



How to ensure compliance in advertisements and promotions

As a dealer or a supplier, it is your responsibility and a legal requirement to provide information on energy labelling when you market a product via advertisements, promotion, and similar materials where it is not possible to purchase the product directly.

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 requirements do not apply to second-hand products; however, there are exceptions, e.g. if the second-hand or used product is imported to the EU. Read more [here](#) (chapter 2).

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 all products with a new energy label has been renamed to “*Product information sheet*” (PIS).

Which types of advertising must include information on energy labelling?

All visual advertising for specific product models that do not allow for direct purchase is subject to these requirements. This includes advertisements, physical promotional flyers, web banners, and similar materials.

The requirements also apply to technical sales materials that reference the technical parameters of a specific product model. In this Quick guide, these materials are collectively referred to as advertising.

The requirements for advertisements

Advertisements must provide information about the energy class and the currently available energy classes for the product type, also referred to as the energy arrow:



The following requirements apply, among others:

- The arrow must be sized to ensure it is clearly visible and readable for the customer, and the energy class indication must be in a font size at least as large as the price.
- Additionally, customers must be able to access the energy label and *Product information sheet* via a link to EPREL or by requesting a printed copy.
- Only advertisements in black and white may use a black-and-white arrow.
- Telemarketing based on printed materials must also inform customers about a free and publicly accessible website where they can view the complete energy label and *Product information sheet* and you have to be able to offer a printed copy.

Requirements for online sales

Products offered for sale via online shops must display both the full energy label and the *Product information sheet/Product fiche*, if necessary via nested images.

See the Compliance Services Quick Guide on this subject [here](#).

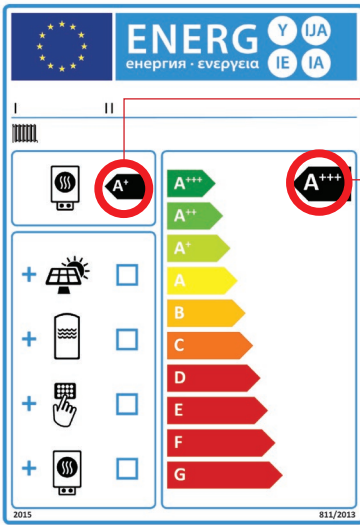
Market Surveillance

Your national market surveillance authority carries out ongoing inspections.

If the energy label is shown in a wrong way or not at all, market surveillance authorities may require correction or impose a fine.

In particular about heating systems

You can find more information about ecodesign and energy labelling regulations for local space heaters on the [Compliance Services website](#).



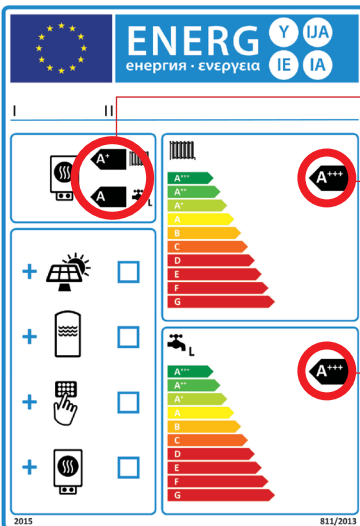
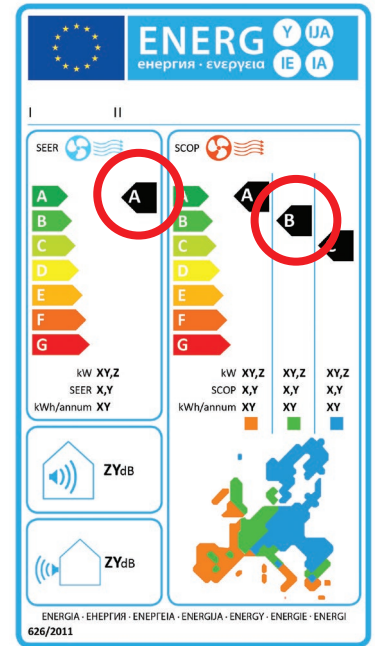
The heating system's energy class at 55 °C.

The package solution's energy efficiency class (based on 55 °C).

The requirement is that both energy classes (for the heater only and for the heater with supplementary systems) must be stated, and in a way that makes it possible to distinguish between them.

Air conditioners and air-to-air heat pumps

The energy label often states an energy class for energy efficiency for both heating and cooling. It is recommended to provide information on both energy classes, together with an explanation of what the two energy classes refer to. If space constraints mean that only one energy class can be stated, the product's primary function must be indicated – 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.



The heating system's energy class at 55 °C and its energy efficiency class for domestic hot water production.

The package solution's energy class and energy efficiency class for water heating

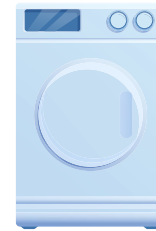
All four energy classes – and their corresponding ranges – must be stated in the advertisement, and it must be possible to distinguish between what each class refers to.

Example of non-compliant advertisement

MODEL ABC 123

Tumble dryer

5 kg rated capacity
Programme duration: 2:55



4.299

The energy arrow is pointing the wrong way and is too small.

The arrow must point to the left and be at least the same size as the price.

The arrow has to point to the left for tumble dryers, smartphones and slate tablets.

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