right below).



**Figure 1.** Graphic arrow for nested displays of the energy label; on the left for products that received the new generation of energy labels and on the right those that have not yet received the new energy label.

### Product information sheet

The product information sheet complements the information on the energy label. The product information sheet shall be clearly visible and legible and, as with the energy label, shall be displayed in proximity to the price of the product.

The product information sheet may be displayed using a nested display. The link used for accessing the product information sheet shall clearly and legibly indicate 'Product information sheet'. A new feature for the products that received the new energy label in 2021 is that the product information sheet can be a link to the product information sheet in the EPREL database, the European Product Registry for Energy Labelling. In EPREL, the product information sheet is available in all official languages of the EU.

### Example of correct labelling products sold online

Figure 2 shows how the energy label and the product information sheet should be displayed (nested display). The main rules are:

- the colour of the graphic arrow should correspond to the energy efficiency class of the product on the label
- the letter in the arrow should correspond to the energy class of the model and be in 100 % white. The font size of the letter should be equivalent to, or greater than that of the price.
- the arrow should have the range of available energy efficiency classes in 100 % black.
- The product information sheet shall be displayed directly next to the price of the product if the price is indicated, and otherwise close to the product. The link shall be clear and legible and indicate "Product Information Sheet".

Brand name    ABC 12345    40" Smart LED TV



Product features:

- Smart
- Full HD 1080p
- LED screen

**£299**

[Product information sheet](#)  
Delivery 1 – 2 working days

[Add to basket](#)

**Figure 2:** Example of how the energy label and the product information sheet can be displayed for products that have received the new energy label.

## **Further specifications for light sources**

For light sources, products already placed on market before 1.10.2021 and no longer placed on the market after that, may still be sold with the old label until 31.4.2023.

**If you have any questions or concerns, please contact [Label2020@est.org.uk](mailto:Label2020@est.org.uk)**

Best regards,

UK Label2020 Team

- Link to the new graphic arrows with the full range of energy classes  
[https://www.dropbox.com/sh/1s8m1e908qwp22c/AAARwFytsMjSMM\\_XtbKIK\\_gHa?dl=0](https://www.dropbox.com/sh/1s8m1e908qwp22c/AAARwFytsMjSMM_XtbKIK_gHa?dl=0)
- Link the old graphic arrow  
[https://ec.europa.eu/energy/cepf-labels/label-type/internet-labels\\_en](https://ec.europa.eu/energy/cepf-labels/label-type/internet-labels_en)