



Common appliance policy – All for one, One for all

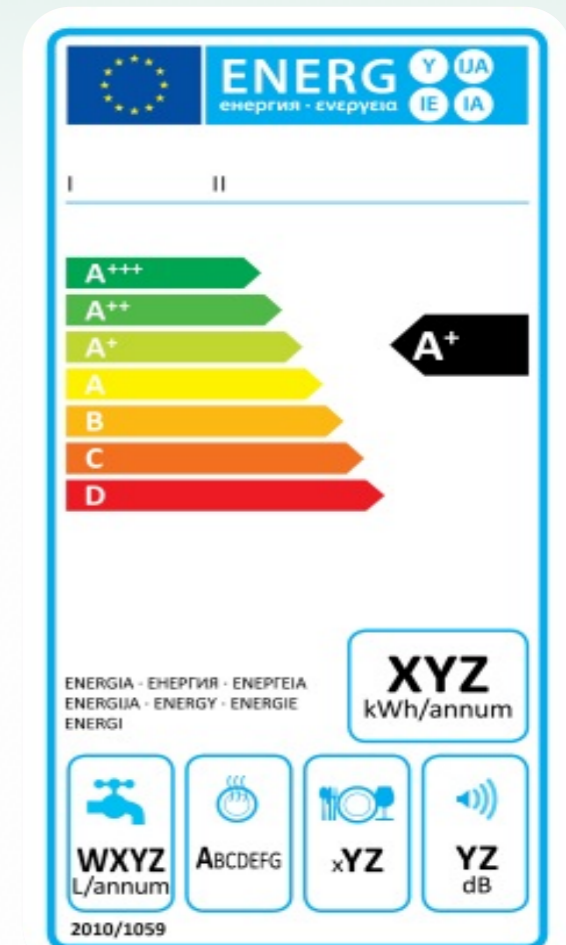
Energy Labels

About ComeOn Labels...

- 30-month project in Malta and 12 other European countries, co-financed by the Intelligent Energy Europe Programme;
- supports the proper implementation of the old and new EU labelling scheme;
- wants to enhance the visibility and credibility given to the EU energy label;
- aims to improve the market for energy labelled products;
- provides FREE guidance and support to suppliers and retailers for proper display of energy labels in shops;
- undertakes retailer compliance verification in shops, catalogues, internet and mail order advertising in Malta;
- organises promotional activities, and supports shop owners and their employees with a FREE toolkit on how to display energy labels properly.

Why is the energy label important for retail shops and suppliers?

- It applies to all kinds of businesses that sell (new) appliances falling under the legislation (superstores, small electric specialists, kitchen/furniture studios, supermarkets, mail order and internet stores);
- Not only a legal duty verified and enforced by national authorities, but also a market opportunity to ensure consumer interest;
- It creates consumer confidence in the retail shop;
- It contributes to lower utility bills for customers;
- Market research shows that consumers are prepared to pay significantly more for a product that is clearly more energy efficient than another one.*



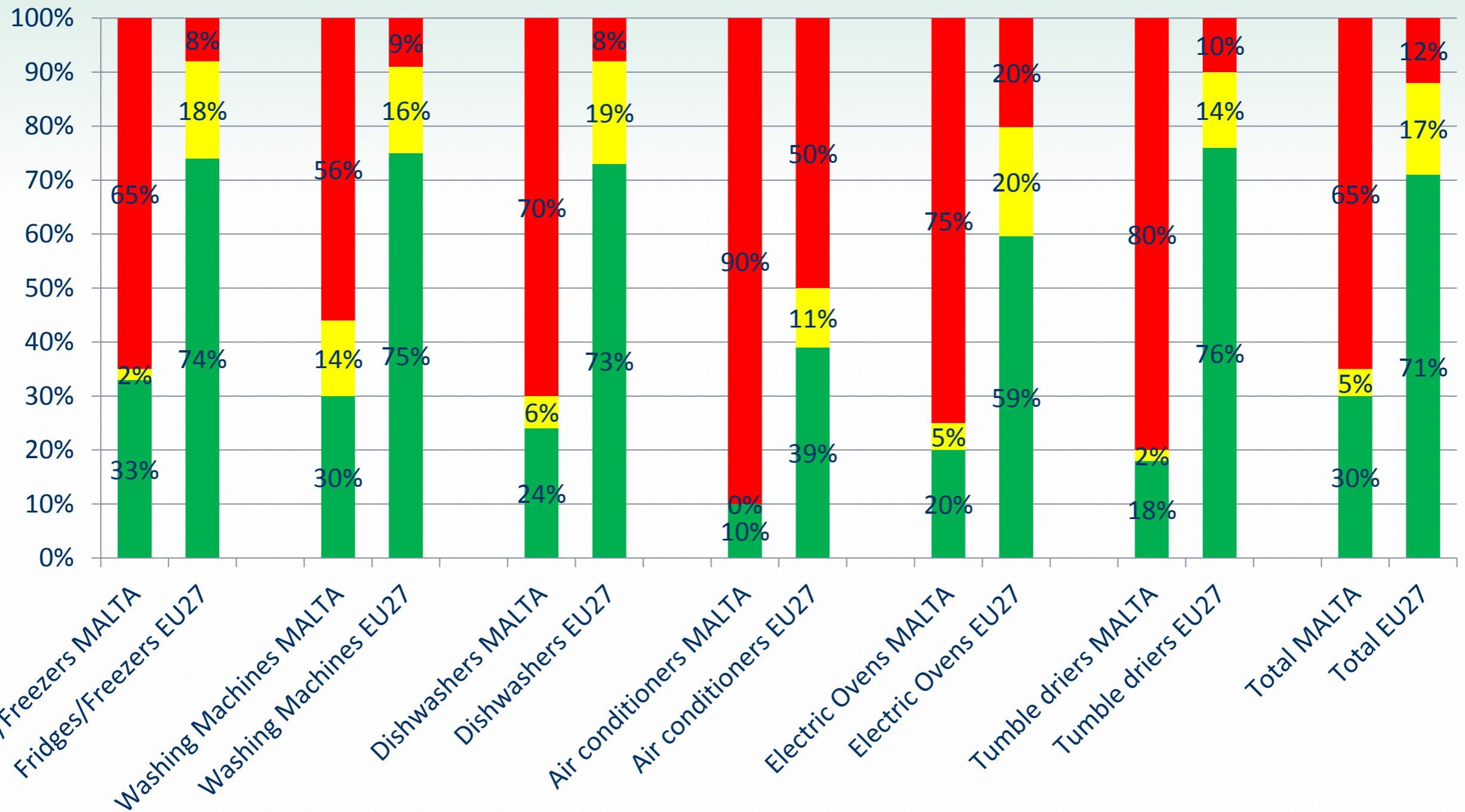
*Source: Navigant 2012, and St. Gallen 2010

Baseline data

- A first round of shop visits regarding energy label compliance has been undertaken in January and February 2012 in Malta.
- Results from 25 shops selling household appliances show that only 30% of all appliances currently on the Maltese market falling under the legislation bear the EU Energy Label or display it correctly.
- Labeling on ovens, ACs, tumble dryers, dishwashers is particularly low. Over 78 % of these appliances on the Maltese market are not labeled at all or are labeled incorrectly! TVs, household lamps, wine storage appliances have been excluded from the evaluation
- Compliance monitoring by ComeOn Labels will continue in 2012 with 2 further rounds of shop visits across Malta and Gozo!
- Inspections and enforcement actions are also being undertaken by MCCA in 2012 according to the latest Market Surveillance Programme!*



Energy label compliance compared

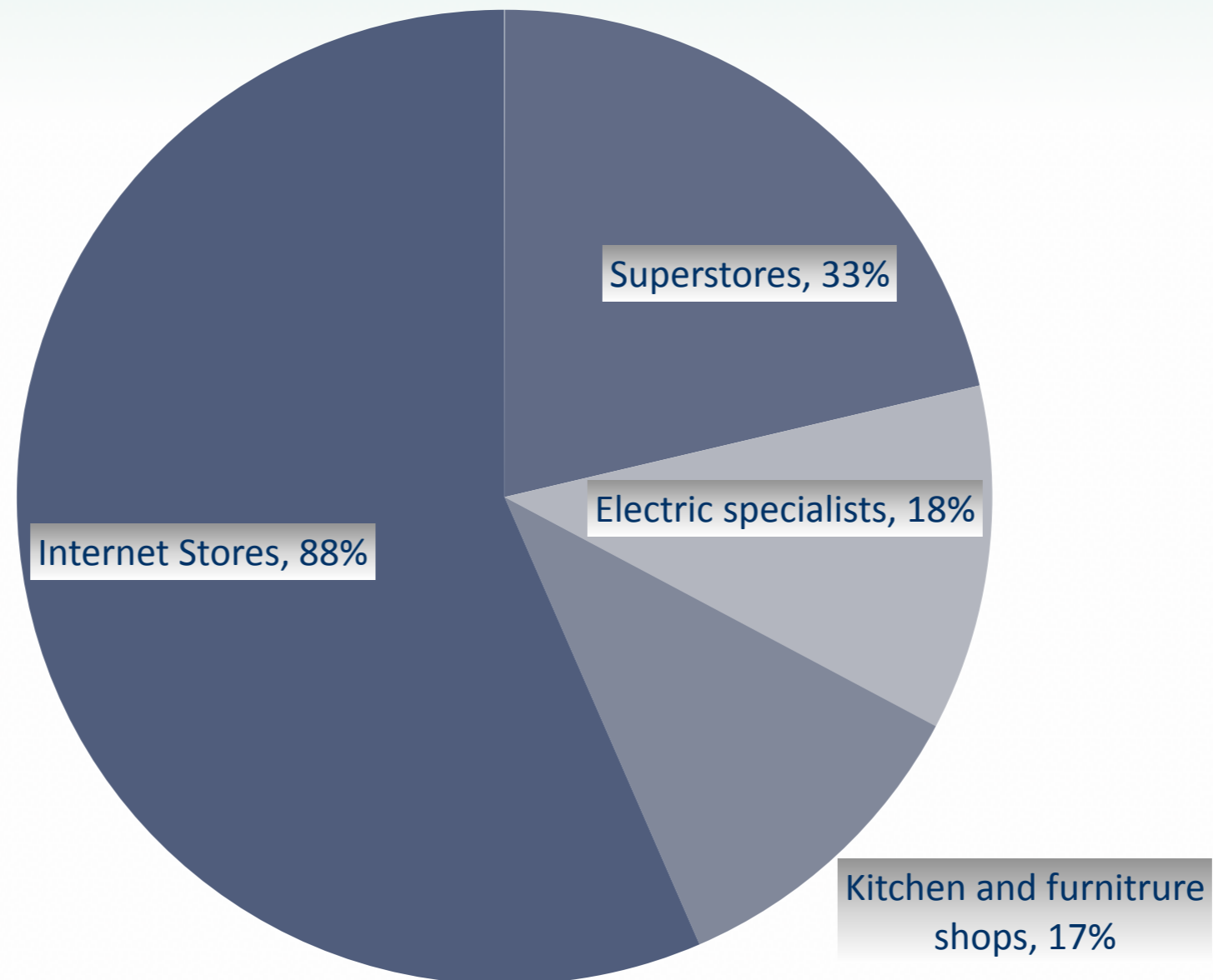


- Correctly labelled
- Partly labelled
- Not labelled

EU data source: Survey of Compliance Directive 92/75/EEC (Energy Labelling), Fraunhofer Institute (2009)

Malta data source: ComeOn Labels shop visits 2012

Correctly labelled products per shop type in Malta



What changes are important for me as a supplier or retailer?

- Phasing out of ‘old’ energy label has started
- Depending on market placement date of an appliance, the ‘Old’ and ‘New’ energy label can co-exist in a shop for the same appliance categories (Fridges, Dishwashers, Washing machines, ACs)

“Old” energy labels will remain valid for:	“New” Energy Labels including additional classes A+, A++ and A+++ will be used for:	Main changes
<ul style="list-style-type: none"> • Tumble driers • Combined washer-driers • Electric ovens • Air conditioners • Household light bulbs 	<ul style="list-style-type: none"> • Washing machines • Dishwashers • Televisions • Refrigerators, freezers and combinations 	<p>20/12/2010: Voluntary use of new label by suppliers</p> <p>30/11/2011: Mandatory use of new label for refrigerators and televisions by suppliers</p> <p>20/12/2011: Mandatory use of the new label for washing machines and dishwashers by suppliers</p> <p>From 01/2013: New label will be used for Driers and Air-Conditioners</p> <p>From 09/2013: New label will be used for Household lamps</p> <p>Near future: Vacuum cleaners, electric water heaters and boilers</p>

Which energy classes can you find on the market?

The energy efficiency of the appliance is rated in terms of a set of **energy efficiency classes**.

Class A is the minimum for:

- Refrigerators, freezers and combinations* (from 6/2012 only A+)
- Washing machines (from 12/2013 only A+)
- Dishwashers (for 60cm from 12/2013 only A+)

* Except absorption chiller technology which is more energy consuming.

What do the '+' signs mean?

- Refrigerating appliances: A+++ is 60% more efficient than an A class product.
- Washing machines: A+++ is 32% more efficient than A.
- Dishwashers: A+++ is 30% more efficient than A.
- Note: Most energy labels will only have 7 classes, so the scale would be A to G or A+++ to D where A+++ (or A) is the most energy efficient, D (or G) the least efficient

How the label should be displayed

It is NOT sufficient to display the Energy Efficiency Class only. The official EU Energy Label contains other important information for consumers besides energy efficiency.

Display rules for energy labels

- Physically displayed on the product in the shop
- On top or front side, not covered or hidden
- Specific rules apply to internet sales and advertising materials (i.e. the energy class is displayed with the price)
- Supplier provides the label, the retailer must display it.



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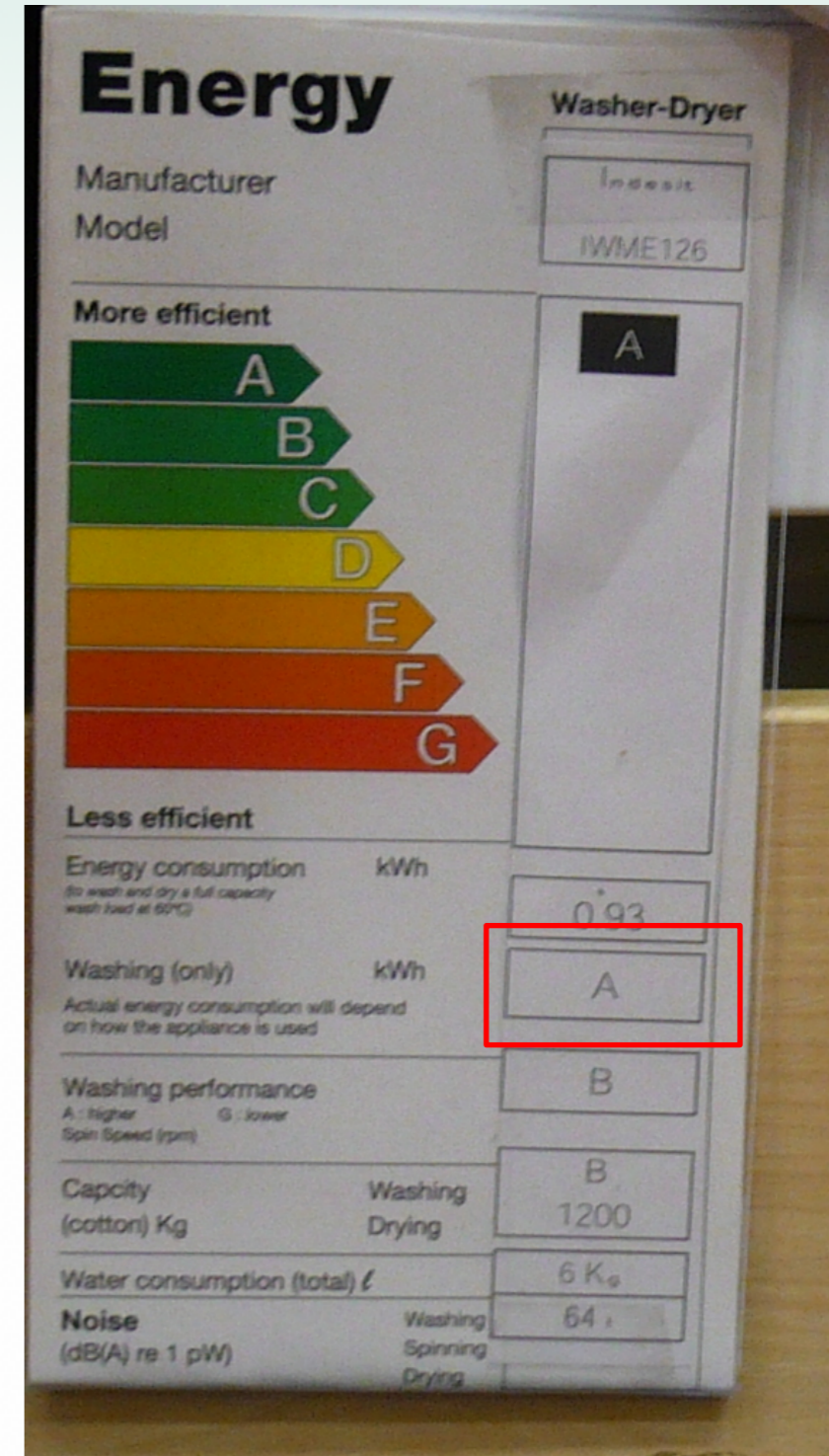
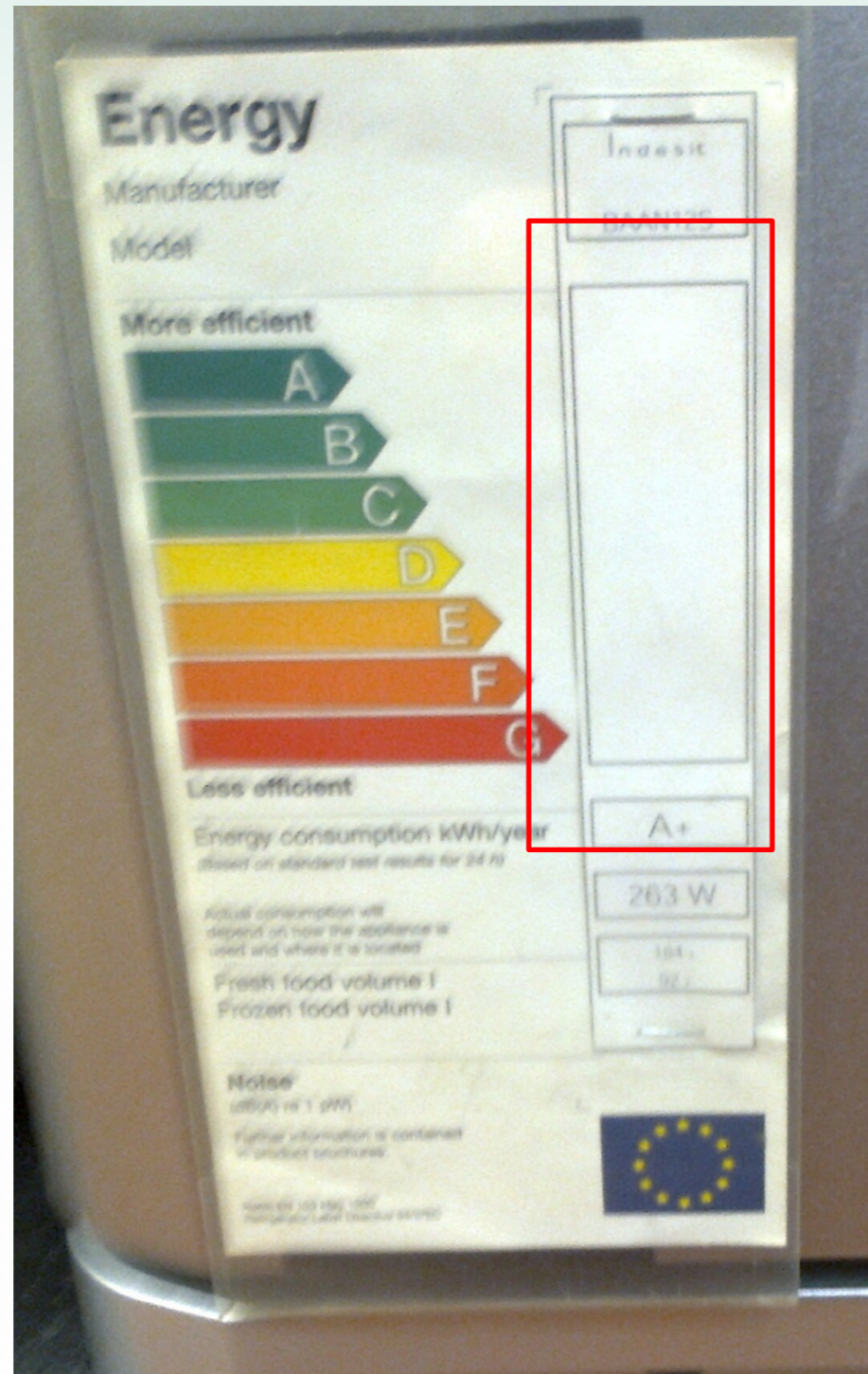


Examples of incorrect labelling of appliances in shops

Only old label data strip displayed



DIY data strips labelled incorrectly



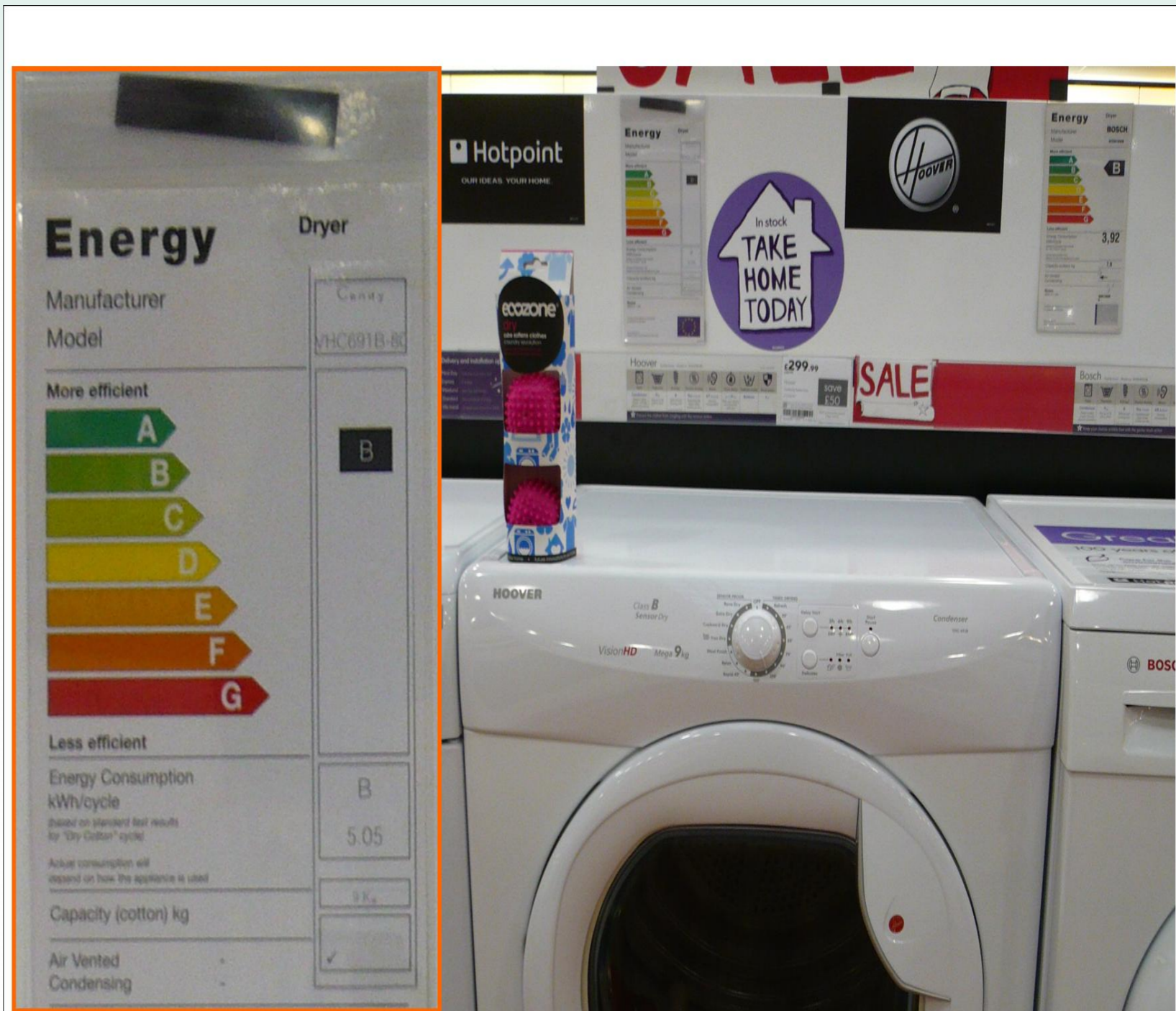
Labels on wall behind appliance

These 2 labels are correct for the machines below them, but labels should be **on the machines**



Labels on wall behind appliance

This label (shown enlarged) is for the wrong machine and also has wrong data, see kWh consumption



Selective Labeling

5 washing machines on display but 3 have no label attached.

The other two are assumed to be correct as label visible on appliance



Incomplete Labeling

No data strip,
just blank label
displayed on
oven

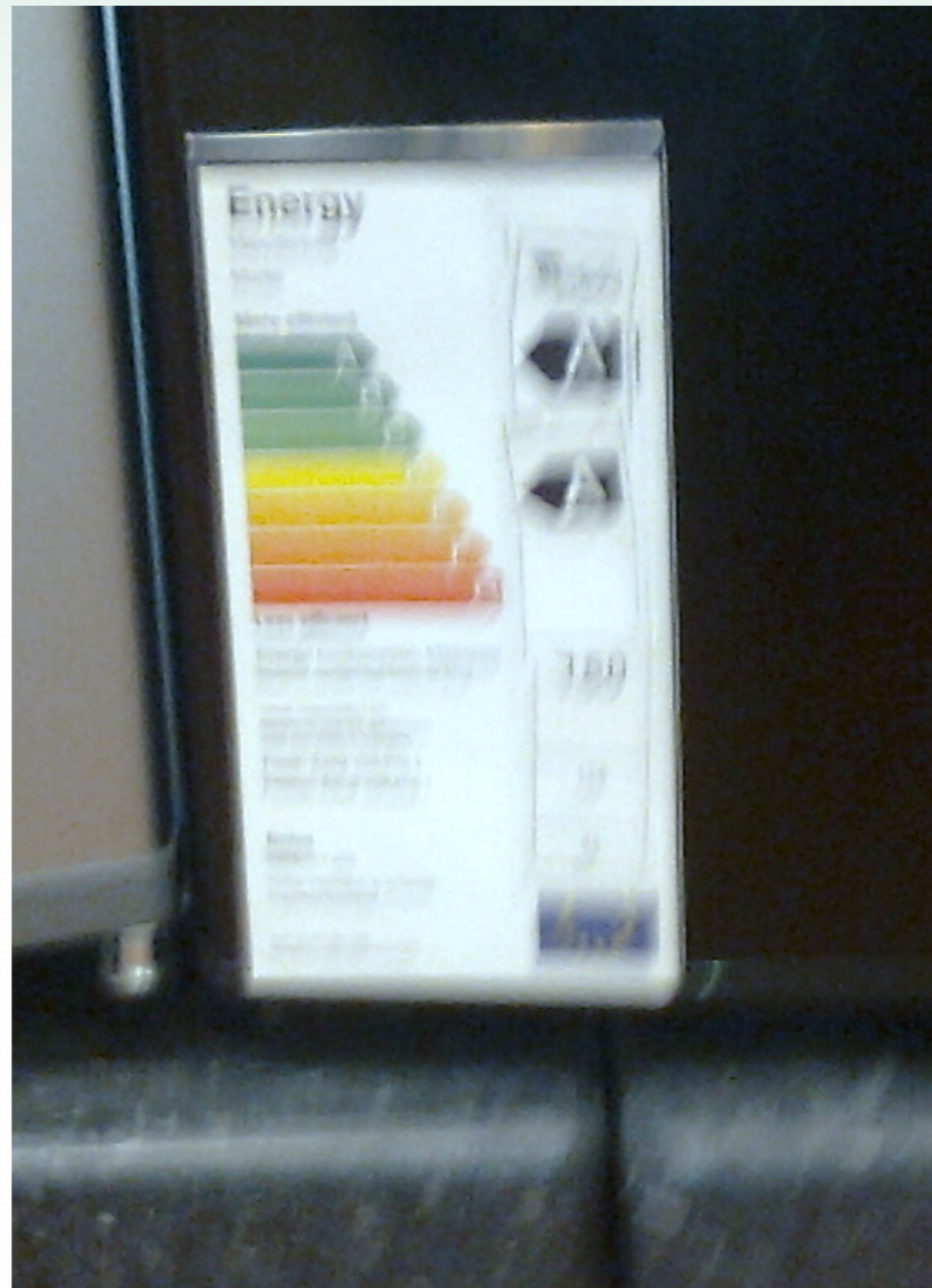


Two different data strips on the same appliance



Two different data strips

One data strip
on top of
another with
second A next
to E band on
label



Two data strips on same label



New label on product box

This is incorrect,
as the label is
displayed in
black and white
and not in colour



Open displays

3 integrated fridge-freezers - the one in the middle has no label.

The other two are assumed to be correct as label is visible and door fixed in open position



Points to remember...

- Ensure products are labelled correctly. This is in the retailers best interest as appliances with a higher rating usually have a financial advantage for both the retailer and consumer.
- Place the full label correctly and visibly on top/front side of products.
- By educating and informing customers about energy labelled products you can gain their interest in energy saving appliances and your shop!

Take Action Today and Benefit from...

...our FREE Energy Label training manual for shop owners and employees (printed and DVD);

...FREE training sessions in your shop premises for you and your employees.

(Both May 2012 onwards)

We are here to help you and turn the legal obligation to display EU energy labels into a marketing opportunity for your shop.



Thank you for your attention

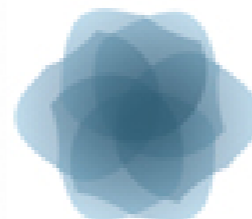
For further information contact us on

2142 0852

or send an email to

stefan.schaa@pim.com.mt

Or visit our website: www.come-on-labels.eu



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