



How to ensure compliance when selling online

It is a legal requirement to display an energy label and a Product information sheet for energy-related products offered for sale on the internet.

What defines online sales?

Online sales is defined as where products are displayed online with an option to order the product online – including by email and by telephone. The site does not need to look like an online shop to be subject to these requirements. Online promotional leaflets that allow users to “add the product to the basket” must also comply with the requirements described in this Quick guide.

Which products must be energy labelled?

The energy labelling regulations outline specific obligations for dealers, installers, and suppliers. Currently, these regulations apply to 19 product groups. You can find more information on the product-specific energy labelling regulations on the [Compliance Services website](#).

The new energy label

For more than 30 years, the energy label has helped consumers choose the most energy-efficient products. However, the old A-plus scale (A⁺⁺⁺–D) was less transparent, and in 2019 a new scale was introduced. The new energy label features a scale from A to G and will be introduced in stages across all product groups over the coming years.

How to distinguish between the two energy labels?

The new energy label can be easily recognised by the A–G scale and the QR code on the upper right corner.

Product fiche/Product information sheet (PIS)

Please note that the “*Product fiche*” for a product with a new energy label has been renamed to “*Product information sheet*” (PIS).

Your obligations

It is your responsibility, among other things, to ensure that:

- All products have an energy label and a PIS, which are displayed on the screen in close proximity to the product’s price (in case you do not show prices, close to its name or picture).
- Please note, that this obligation refers to every subpage of your webshop, i.e. frontpage, list pages, product-specific pages and also the basket page. For correct product information, you use the electronic versions of the energy label and PIS delivered by the supplier.
- The energy label and PIS is displayed in a size that is clearly visible and easy to read.
- The font size of the letter in the energy arrow is identical to the font size of the price.
- The energy label and PIS are displayed whenever a product is showcased or mentioned in the online store, even if it is impossible to “add the product to the cart.” This also applies, for example, to list views.

In particular about the new energy labels

For the new energy labels, retailers, manufacturers, and importers must all meet the requirements to display the energy label and the *Product information sheet* when selling on the internet – regardless of whether the sale is to consumers, retailers, or others.

Nested displays for the energy label

It is permitted to display an energy arrow with a range of energy efficiency classes indicated instead of the full energy label, provided that...

- The full energy label is shown when the arrow is clicked or hovered over with the mouse.
- The nested display leads to the energy label stored as a file on your website or to the EPREL database entry of the product.
- The nested display leads to the full energy label within one mouse click, mouse roll-over or tactile screen expansion on the link.

Examples

The arrow must be the same colour as shown on the energy label and must indicate the energy class and the currently allowed energy classes for the product type. The scale of classes must be black on white. The arrow for smartphones, slate tablets and tumble dryers must point to the left. The font size in the energy arrow must be identical to the size of the price.

Old energy label (A–F)



New energy label (A–G)



Nested display/link for the PIS

It is permitted to use a link or nested display for PIS instead of the full PIS, provided that:

- The full PIS is shown when the link/nested display is clicked or hovered with the mouse.
- The link/nested display leads to the PIS stored as a file on your website or to the EPREL database entry of the product.
- The link/nested display leads to the PIS within one mouse click, mouse roll-over or tactile screen expansion on the link.

Link:

[Product information sheet](#)

Button:

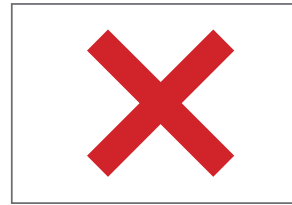
PRODUCT INFORMATION SHEET

The link/nested display could, for example, look like this: The link must be titled exactly “*Product information sheet*” or “*Product fiche*” (depending on the product group). It is not allowed to use other terms such as “specifications” or “PIS”, etc.

Common mistakes

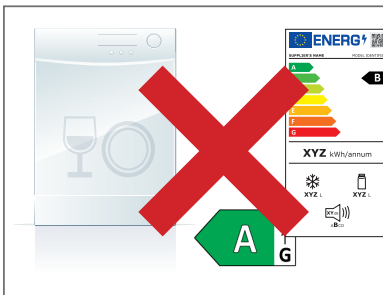


The font size in the energy arrow is too small
The font size in the energy arrow must be identical to the size of the price.

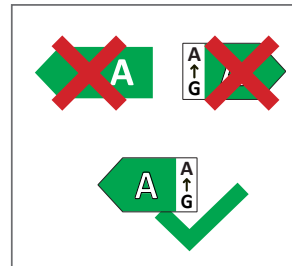


The energy arrow is not displayed

The energy arrow must be displayed every time a product is shown. This also applies to list views, product lists, search engines, shopping baskets, etc.



Missing or incorrect energy label
When you click on the arrow or hover the mouse over the arrow, the correct energy label shall appear on the first mouse click, mouse roll-over or tactile screen expansion on the image.

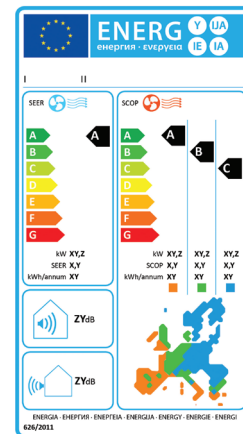


Wrong energy label and wrong direction

The arrow must include both the energy class and the currently available energy classes for the product type. The colour must be identical to the colour of the energy class on the energy label and for some product categories the arrow must point to the left.



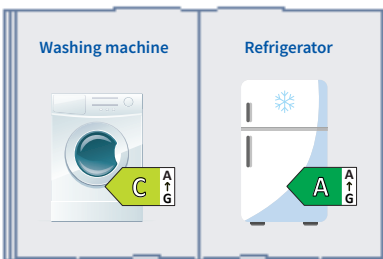
Incorrect naming of the PIS
The link for the PIS must be named "Product information sheet"/ "Product fiche" (depending on the product group) and not other words.



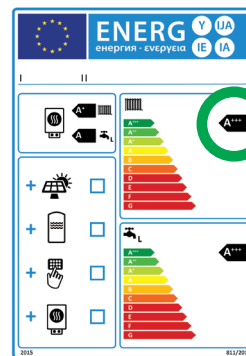
In particular about air conditioners and air-to-air heat pumps

The energy label often states an energy class for energy efficiency for both heating and cooling, and it is therefore advantageous to display the full energy label. If space constraints mean that only the energy arrow can be used, it must show the energy class for the product's primary function; that is the function on which the product is marketed. Most often, for air conditioners this will be cooling, while for air-to-air heat pumps it will be heating – under average climate conditions.

Energy labelling requirements for advertisements



If advertisements and promotions relate to a specific model, the product must be energy labelled. See more about these energy labelling requirements on the [Compliance Services website](#).



In particular about heating systems

Heating systems are offered almost exclusively as package solutions consisting of a system and a temperature control. The energy label for a package solution for a combination system, i.e. that can also supply domestic hot water, includes four energy arrows. However, it is always the energy class for the package solution's energy efficiency in heating mode (without hot water production) that must be displayed.

Links for downloading



Energy arrows

circabc.europa.eu



Energy labels and the energy arrow in black/white

circabc.europa.eu

Contact



Project website

www.product-compliance-services.eu



Service Desk

www.product-compliance-services.eu/compliance-service-desk



LinkedIn project news

www.linkedin.com/company/product-compliance-services

coordinated by



AUSTRIAN ENERGY AGENCY

Compliance Services project is co-funded by the LIFE programme under contract n. 101120943.

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