seai
SUSTAINABLE ENERGY AUTHORITY OF IRELAND

Be Label Aware

A Retailer's Guide to Online Energy Labelling

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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.

Energy labels help consumers make informed decisions

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 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.

Legal requirements for selling electronic products online

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

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

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

Electronic energy label

Electronic product information sheet

Product information sheet concerning the Commission Delegated Regulation (EU) 2019 / 2017

Product Information Sheet				
Commission Delegated Regulation (EU) 2019/2017				
SUPPLIER'S NAME OR TRADEMARK: BRAND NAME				
MODEL IDENTIFIER: ABC12345				
GENERAL PRODUCT PARAMETERS:				
PARAMETER	VALUE	PARAMETER	VALUE	VALUE
RATED CAPACITY (PS)	14	DIMENSIONS IN CM	HEIGHT	85
			WIDTH	59
			DEPTH	60
EEI	40	ENERGY EFFICIENCY CLASS		C
CLEANING PERFORMANCE INDEX	1.3	DRYING PERFORMANCE		1.2
ENERGY CONSUMPTION IN kWh (PER CYCLE), BASED ON THE ECO PROGRAMME USING COLD WATER FILL. ACTUAL ENERGY CONSUMPTION WILL DEPEND ON HOW THE APPLIANCE IS USED.	0.75	WATER CONSUMPTION IN LITRES (PER CYCLE), BASED ON THE ECO PROGRAMME. ACTUAL WATER CONSUMPTION WILL DEPEND ON HOW THE APPLIANCE IS USED AND ON THE HARDNESS OF THE WATER.		13
PROGRAMME DURATION (h:min)	3:42	TYPE		FREE-STANDING
AIRBORNE ACOUSTICAL NOISE EMISSIONS (dB(A) RE 1 pW)	44	AIRBORNE ACOUSTICAL NOISE EMISSION CLASS		B
OFF MODE (W)	0	STANDBY MODE (W)		0.5
DELAY START (W) (IF APPLICABLE)	1	NETWORKED STANDBY (W) (IF APPLICABLE)		2
MINIMUM DURATION OF THE GUARANTEE OFFERED BY THE SUPPLIER: 24 MONTHS				
ADDITIONAL INFORMATION				
WEBLINK TO THE SUPPLIER'S WEBSITE, WHERE THE INFORMATION IN POINT 6 OF ANNEX II TO COMMISSION REGULATION (EU) 2019 / 2022 IS FOUND: https://www.brandname.ie/				

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:

- household refrigerating appliances
- professional refrigerated storage cabinets
- refrigerating appliances with direct sales function
- washing machines
- tumble dryers
- dishwashers
- ovens and range hoods
- televisions and electronic displays
- light sources

- air conditioners and comfort fans
- 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*

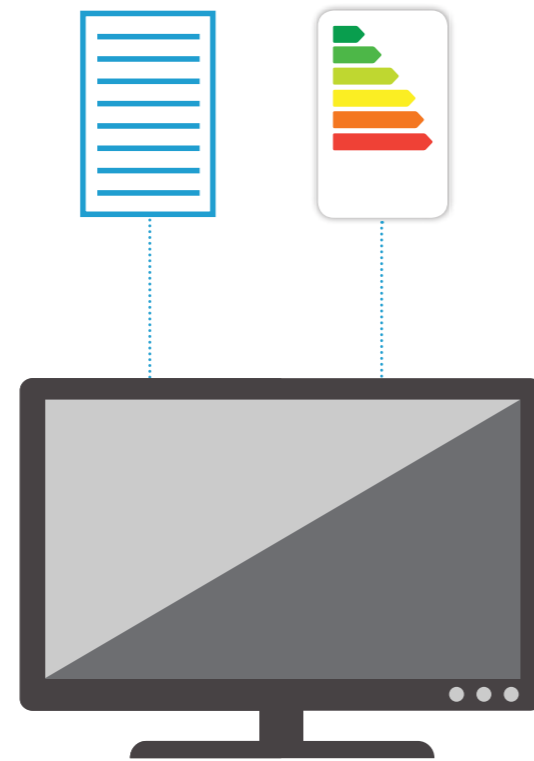* Including where packaged with solar water heating

Displaying the electronic energy label and product information sheet online:

The energy label and product information sheet 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 information sheet.

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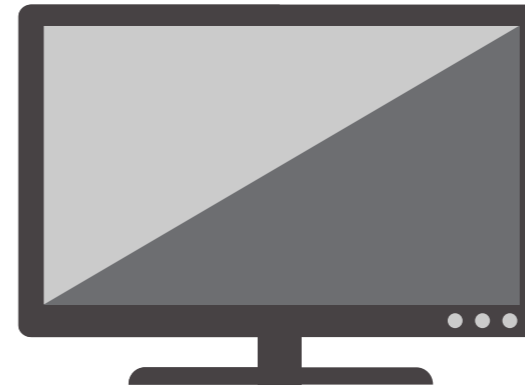

Option 1:

Nested display

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

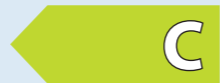**Brand name** **ABC 12345** **40" Smart LED TV**

Product features:

• **Smart**

• **Full HD 1080p**

• **LED screen**

€299

① A↑G C ➤ **②**

Product information sheet
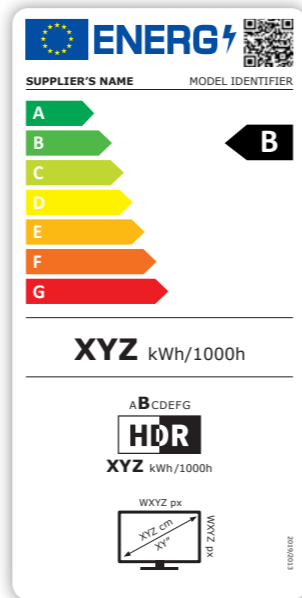
Delivery 1 – 2 working days

Add to basket

① • 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

• Use energy label icon with energy class range (A to G) if applicable to product, see list on page 8

② • The link to the product information sheet must be close to the price

• This must be called "product information sheet"

Energy label

For the energy label, customers must be able to click on an icon in one of the following formats. This icon must be in the colour of the corresponding energy efficiency class of the product on the label, and if one of the product categories is subject to rescaling (see below)* include the label range.

The energy label icon opens to this.

* Product categories subject to rescaling

- Household dishwashers
- Household refrigerating appliances
- Household washing machines
- Household washer dryers
- Televisions (and electronic displays)
- Refrigerating appliances with a direct sales function
- Light sources

- For product categories not yet subject to rescaling, the older design of label and nested display (scale A+++ to D) must be used.

Product information sheet

[Product information sheet](#)

The product information sheet link opens up to this, either directly or via a link provided by the manufacturer/importer to the European Product Database for Energy Labelling.

Product Information Sheet				
Commission Delegated Regulation (EU) 2019/2017				
SUPPLIER'S NAME OR TRADEMARK: BRAND NAME				
MODEL IDENTIFIER: ABC12345				
GENERAL PRODUCT PARAMETERS:				
PARAMETER	VALUE	PARAMETER	VALUE	VALUE
RATED CAPACITY (PS)	14	DIMENSIONS IN CM	HEIGHT	85
			WIDTH	59
			DEPTH	60
EEI	40	ENERGY EFFICIENCY CLASS	C	
CLEANING PERFORMANCE INDEX	1.5	DRYING PERFORMANCE	1.2	
ENERGY CONSUMPTION IN kWh (PER CYCLE), BASED ON THE ECO PROGRAMME USING COLD WATER FILL. ACTUAL ENERGY CONSUMPTION WILL DEPEND ON HOW THE APPLIANCE IS USED.	0.75	WATER CONSUMPTION IN LITRES (PER CYCLE), BASED ON THE ECO PROGRAMME. ACTUAL WATER CONSUMPTION WILL DEPEND ON HOW THE APPLIANCE IS USED AND ON THE HARDNESS OF THE WATER.	13	
PROGRAMME DURATION (h:min)	3:42	TYPE	FREE-STANDING	
AIRBORNE ACOUSTICAL NOISE EMISSIONS (dB(A) RE 1 pW)	44	AIRBORNE ACOUSTICAL NOISE EMISSION CLASS	B	
OFF MODE (W)	0	STANDBY MODE (W)	0.5	
DELAY START (W) (IF APPLICABLE)	1	NETWORKED STANDBY (W) (IF APPLICABLE)	2	
MINIMUM DURATION OF THE GUARANTEE OFFERED BY THE SUPPLIER: 24 MONTHS				
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Option 2: Displaying the full energy label and product information sheet

The second option is to display the full label and product information sheet with the product.

The energy label and product information sheet 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

① **ENERG**

SUPPLIER'S NAME   MODEL IDENTIFIER

A
B
C
D
E
F
G

C

XYZ kWh/1000h

ABCDEFG
HDR
XYZ kWh/1000h

WXYZ px

Product information sheet concerning the Commission Delegated Regulation (EU) 2019 / 2017

① Both the energy label and the product information sheet are clearly legible and displayed close to the price

Displaying the energy label and information sheet with multiple products

The image below shows how to display the energy label icon and product information sheet link where a range of products are displayed on a single page. You must include 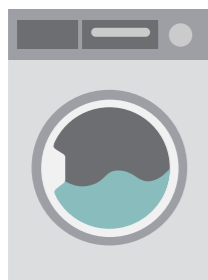the energy label icon and product information sheet link (or the full energy label and product information sheet), even if there is not an option at that point to purchase through click and buy.

Brand name   ABC 12345

€320

A↑G **C**
① Product information sheet ②

Brand name   ABC 12345

€200

A↑G **G**
Product information sheet

Brand name   ABC 12345

€350

A↑G **C**
Product information sheet

Brand name   ABC 12345

€499

A↑G **B**
Product information sheet

Brand name   ABC 12345

€269

A↑G **D**
Product information sheet

Brand name   ABC 12345

€220

A↑G **E**
Product information sheet

① • 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
 • Use energy label icon with energy class range (A to G) if applicable to product, see list on page 8

② • Link to the product information sheet is displayed close to the price
 • This must be called "product information sheet"

Displaying the energy label and information sheet in a shopping basket

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

Remove Item

€299

1 A ↑ G **C**

Product information sheet

Brand name
ABC 12345
Washing machine
1600 rpm spin

Remove Item

€349

A ↑ G **D**

2 *Product information sheet*

1 • 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
• Use energy label icon with energy class range (A to G) if applicable to product, see list on page 8

2 • Link to the product information sheet is displayed close to the price
• This must be called "product information sheet"

Where to find product information, the labels and product information sheets

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.

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

Please note that the manufacturer or importer is obliged to provide you with the electronic label and information sheet and a link to the relevant information on the product database, where applicable.

*For more information, see **here**.*

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 visit **here**.

The energy labelling framework is updated regularly **here**.

This list of products covered by energy labelling is updated regularly **here**.