



Guide to Energy Labelling for Advertising, Promotional Material and Distance Selling

Introduction

This guide provides general advice for manufacturers and retailers on how to comply with EU legislation for energy labelling of advertised products.

The advice offered by this guide covers:

- ▶ Visual advertisements including:
 - Newspaper advertisements
 - Promotional leaflets, flyers and brochures
 - Billboard advertisements
 - Television advertisements
 - Online advertising
- ▶ Technical promotional materials
- ▶ Paper based distance selling e.g. mail order sales (rescaled products only)
- ▶ Telemarketing distance selling (rescaled products only)

The term '**advertising**' used in this guide refers to all activities listed above.

This guide does **not** address the requirements for online sales which are covered in [**"A Retailer's Guide to Online Energy Labelling"**](#).

Terms used in this Guide

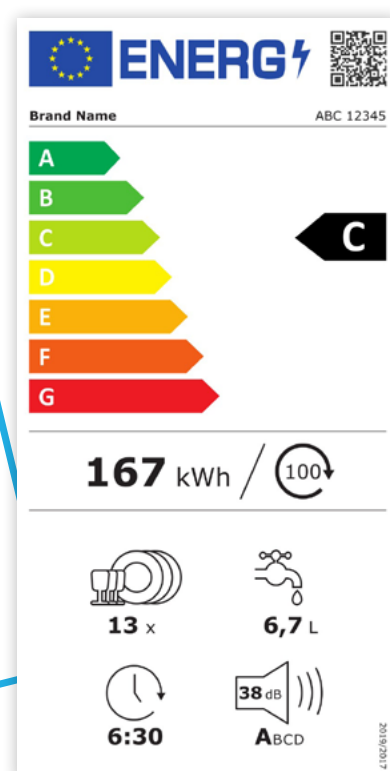
Advertising for the purposes of this guide, is defined as “the promotion or bringing to public attention of the particular product(s) in question with a view to potential commercial transaction”.

Technical promotional materials are technical manuals or manufacturers’ brochures that describe the specific technical parameters of a product, whether in printed form or online.

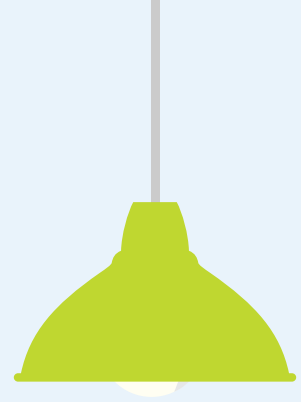
Distance selling is the “offer for sale, hire or hire purchase by mail order, catalogue, internet, telemarketing or by any other method by which the potential customer cannot be expected to see the product displayed”.

While online selling can be considered as distance selling, specific requirements that relate to online sales are addressed in “A Retailer’s Guide to Online Energy Labelling”.

Energy labels
help consumers
make informed
decisions



Applicable products



Energy related information must be provided when advertising the following product types:

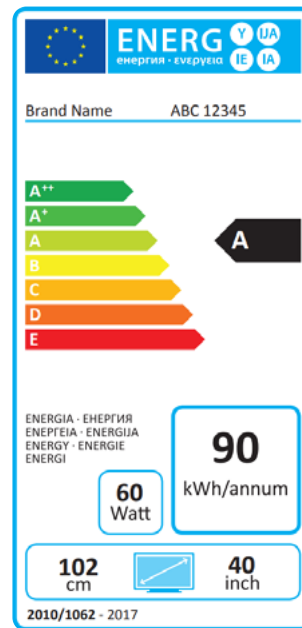
- ▶ Domestic ovens and range hoods
- ▶ Household dishwashers
- ▶ Household washing machines
- ▶ Household washer dryers
- ▶ Household tumble dryers
- ▶ Household refrigerating appliances
- ▶ Professional refrigerated storage cabinets
- ▶ Refrigerating appliances with a direct sales function
- ▶ Televisions (and electronic displays)
- ▶ Light sources
- ▶ Air conditioners and comfort fans
- ▶ Residential ventilation units
- ▶ Local space heaters
- ▶ Space and combination heaters (boilers, heat pumps etc.)
- ▶ Water heaters (conventional, solar, heat pump etc.) and hot water storage tanks including heater and solar packages
- ▶ Solid fuel boilers including solar packages



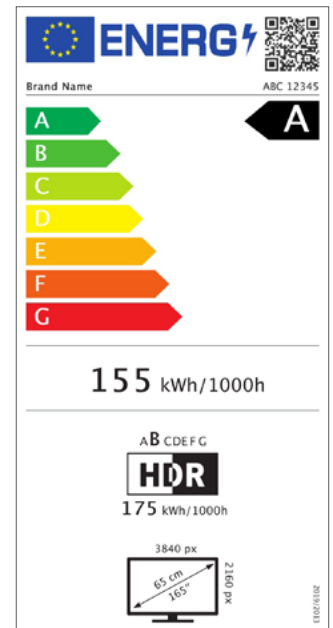
Labelling requirements

Labelling requirements for products vary due to the phasing in of rescaled labels using a simple A to G scale which was introduced in March 2021.

It is important to be aware that the old label format or the new rescaled label may apply to the same product model, depending on the date the manufacturer placed it on the market. If you are unsure which label applies, it is recommended that you confirm this with your suppliers or the manufacturers.



Old label

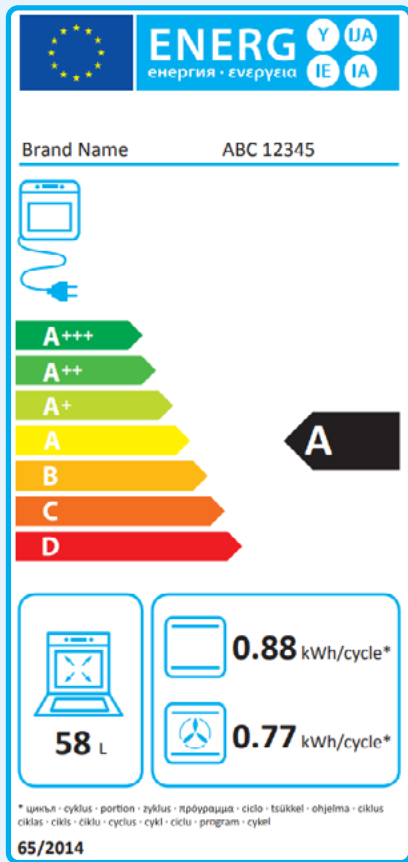


New rescaled label

Requirements for products with the old label format

The rules below apply to all advertisements except paper based distance selling and telemarketing:

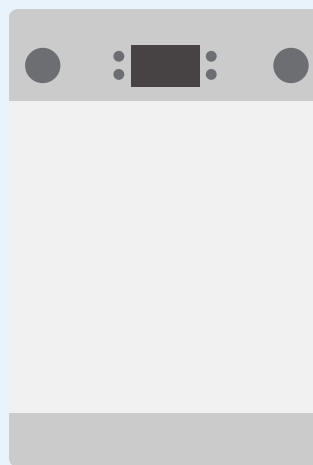
Products must be advertised and promoted by manufacturers and retailers by making a reference to the 'energy efficiency class' and 'the range of efficiency classes available on the energy label'. There is flexibility as to how the required information can be provided. Some possible options are provided opposite for illustrative purposes only:



- Displaying the relevant energy label
- Displaying the portion of the label showing the energy efficiency classes



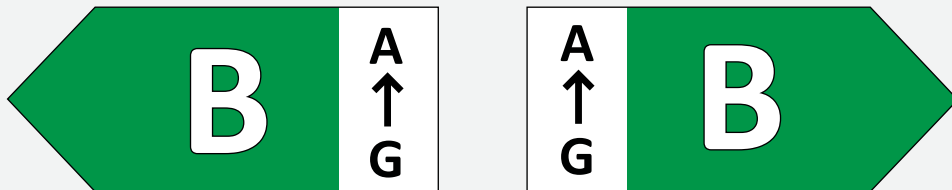
- Clearly state in text, the applicable energy efficiency class and the ranges of energy efficiency classes available relevant to the product e.g. "Energy efficiency class is A++; Label range is A+++ to D."



Requirements for products with rescaled labels

The rules below apply to all advertisements except telemarketing:

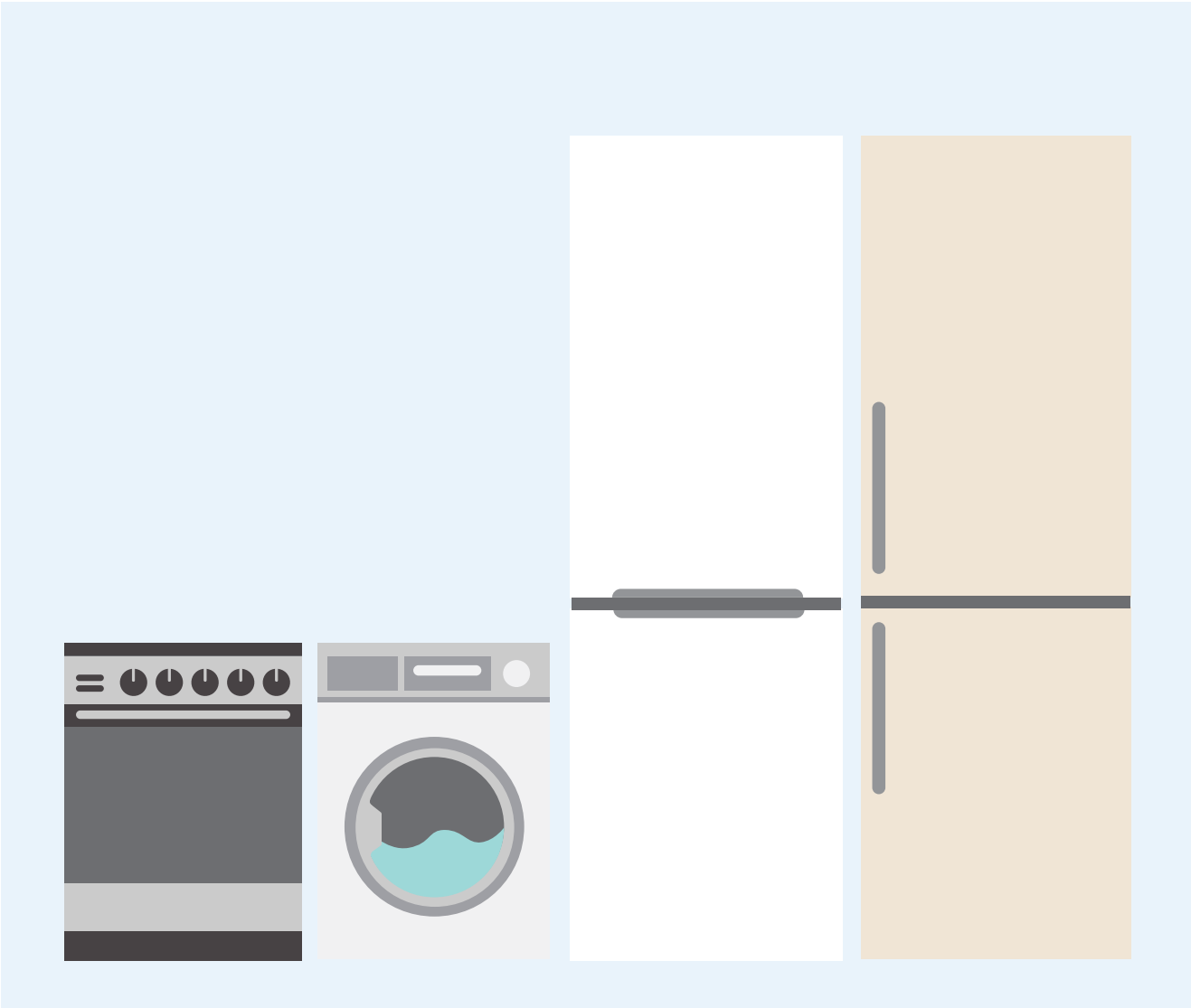
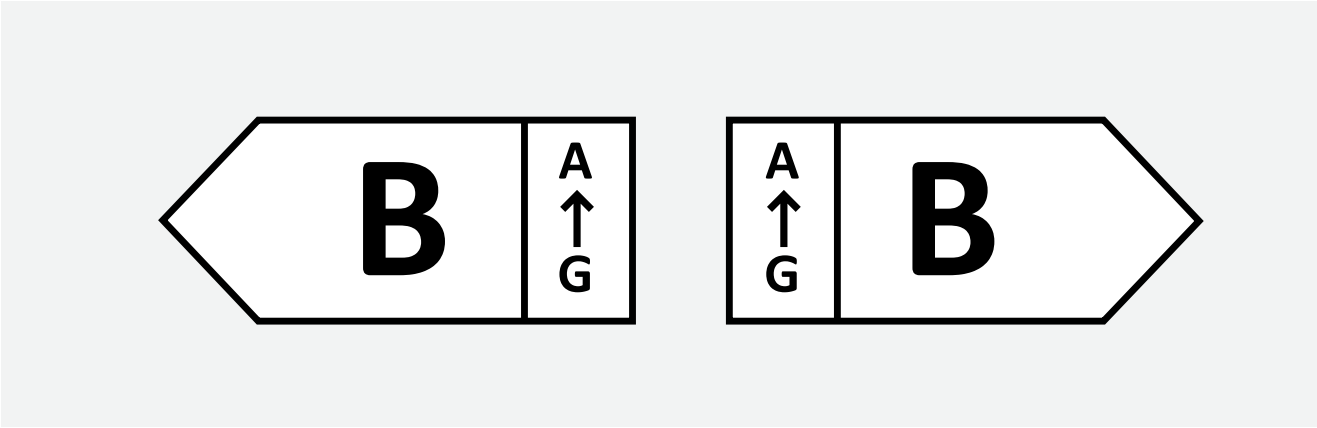
The energy efficiency class and the range of energy efficiency classes must show relevant products using the following icons:



The format of the icon must comply with the following:

- ▶ an arrow, containing the letter of the energy efficiency class in 100% white, Calibri Bold and in a font size at least equivalent to that of the price, when the price is shown
- ▶ the arrow colour matching the colour of the energy efficiency class.
- ▶ the range of available energy efficiency classes in 100% black; and
- ▶ the size is clearly visible and legible. The letter in the energy efficiency class arrow is positioned in the centre of the rectangular part of the arrow, with a border of 0.5pt in 100% black placed around the arrow and the letter of the energy efficiency class.

Where the advertising, technical promotional material or paper-based distance selling are printed in monochrome, a 'black and white' icon can be used:



Telemarketing

When undertaking telemarketing i.e. distance sales by telephone, the telemarketer must inform the customer:

- ▶ of the energy efficiency class of the product and of the range of energy efficiency classes available on the label
- ▶ that they can access the full label and the product information sheet through a free access website, or by requesting a printed copy



Disclaimer: SEAI has developed this guide to help relevant entities understand and fulfil their obligations under the energy labeling regulations. This guide is not intended to be exhaustive and it should not be used as a sole resource for demonstrating compliance. It is the individual supplier's and distributor's responsibility to ensure their compliance with the relevant regulatory requirements.



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