



Energy labelling requirements for dealers: An overview of key issues and rules

A webinar for dealers of products with an energy label

Webinar for dealers
October 21st, 2026



In collaboration with:



Co-funded by
the European Union



SPEAKERS

Moderator

Ms. Elisabeth Dreier, vores bureau, Denmark

Guest speaker

Mr. Niels Ladefoged, European Commission

Speaker

Mr. Juraj Krivosik, SEVEN, The Energy Efficiency Center, Czechia

In collaboration with:



ABOUT THE COMPLIANCE SERVICES PROJECT

- EU funded project:
Supporting suppliers, retailers and installers in understanding and complying with energy labelling and ecodesign requirements
- Duration: 09/2023 – 02/2028 + potential follow-up until 2031
- 13 European partners:
Energy agencies and supplier, dealer and consumer associations, experts
- www.product-compliance-services.eu





AGENDA

➤ Foreword:

- Background and legal developments: European Commission

➤ Introduction to the energy label and its importance

➤ Energy labelling requirements for dealers

➤ Practical good and bad examples

➤ EPREL database

➤ Market surveillance

➤ Questions and Answers



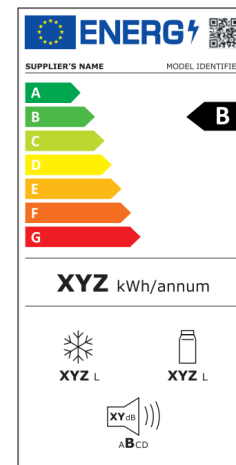
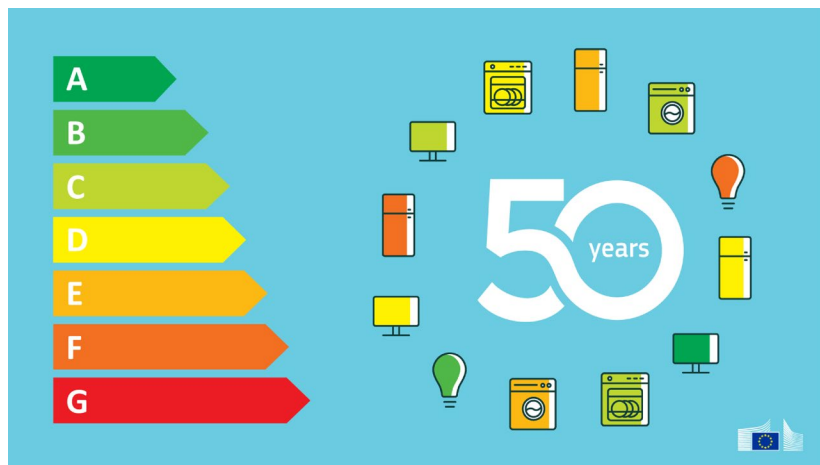
Energy label: Background and developments

Mr. Niels LADEFOGED – DG ENER, European Commission

Deputy Head of Unit for Buildings and Products and Team Leader for Products in DG ENERGY



Introduction to the energy label



EU APPLIANCE POLICY – ROOTED IN 1973 OIL CRISIS

1976 Council Recommendation on the **rational use of energy** in the **heating system** of existing buildings

Council Recommendation on the **rational use of energy** for **electrical household appliances**

1978 Council Directive on the **performance of heat generators for space heating and hot water**

1979 Council Directive 79/531/EEC on the **indication by labelling of the energy consumption of household appliances**

Council Directive 79/531/EEC applying to **electric ovens** Directive 79/530/EEC

1992 Council Directive 92/75/EEC of 22 September 1992 on the **indication by labelling and standard product information of the consumption of energy and other resources by household appliances**

2005 Directive 2005/32/EC establishing a framework for the **setting of ecodesign requirements for energy-using products**

2009 Regulation (EC) No 1222/2009 on the labelling of tyres with respect to fuel efficiency and other essential parameters

Directive 2009/125/EC establishing a framework for the setting of ecodesign requirements for energy-related products

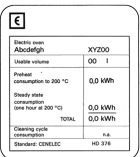
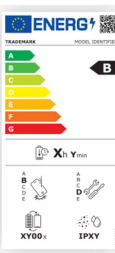
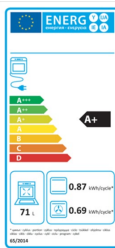
2010 Directive 2010/30/EU on the indication by **labelling and standard product information of the consumption of energy and other resources by energy-related products**

2017 Regulation (EU) 2017/1369 of the European Parliament and of the Council setting a framework for **energy labelling**

2020 Regulation (EU) 2020/740 on the **labelling of tyres** with respect to fuel efficiency and other parameters

2024 Regulation (EU) 2024/1781 establishing a framework for the **setting of ecodesign requirements for sustainable products** (ESPR)

2026 Energy products ‘omnibus’ proposal





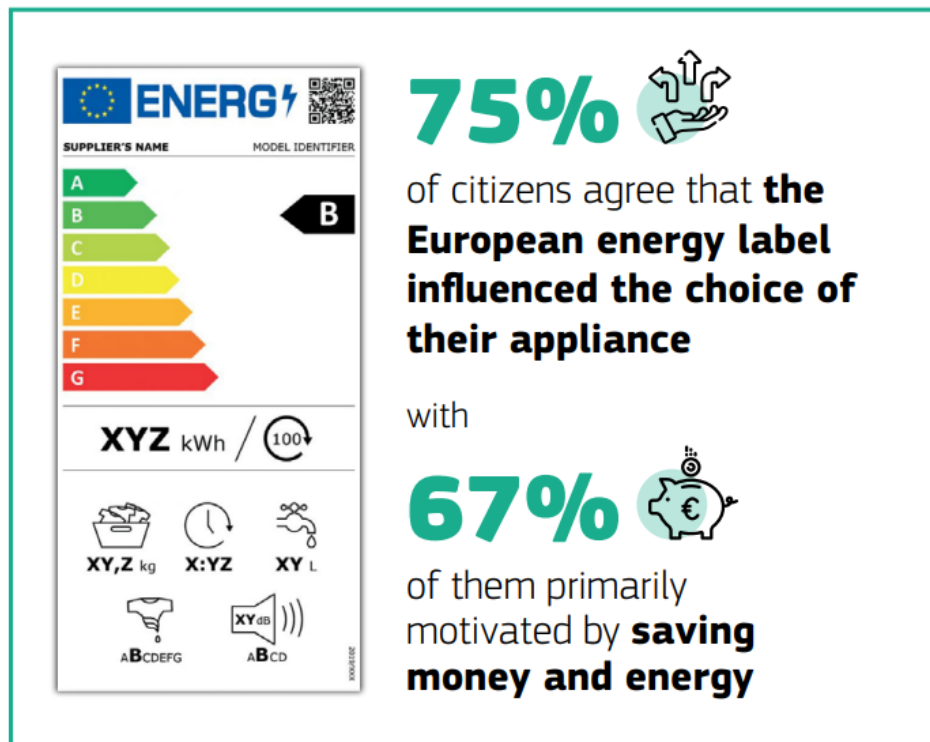
Introduction to the energy label and its importance

Mr. Juraj Krivosik – SEVEN, The Energy Efficiency Center

Executive Director, Prague, Czech Republic

THE ENERGY LABEL – A WIDELY RECOGNISED TOOL

- First introduced in 1994
- Level of awareness: 93 % of the citizens*



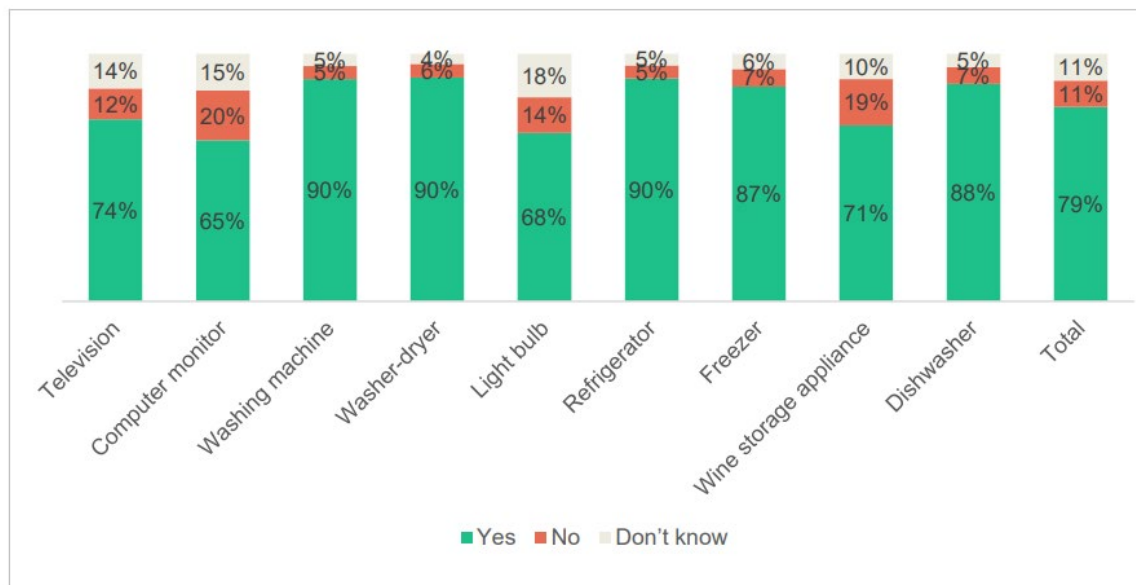
➤ EC website: https://energy-efficient-products.ec.europa.eu/ecodesign-and-energy-label/understanding-energy-label_en
➤ * Eurobarometer 2024: <https://europa.eu/eurobarometer/surveys/detail/3229>



THE ENERGY LABEL – A WELL RECOGNIZED TOOL

- „Around 90% of those who had recently purchased a washing machine, washer-dryer, refrigerator, freezer or dishwasher remembered **encountering** the energy label during their shopping process“*

Figure 2.2: When you were shopping for a new [product], did you see such an energy label?

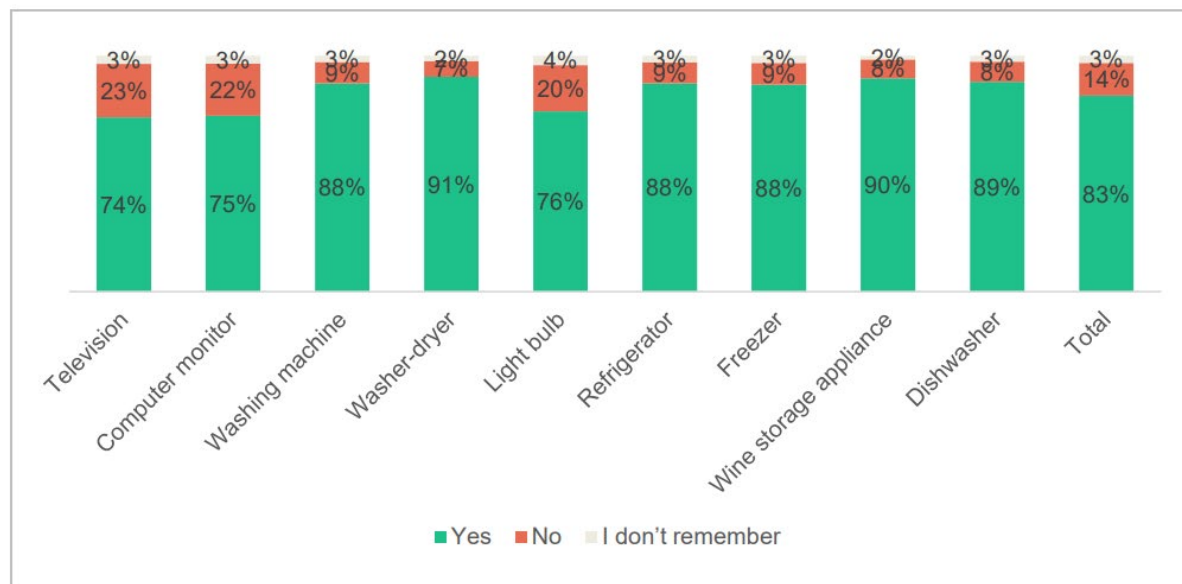


- * Study on consumer understanding of the EU energy labels applied since 2021, August 2025, [available here](#)

THE ENERGY LABEL – WIDELY USED BY CONSUMERS

- „A significant majority of respondents who recalled seeing the label indicated that they also **used** it to inform their purchase decision: 83%“*

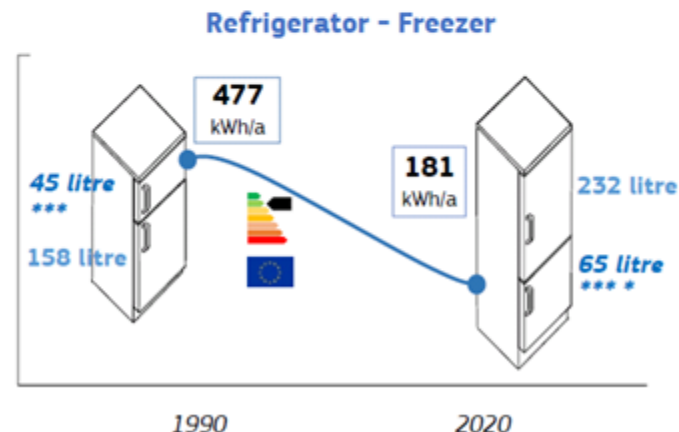
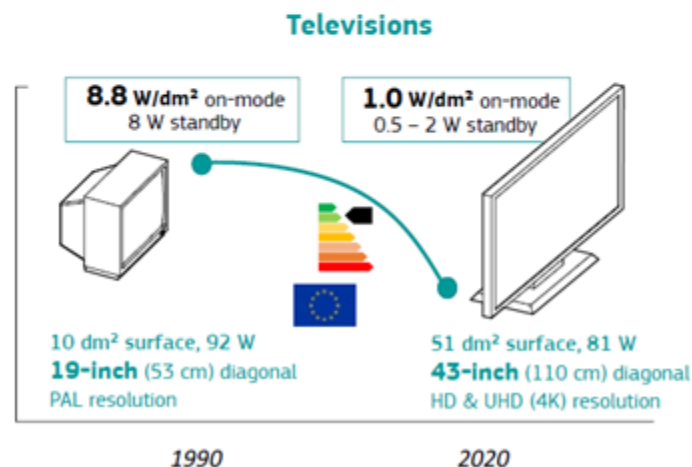
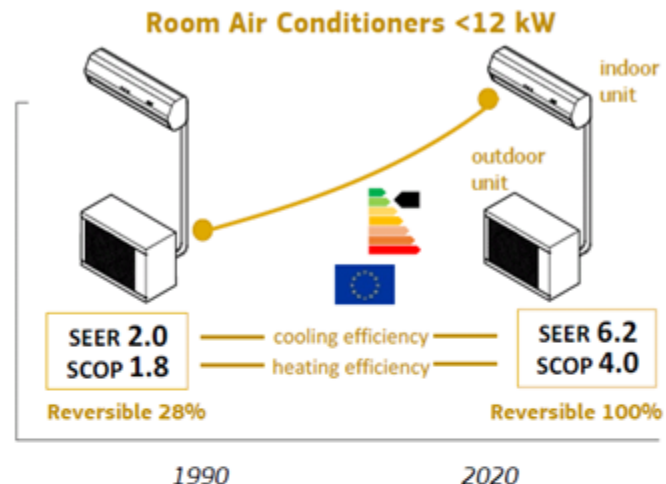
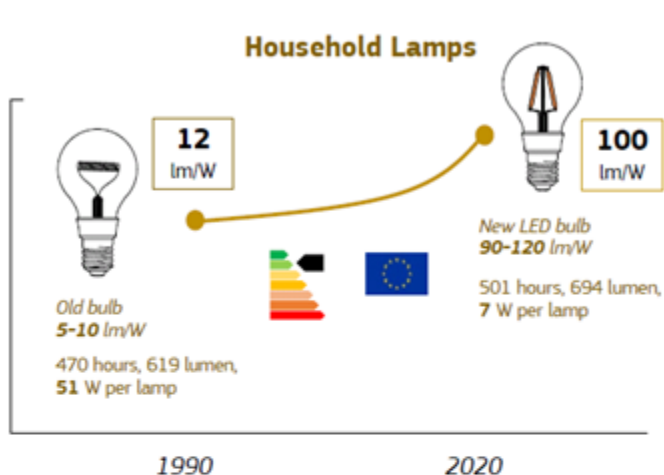
Figure 2.4: When deciding which [product] to buy, did you *use* the energy label?



- How consumers used the label: 62% used the energy-related information at the top of the label, while 37% used the information at the bottom.

- * Study on consumer understanding of the EU energy labels applied since 2021, August 2025, [available here](#)

IMPACT OF ENERGY LABELS AND EU EFFICIENCY POLICIES





ENERGY LABEL - THE LEGAL BASIS

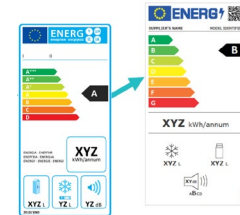
➤ (EU) 2017/1369 - Framework regulation for the energy labelling of products

➤ **Product-specific regulations**

- Specific criteria for 19 product groups*
- Requirements on energy efficiency + depending on product: water, noise, programme time, air pollutants, etc.
- Include obligations for suppliers, dealers, and installers
- All product categories and their product-specific regulations:
[Product List - Energy Efficient Products - European Commission](#)

*Air Conditioners and Comfort Fans, Domestic Ovens, Range Hoods, Light Sources, Dishwashers, Fridges and Freezers, Tumble Dryers, Washing Machines, Washer Dryers, Local Space Heaters, Professional Refrigerated Storage Cabinets, Ventilation Units, Solid Fuel Boilers, Space Heaters, Electronic Displays, Water Heaters, Commercial Refrigerators, Smartphones and Tablets, Tyres

THE ENERGY LABEL: BASIC PRINCIPLES



- Energy **labels are the same** across all of the EU / language neutral.
- New energy labels always have an **A-G range** of energy efficiency classes
- Energy efficiency class **A** is intended to be **empty** when a new energy label is introduced.
- Low class (E-G) does **not always** mean the product consumes more energy than most others, e.g. almost all TVs are in E-G.
- Some products (e.g. heating, air-conditioning) still have old energy label with **A+**, **A++**, **A+++** efficiency classes but it will be replaced in the next years.
- **Energy consumption** is also indicated - often per 100 cycles.
- In the lower part of energy labels, **key performance parameters** of the product are shown.

IF IN DOUBT IF A PRODUCT IS IN SCOPE OF ENERGY LABELLING

If you receive a product without an energy label, but you think it should have one:

- Ask the manufacturer or the importer.
- Investigate the product-specific energy labelling regulations.

Articles 1 and 2 describe the scope of the regulations and define which product types the regulation does not apply to.

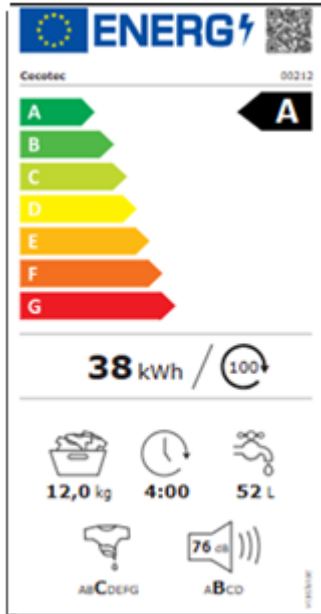
- Search the EPREL product database for product groups and specific product models.

Suppliers are required to register products in EPREL before they are placed on the EU market. Please contact the supplier if the product model is not registered.

- Ask us via the Compliance Services Help Desk

EXAMPLES OF ENERGY LABELS – 1/3

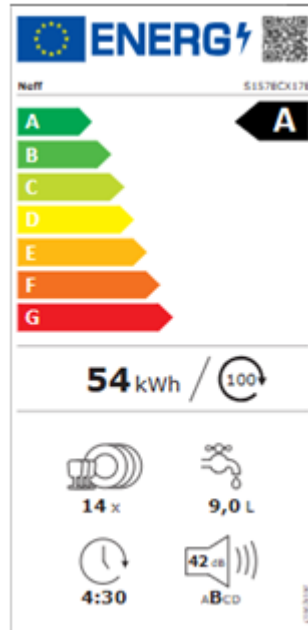
Washing machines



 Capacity in kg
12,0 kg

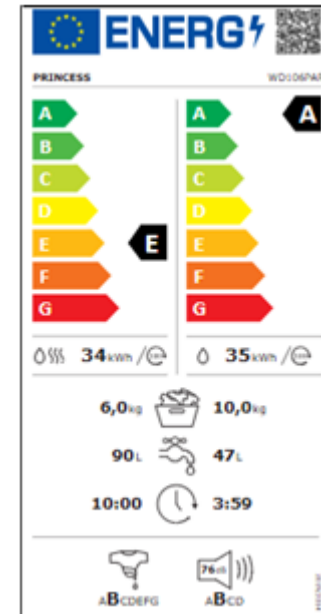
 Spin drying efficiency
AB CDEFG

Dishwashers



 Capacity in place settings
14 x

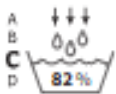
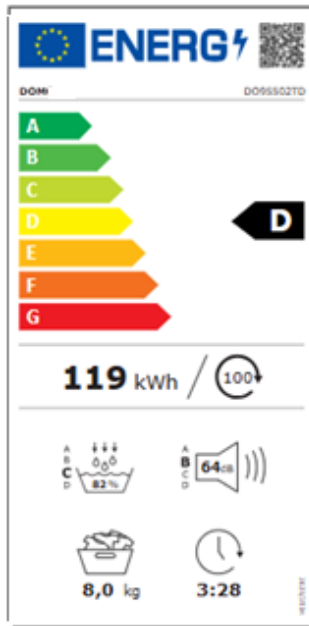
Washer-dryers



Left side: washing and drying
Right side: washing only

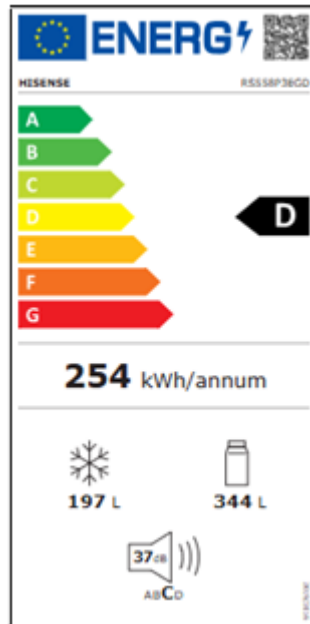
EXAMPLES OF ENERGY LABELS – 2/3

Tumble dryers



Condensation efficiency =
share of water going into the
container;
no drying efficiency!

Household refrigerators



197 L

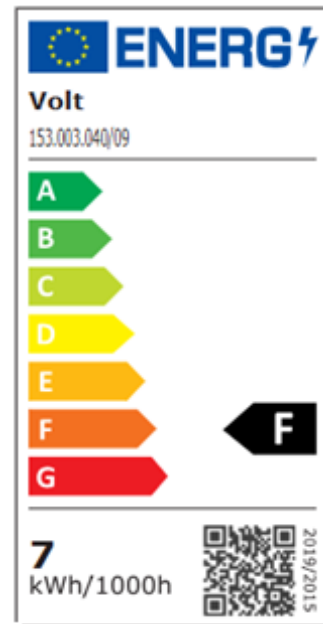


344 L

Volume of frozen compartments

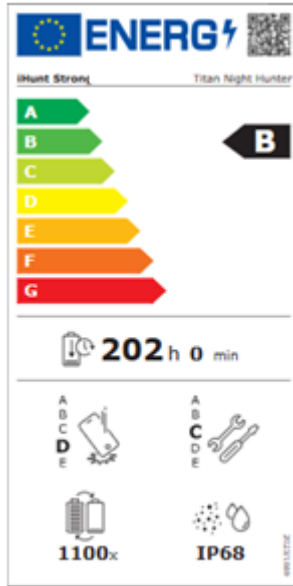
Volume of chill compartments

Light sources



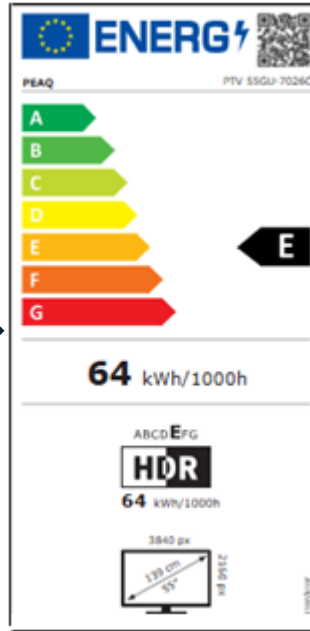
EXAMPLES OF ENERGY LABELS – 3/3

Smartphones, tablets



Instead of energy consumption:
Battery runtime before recharge

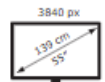
TVs, monitors



Main part of label: SDR

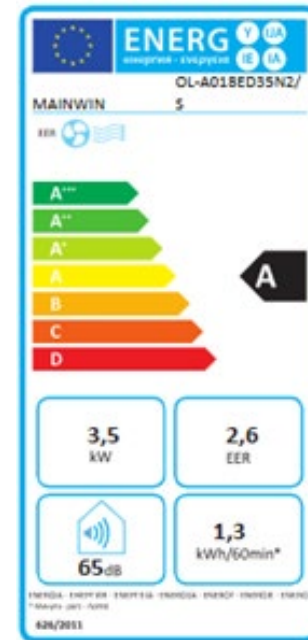


Energy class and
consumption for HDR



Screen width and pixels

Air conditioners



No A-G range yet (old label design; new
energy label still to be implemented)

EER: efficiency in cooling mode



Resistance against falling



Number of charging cycles
until only 80% capacity remains



Resistance to dust (1st digit: 0-6)
Resistance to water (2nd digit: 0-8)

BE AWARE OF AN UPCOMING CHANGE – TUMBLE DRYERS

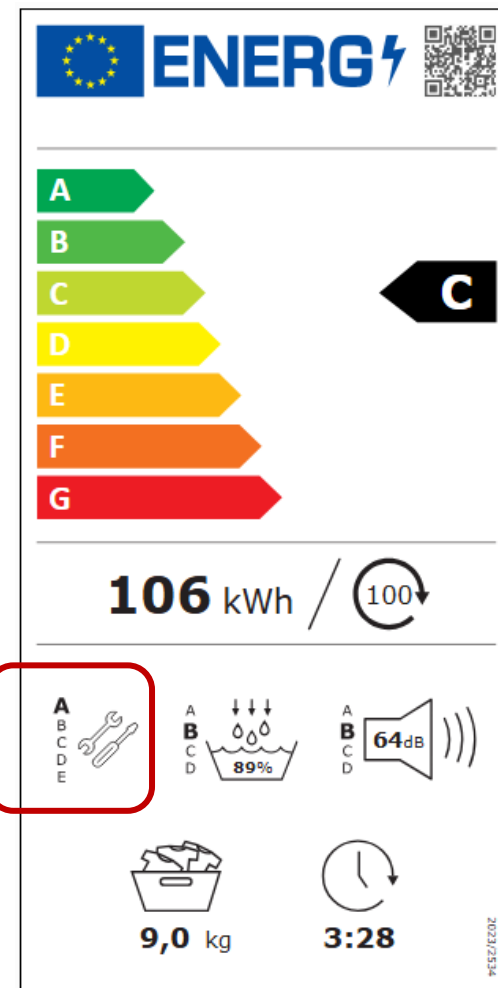
Repairability class for household **tumble dryers** -
New icon on the energy label.

- Voluntary until the end of 2026.
- Mandatory for new units placed on the market after January 1st, 2027.
- **Dealers** may sell „old“ units with no time limit.
- **Online shops:** From January 1st, 2027, you must display the new energy label and PIS in your webshop for products placed on the market from that date. To avoid customer questions or market surveillance issues, we recommend updating all energy labels and PIS by then, even for older stock.

More information:

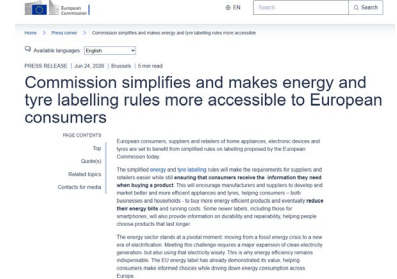
EC - https://energy-efficient-products.ec.europa.eu/news/eu-adopts-repairability-index-tumble-dryers-2025-11-21_en

CS - [Tumble dryers - Compliance Services](#)



BE AWARE OF UPCOMING LEGISLATIVE CLARIFICATIONS AND CHANGES

„Omnibus update“ eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2026%3A565%3AFIN&qid=1782459557881



- Physical shops: Energy labels also possible on digital screens
- E-shops: Energy label also in basket pages, search results pages
- Old labels: 12 months to sell units with old energy label (now only 14 days)
- Installers act as dealers
- More flexibility on how the supplier has to deliver the label, but dealer retains right to request printed label from supplier
- (Link to) EPREL entry to become part of documents accompanying a product
- Suppliers to refer to EPREL in advertisements
- **Note: Subject to change, draft version not published yet.**
- **No other upcoming changes to energy labels (2026 – 2027) but follow the new legislation (or us;-)**

PRODUCT INFORMATION SHEET (PIS)

► Provides – in local languages – more detailed technical information about the product, supplementing the energy label.

- Physical shops: To be made available upon request
- Online shops: To be displayed with every product

Product information sheet			
COMMISSION DELEGATED REGULATION (EU) 2019/2016			
Model Identifier:			
Supplier's name or trademark:			
Type of refrigerating appliance			
Low-noise appliance (Yes/no)	No	Design type: (built-in/freestanding)	Freestanding
Wine storage appliance: (Yes/No)	No	Other refrigerating appliance: (Yes/No)	Yes
General product parameters:			
Overall dimensions, height mm	840	Total volume (dm ³ or L)	82
Overall dimensions, width mm	475		
Overall dimensions, depth mm	450		
EER	99,5	Energy efficiency class	E
Airborne Acoustical Noise emission (dB(A) re 1 pW)	38	Airborne acoustical noise emission class (a)	
Annual energy cons. kWh/a	124,83	Climate class	N/ST
Ambient conditions for which the appliance is suitable	16	Maximum ambient temperature (°C), for which the refrigerating appliance is suitable	38
Winter setting: (Yes/No)	No		
Compartment Parameters:			

DEFINE YOUR ROLE IN ENERGY LABELLING

Dealer

Offers for sale, hire, or hire purchase, products to customers or installers in the course of commercial activity.

In some cases, the dealer is also a supplier.

Distributor wholesaler

Makes products available on the market and is not an importer or manufacturer.

A wholesaler is a middle link in the supply chain and may have the obligations of the dealers and/or suppliers.

Installer

Installs, sets up, fits, etc. products on the EU market.

When selling products to customers, the installer is also a dealer.

Supplier

EU Manufacturer

Produces products or has them produced and places them on the EU market under own name/ trademark.

Authorised representative

Has written consent from manufacturer outside the EU to act on his behalf.

Importer

Imports products and places them on the EU market.

Please note!

You can have several roles and therefore must meet requirements of several roles. Suppliers have obligations towards ecodesign and energy labelling, dealers only towards energy labelling.

ONLINE MARKETPLACES

- If online marketplaces sell the products directly to the end-users, they have the obligations of the dealers.
- If they promote offers from the dealers / traders and / or links to dealers' / traders' websites regarding energy labelled products, they shall enable the dealers / traders to provide information concerning the energy labelling of the products.

ENERGY LABELS – CORE ISSUES

- **Energy labels:** Save money, save the environment, ensure energy security
- **Transparent** method for **all products** covered by energy labelling legislation, independent of the supplier, subject to market **surveillance**
- **Public procurement and incentives:** Only products in the two highest significantly populated energy classes shall be considered
- **Range of classes** (e.g. A to G or A⁺⁺⁺ to D) varies among categories



Be aware that the scale of classes differ for several individual product categories. Grey letters indicate energy efficiency classes are displayed on the energy label but may not be available on the market for some product categories.



Energy labelling requirements



DEALER OBLIGATIONS

- ▶ You are required to display the energy label to your customers and provide the product information sheet (PIS).
- ▶ The requirements vary depending on whether you:
 - Sell the product in a physical shop.
 - Sell the product online.
 - Feature the product in advertisements or other materials.



Requirements for physical shops

PHYSICAL SHOPS - KEY RESPONSIBILITIES

- Ensure that **all** products subject to energy labelling requirements have an energy label
- Visible **on the front or top of the product.**
 - Depending on the product, there can be a different instruction in the product-specific labelling regulation where to put it.
- Request an energy label from the supplier if it is not provided with the product in the packaging.
 - The energy labels can also be printed directly from EPREL, but do ensure correct size and colours.
- Ensure the energy label's model designation matches the product.
- Provide PIS upon customer request.
 - Can also be retrieved directly from EPREL

Second-hand or used products are not in the scope of the energy labelling requirements, but there are exceptions, e.g. if a second-hand or used product is imported to the EU. See [Blue Guide](#) for more details.



PHYSICAL SHOPS – SUMMARY OF COMMON MISTAKES



**No energy label
on the product**



**Incorrect size
or in black and white**



**Incorrect placement
of the energy label**



**Both the old and the new
energy label displayed
at the same time**

PHYSICAL SHOPS - MOST COMMON MISTAKES

➤ No energy label on the product

All products in scope of the energy labelling regulation must have an energy label.

➤ Incorrect size or in black and white

The energy label must have the correct size and be in colour.

The size of the energy label and specific placement instructions may vary depending on the product, so please look into the [product-specific regulations](#) or our [guide](#).





POLL 2

Is it permitted to display the energy label inside the product, provided that it is visible, for example on the inside of an oven or a washing machine?

- Yes
- No
- I do not know/I do not want to answer

Correct answer: No

PHYSICAL SHOPS – MOST COMMON MISTAKES

► Incorrect placement of the energy label

It is not permitted to place the energy label inside the product – not even for integrated appliances – and not at the backside either.



► Showcase windows

Products displayed in the store's showcase windows must also have an energy label.

PHYSICAL SHOPS – MOST COMMON MISTAKES

▶ Printed or hand-made energy labels

Avoid hand-made energy labels.
Be careful when printing the energy labels yourself. Ensure high-quality prints.



▶ Damaged energy labels or QR codes

Ensure the QR code on the energy label is intact and fully readable. Energy labels with cut-off or damaged edges, or those covered with adhesive tape, are not acceptable.



Request an energy label from the supplier, who is responsible for providing the energy labels within **five working days** or use **EPREL**.

PHYSICAL SHOPS – MOST COMMON MISTAKES

➤ Showing multiple energy labels

Different energy labels are not permitted – also within the transition period between an old and a new energy label. Do not display any documents near the product or energy label that could resemble an energy label and potentially confuse customers. Outdated energy labels must not be shown.



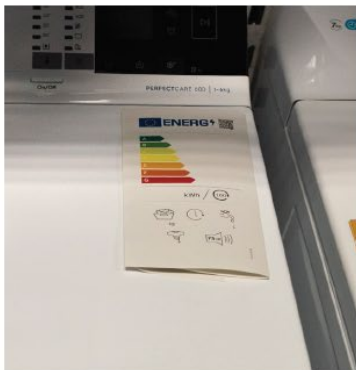
➤ Products in packaging in the shop

Also products sold in packaging must have an energy label as well. Each unit shall have an energy label displayed.

- Note: For light sources and TVs, the energy label must be printed directly on the packaging by suppliers.

EXAMPLES OF WRONG ENERGY LABEL DISPLAY

Missing values



Damaged



Black & white



Incl. handwritten info



Two energy labels



Backside



Inside product



No energy label or hidden on the side

MORE DETAILS:

➤ <https://www.product-compliance-services.eu/dealers-and-installers/dealers-general-guidelines/your-obligations/physical-shops>

➤ <https://www.product-compliance-services.eu/dealers-and-installers/quick-guides/physical-shops>

The screenshot shows the Compliance Services website interface. At the top, there are navigation links: Suppliers, Dealers and Installers, Library, Search, and Language. The main content area is titled 'GENERAL GUIDELINES - DEALERS' and includes a sub-section 'Your obligations'. Under this section, there are several bullet points: 'sell the product in a physical shop', 'sell the product online', and 'feature the product in advertisements or other materials'. Below this, there is a green box with the heading 'Are energy labels properly displayed at the internet points of sale? Result of project monitoring.' and a paragraph of text about the project's monitoring activity in 7 EU countries.

Quick Guide

Dealers



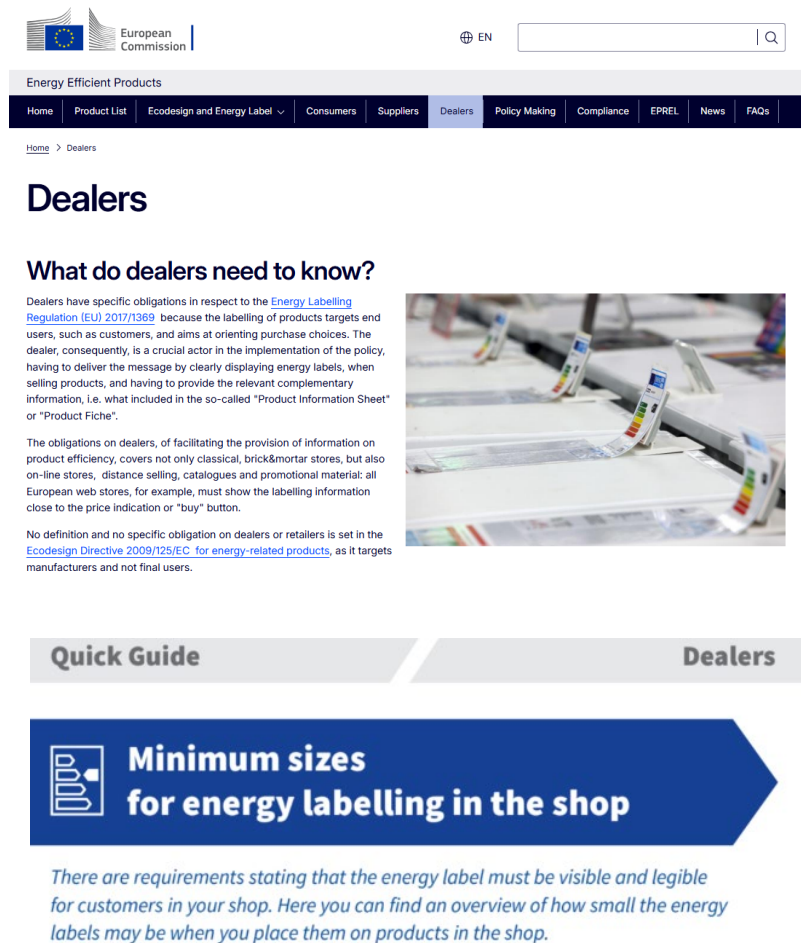
How to apply energy labels correctly in the shop

As a dealer, it is your responsibility and a legal requirement to place an energy label on the energy-related products displayed in the shop.

MORE DETAILS:

➤ https://energy-efficient-products.ec.europa.eu/dealers_en

➤ <https://www.product-compliance-services.eu/dealers-and-installers/quick-guides/minimum-sizes-of-the-energy-label>



The screenshot shows the European Commission website for Energy Efficient Products. The top navigation bar includes the European Commission logo, a search bar, and a language selector set to EN. Below this is a secondary navigation bar with links: Home, Product List, Ecodesign and Energy Label (selected), Consumers, Suppliers, Dealers, Policy Making, Compliance, EPREL, News, and FAQs. The main content area is titled "Dealers" and includes a sub-header "What do dealers need to know?". The text explains that dealers have specific obligations regarding energy labelling, citing the Energy Labelling Regulation (EU) 2017/1369. It states that the dealer is a crucial actor in implementing the policy, responsible for clearly displaying energy labels and providing complementary information like the Product Information Sheet or "Product Fiche". It also mentions that obligations cover not only physical stores but also online stores, catalogues, and promotional material. A note at the bottom states that no specific obligation is set in the Ecodesign Directive 2009/125/EC for energy-related products, as it targets manufacturers and not final users. To the right of the text is an image showing energy labels being applied to products. Below the text is a "Quick Guide" section titled "Dealers" with a sub-header "Minimum sizes for energy labelling in the shop". This section includes an icon of a hand holding a label and a paragraph stating that requirements state energy labels must be visible and legible for customers, and that the guide provides an overview of how small labels may be when placed on products.

European Commission

Energy Efficient Products

Home Product List Ecodesign and Energy Label Consumers Suppliers Dealers Policy Making Compliance EPREL News FAQs

Home > Dealers

Dealers

What do dealers need to know?

Dealers have specific obligations in respect to the [Energy Labelling Regulation \(EU\) 2017/1369](#) because the labelling of products targets end users, such as customers, and aims at orienting purchase choices. The dealer, consequently, is a crucial actor in the implementation of the policy, having to deliver the message by clearly displaying energy labels, when selling products, and having to provide the relevant complementary information, i.e. what included in the so-called "Product Information Sheet" or "Product Fiche".

The obligations on dealers, of facilitating the provision of information on product efficiency, covers not only classical, brick&mortar stores, but also on-line stores, distance selling, catalogues and promotional material: all European web stores, for example, must show the labelling information close to the price indication or "buy" button.

No definition and no specific obligation on dealers or retailers is set in the [Ecodesign Directive 2009/125/EC for energy-related products](#), as it targets manufacturers and not final users.



Quick Guide Dealers

Minimum sizes for energy labelling in the shop

There are requirements stating that the energy label must be visible and legible for customers in your shop. Here you can find an overview of how small the energy labels may be when you place them on products in the shop.



Online sales

- Results from e-shop monitoring checks
- Requirements for online sales



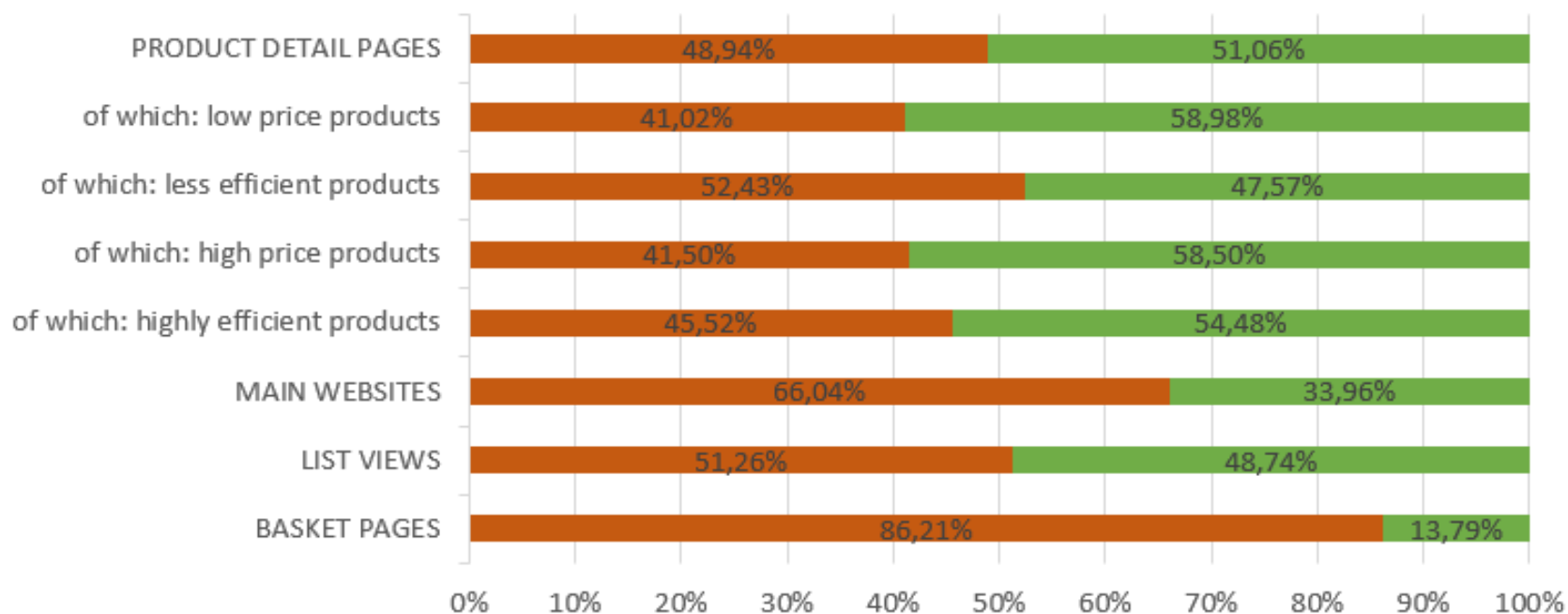
Results from an e-shop monitoring check

► The data of the assessment:

- Timeframe: Data collection in January 2026
- 7 EU countries: AT, BE, CZ, DK, FR, IT, PT
- 36 e-shops in total
- 3 product groups: smartphones and slate tablets, tumble dryers and heating and cooling products
- A total of 377 product models assessed

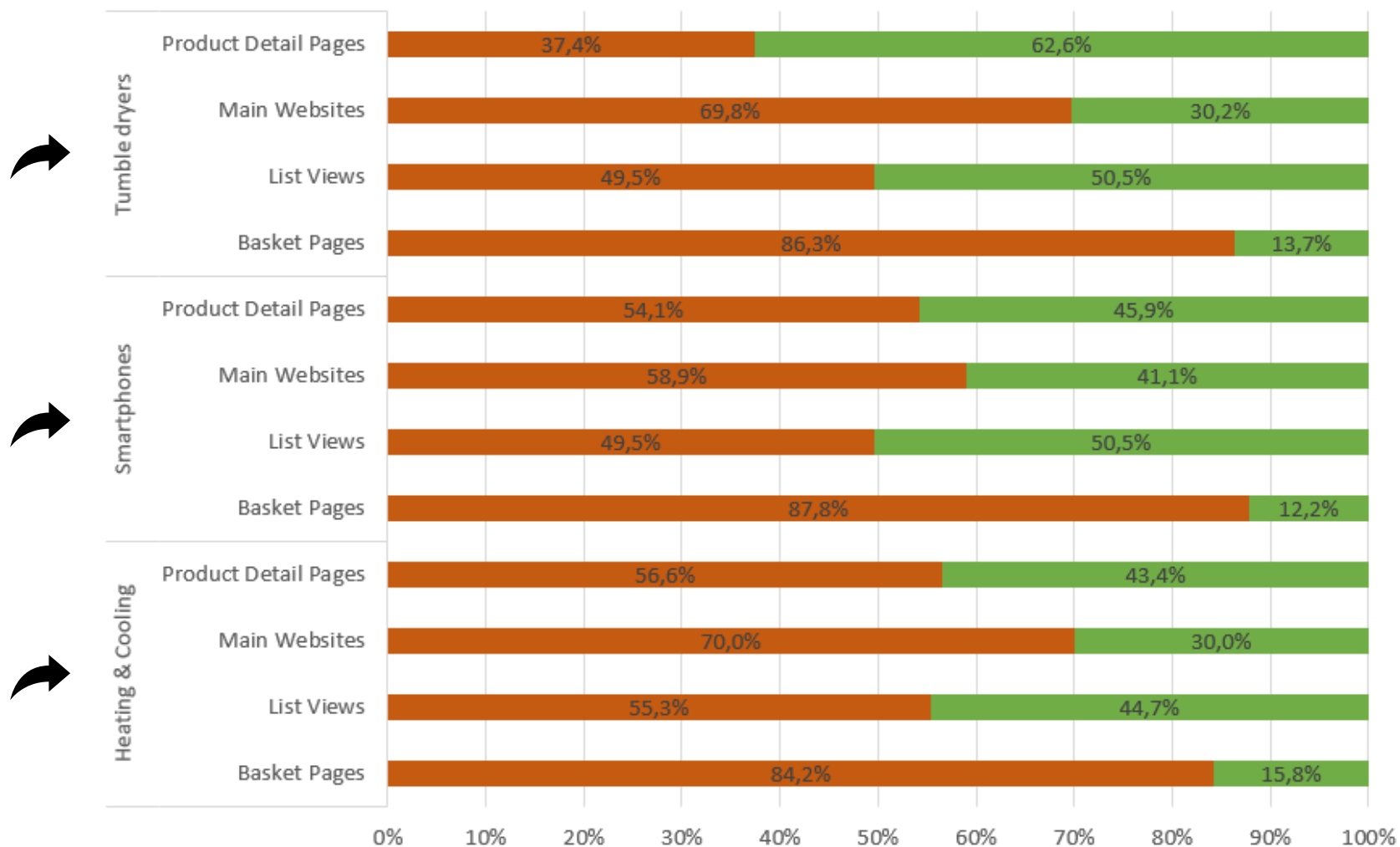
ONLINE SALES – RESULTS OF MONITORING I.

Non-compliance per page type and product properties



ONLINE SALES – RESULTS OF MONITORING II.

Non-compliance per product group, page type and product properties

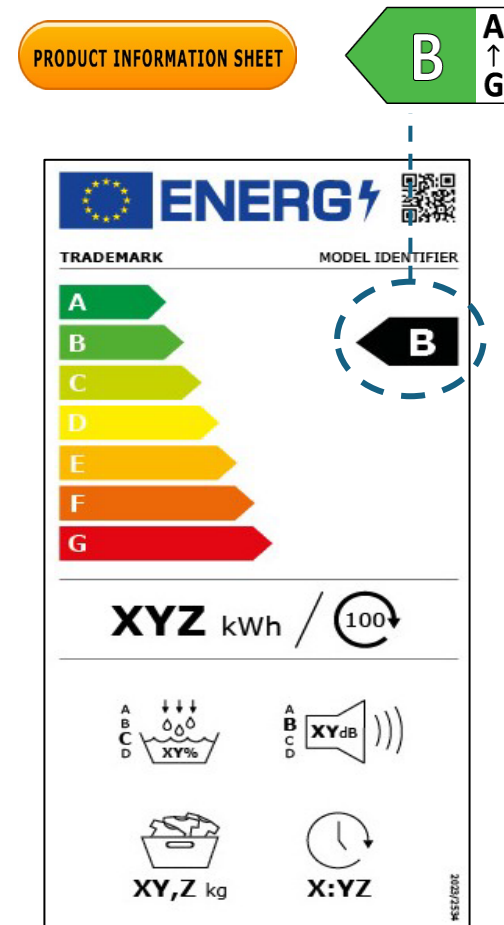




Requirements for online sales

ONLINE SALES – KEY ELEMENTS

- The **energy label and the PIS** must be shown in **proximity to the price** (if no price, then to the name/picture) of the product.
- You may use the energy **arrow** instead of the full energy label, and a link instead of the full PIS, provided that the full energy label or PIS **appears** when the arrow or link is clicked or hovered over.
- The link to the PIS must be named “**Product information sheet**” (in local language).
- The energy arrow must follow specified **layout**.
- The letter in the arrow indicating the efficiency class must have the **same size as the product price**.
- The energy arrow and PIS must open with only **one click**. For the PIS, you can also set a direct link to the product’s EPREL entry.



ONLINE SALES - REQUIREMENTS

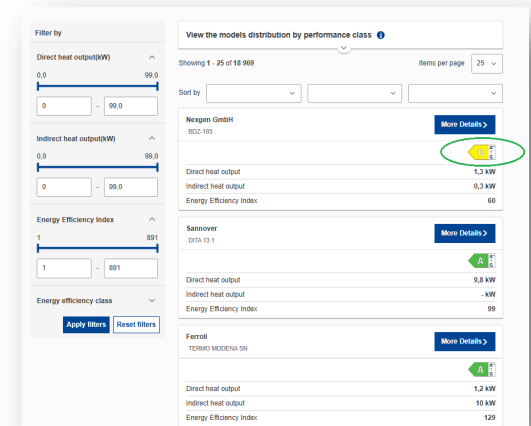
➤ Use the **new design** of the energy arrow - not the one shown in the older regulations (before 2019, following a decision of the EU Court of Justice), with the range of classes.

➤ Newer regulations: The energy arrow for *smartphones, slate tablets and tumble dryers* must point **to the left**.

➤ The EC website for downloading arrows and EPREL only includes energy arrows pointing to the left.



Example from EPREL





POLL 3

➤ **Once the consumer has added the product to the basket:
Must the products in the basket (before final purchase) be
displayed with an energy arrow and a link to the PIS?**

- No, since the purchase process is almost finished
- No, only the energy arrow must be present
- No, only the PIS must be present
- Yes
- I do not know/I do not want to answer

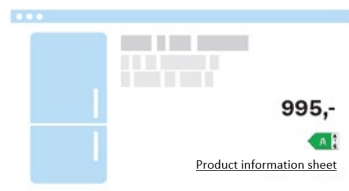
➤ **Correct answer: Yes**

ONLINE SALES

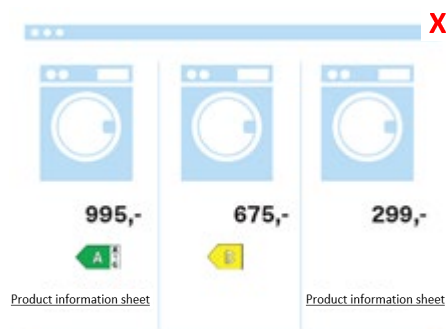
➤ The energy arrow *and* the link to the PIS must be displayed on **every sub-page of an online shop where a product is mentioned**, including the front page, the product lists and the basket.

- *Because each subpage can play a role in the customer's purchase process*

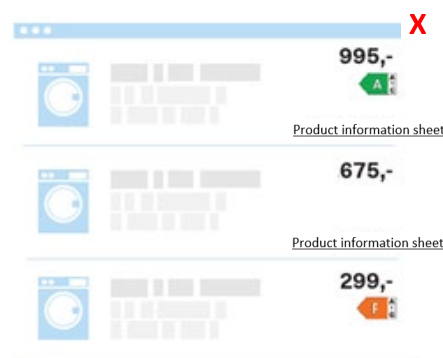
Product page



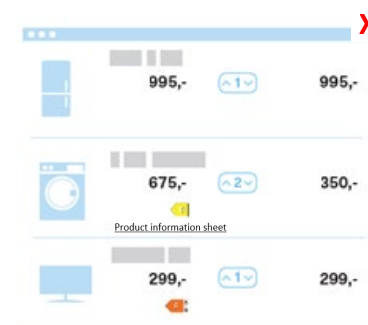
Front / catalogue page



Search page



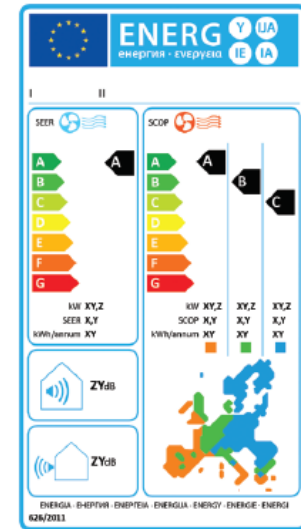
Basket page



ONLINE SALES – HEATING AND COOLING PRODUCTS

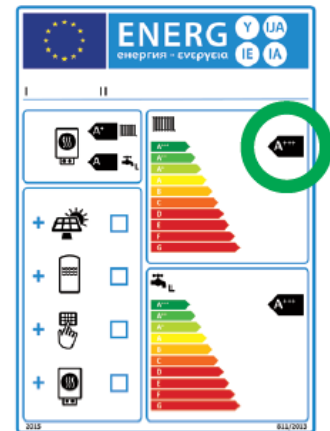
In particular about *air conditioners* and *air-to-air heat pumps*

- If the energy label states an energy efficiency class for both heating and cooling, then it is *advantageous to display the full energy label*.
- If due to space constraints only the *energy arrow* can be used, it must show the energy efficiency 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.



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 efficiency class indications. However, it is always the energy efficiency class for the package's **energy efficiency in heating mode** (without hot water production) that must be displayed in the arrow.



ONLINE SALES – MOST COMMON MISTAKES

- The font size of the letter in the energy arrow is too small

The font size of the letter in the energy arrow must be **identical** to the size of the price.

- The energy arrow is not close to the price*

- The energy arrow points to the right:

For smartphones, slate tablets and tumble dryers, the energy arrow must point to the left. For all other product groups, also arrows pointing to the right are allowed.

* Since there is no clear definition in the legislation of what is close to the price, contact your market surveillance authority if specific situation is not clear.



ONLINE SALES – MOST COMMON MISTAKES

➤ When you click or mouse over the energy arrow, the energy label for the product is not shown

➤ When you click or mouse over the energy arrow, the full energy label for the product must be shown.

➤ It is important that the energy label and the PIS are shown by only **one** click or mouseover.

➤ The old energy arrow is displayed

Use only the new layout of the energy arrow (with range of classes).



The energy arrow is not displayed



Wrong energy arrow



The font size in the energy arrow is too small



Missing or incorrect energy label



Incorrect naming of the PIS

MORE DETAILS:

➤ <https://www.product-compliance-services.eu/dealers-and-installers/dealers-general-guidelines/your-obligations/online-sales>

➤ <https://www.product-compliance-services.eu/dealers-and-installers/quick-guides/online-sales>

➤ https://energy-efficient-products.ec.europa.eu/dealers_en#on-line-stores

GENERAL GUIDELINES - DEALERS

➤ Energy labelling requirements for online sales

Quick Guide

Dealers



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.

Page Contents

What is a dealer?
What is a distributor?
What is an installer?
Obligations on dealers
Physical stores
On-line stores
Class arrows and range
Advertising products
Energy label templates
Resources for dealers, distributors and retail service providers
Useful links

On-line stores

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

- All products have an energy label and a product information sheet, 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 label and the product information sheet delivered by the supplier.
- The energy label and product information sheet are displayed in a size that is clearly visible and easy to read.
- The font size of the energy arrow is identical to the font size of the price.
- The energy label and product information sheet 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.
- When selling products with the energy label, the energy label and product information sheet must be included with the product.

Both the energy label and the product information sheet (PIS) can be presented using nested displays, eliminating the need to show the full energy label or PIS directly alongside the product or its price.

The responsibility for this lies with the dealers. The detailed rules (aspect of the class arrow, mechanism, coloured or monochrome, etc.) are set in the product-specific regulations and Regulation (EU) 518/2014.





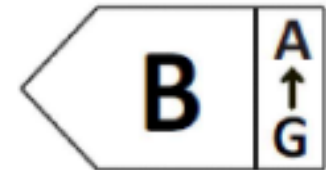
Requirements for advertisements, etc.

ADVERTISEMENT – REQUIREMENTS I.

- The energy arrow must be displayed.
- Its size shall allow for easy visibility and legibility.
- If the price is shown, the size of the letter inside the energy arrow must be **at least as large** as the price.



- Upon request, the customer must be able to receive a printed copy of the energy label and the PIS.
- Only materials in black and white may use a black-and-white version of the energy arrow.
- Telemarketing: Inform the customer about the product's energy efficiency class and range (energy arrow), and provide access to the full energy label and the PIS either via a free-access website or, upon request, as a printed copy.



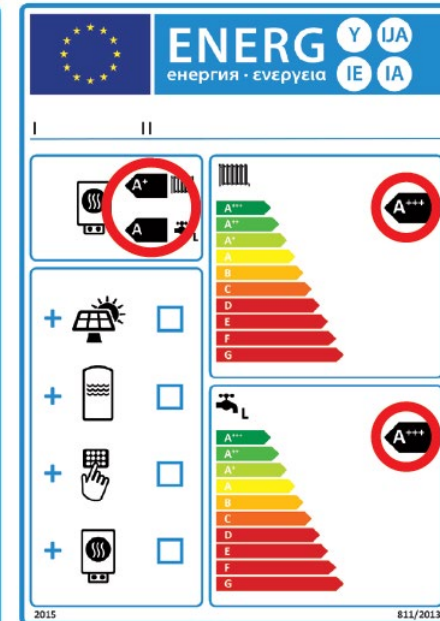
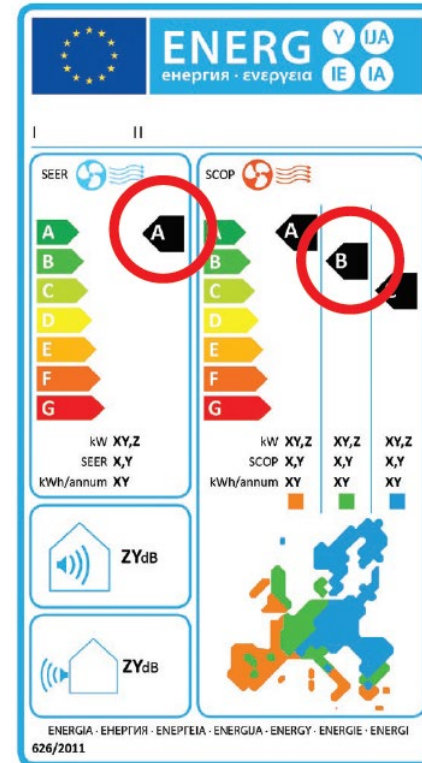
ADVERTISEMENT – REQUIREMENTS II.

For products with more efficiency classes on the energy label:

CHECK LEGISLATION FOR THE RESPECTIVE PRODUCT CATEGORY

➤ For some product groups, *all energy classes* must be stated, and in a way that makes it possible to distinguish between them.

➤ For some product groups, *the energy class of the product's primary function* must be stated – that is the function on which the product is marketed.



ADVERTISEMENT – REQUIREMENTS III.

Example of non-compliant advertisement:

- The arrow has to point to the **left** for tumble dryers, smartphones and slate tablets.
- Energy arrow does not contain the (A to G) **range** of available classes.
- The letter of the energy efficiency class (A) is **smaller** than the price.



MORE DETAILS:

► <https://www.product-compliance-services.eu/dealers-and-installers/dealers-general-guidelines/your-obligations/promotion-and-advertisement>

► <https://www.product-compliance-services.eu/dealers-and-installers/quick-guides/visual-advertisements-and-other-materials>

► https://energy-efficient-products.ec.europa.eu/dealers_en#advertising-products

GENERAL GUIDELINES - DEALERS

► Energy labelling requirements for promotion and advertisement

What kind of materials?

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. On this website, these materials are collectively referred to as advertising.

What are the requirements?

Quick Guide

Dealers & Suppliers



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.

Advertising products

For advertising products in the scope of the labelling legislation (mail orders, catalogues, internet, telemarketing) or in any other way where the potential customer cannot see the product exhibited, the supplier or dealer shall indicate the energy efficiency class of the product and the range of classes.



What kind of materials?

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. On this website, these materials are collectively referred to as advertising.

What are the requirements?

THE SCOPE OF ENERGY LABELLING LEGISLATION

Energy labelling applies not only to *white goods* but for a wide range of products:

- TVs, monitors, smartphones, slate tablets, light sources, tyres, domestic ovens, range hoods
- Commercial Refrigerators, Professional Refrigerated Storage Cabinets
- Heating, Cooling and Ventilation products

Heating, Cooling and Ventilation



Air Conditioners and
Comfort Fans
Ecodesign | Energy Label



Local Space Heaters
Ecodesign | Energy Label



Ventilation Units
Ecodesign | Energy Label



Solid Fuel Boilers
Ecodesign | Energy Label

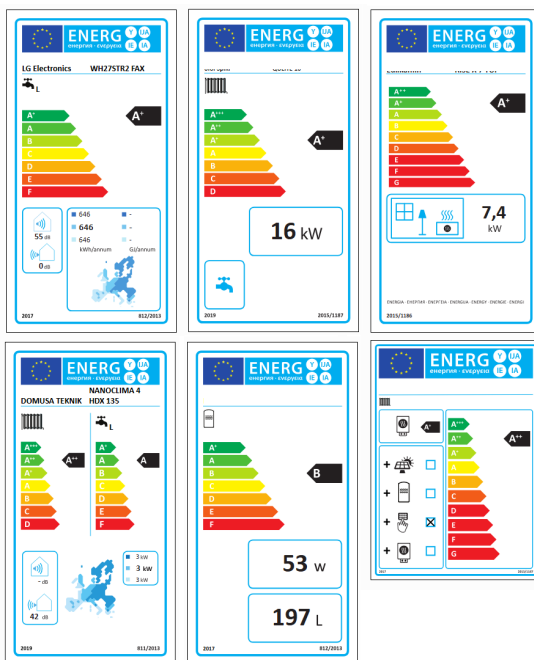


Space Heaters
Ecodesign | Energy Label



Water Heaters
Ecodesign | Energy Label

► Heating, Cooling and Ventilation products in EPREL:



No EPREL code on the energy label but models included in the EPREL database.

EPREL - European Product Registry for Energy Labelling

Registration identifier ▼

Example: 1234567

Search

What is EPREL?

Efficient Products Portal

Dishwashers

Washing machines

Washer-dryers

Household tumble dryers

Household, hotel and wine refrigerators

Commercial refrigerators

Tyres

Light sources

Smartphones and tablets

Electronic displays

Air conditioners

Domestic ovens

Range hoods

Local space heaters

Professional refrigerated storage cabinets

Residential ventilation units

Space heaters/Combination heaters

Packages of space heaters/combination heaters

Temperature controls for space heaters

Solar devices for space heaters

Water heaters

Packages of water heaters

Hot water storage tanks for water heaters

Solar devices for water heaters

Solid fuel boilers

Packages of solid fuel boilers



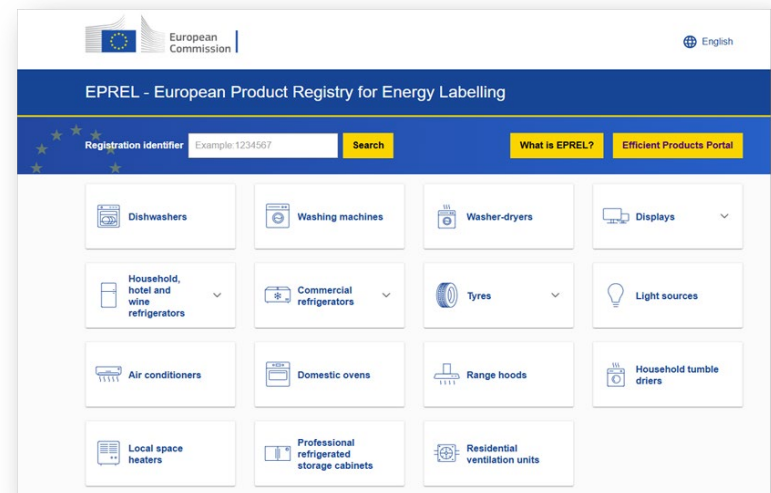
EPREL

The European
Product Registry
for Energy Labelling



WHAT IS THE EPREL DATABASE?

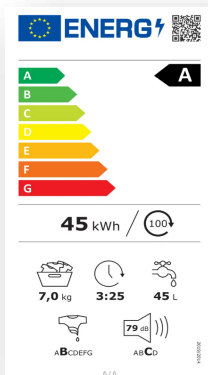
- **Database** for all energy-labelled products in the EU
- **Mandatory:** Suppliers must have their organisation electronically verified, register their products and upload data before placing products on the market
- **Public part (accessible to everybody)**
 - Designed to provide customers, retailers, etc. with detailed information and supplier contacts
- **Compliance part (only accessible to Authorities)**
 - Provides Market Surveillance Authorities with access to non-public product documentation



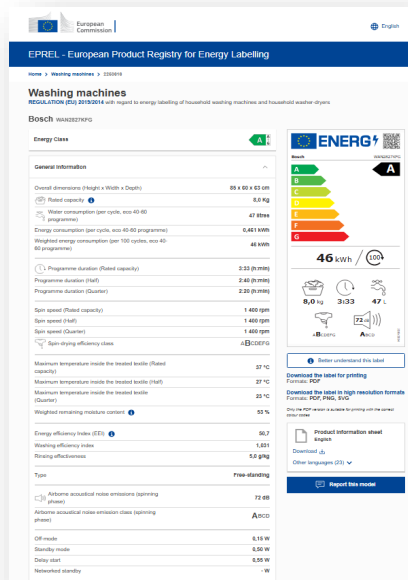
ACCESS TO EPREL

- Scan the QR-code on the energy label
- Go to the website: <https://eprel.ec.europa.eu>
 - Search for a specific model
(by brand and model name or by registration number)
 - Choose a product group

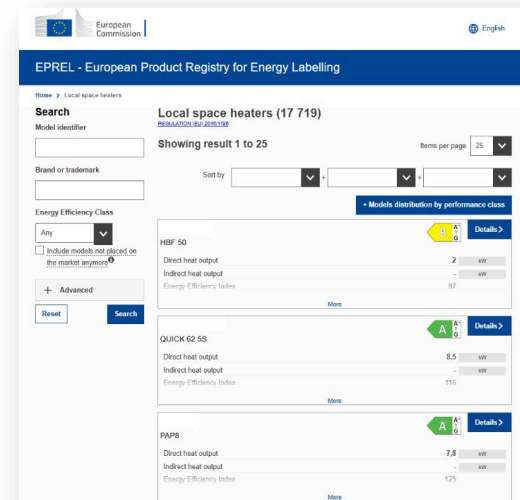
Scan QR-Code



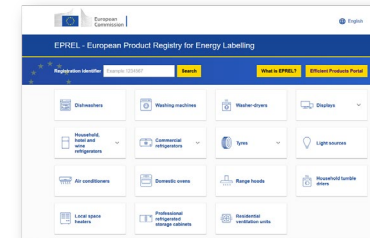
Detailed product information



Product comparison



WHAT DOES EPREL PROVIDE?



- „Booster of the potential of the energy label“
- Allows **searching, sorting, filtering and comparing** of all products covered by energy labelling regulations.
- Provides **detailed product information** not fitting on the energy label but important for buyers.
- Includes **repair information** for products with a recently revised energy labelling regulation and **contacts of suppliers**.
- **Additional features** are planned (e.g. commercial product name, pictures, supplier contacts in different regions/areas/countries).



EPREL – SPECIFIC REQUIREMENTS

- To facilitate the display of energy labels or its class and range, including online distance selling, visual advertisements, technical promotional material and on the internet, **suppliers shall communicate the EPREL model registration number to dealers and distributors.**
- If you **print** an energy label from EPREL to place it on the product in the store, ensure that *colours and size match* the original energy label. Deviations may result in enforcement measures by the responsible Authority.
- To allow for the consultation of product information in EPREL, **the dealer or the distributor** shall ensure that **the QR code** on displayed energy labels is readable.
- **Errors in registrations or product data in EPREL can be reported via the public interface directly accessible via the product's EPREL entry.**

See also Article 14 of [Regulation 2024/994](#) on the product database EPREL.



EPREL INFORMATION ON DISTRIBUTION OF MODELS

View the models distribution by performance class 

REGULATION (EU) 2019/2017 with regard to energy labelling of household dishwashers

Distribution of the selected 12 881 models out of a total of 12 881 models

Class	Entries	%
A	1 274	9,9
B	1 277	9,9
C	2 241	17,4
D	3 058	23,7
E	4 362	33,9
F	543	4,2
G	126	1,0

Note:

Possible to obtain in EPREL for every product category - figures match the results of filtering criteria, calculated in real time

ENERGY LABEL FOR SUBSIDIES AND PROCUREMENT

REGULATION (EU) 2019/2014 with regard to energy labelling of household washing machines and household washer-dryers

Distribution of the selected 22 706 models out of a total of 22 706 models

Class	Entries	%
A	14 073	62,0
B	2 626	11,6
C	1 687	7,4
D	3 136	13,8
E	1 015	4,5
F	129	0,6
G	40	0,2

REGULATION (EU) 2015/1186 with regard to energy labelling of local space heaters

Distribution of the selected 23 356 models out of a total of 23 356 models

Class	Entries	%
A++	1 200	5,1
A+	11 926	51,1
A	8 906	38,1
B	505	2,2
C	303	1,3
D	361	1,5
E	93	0,4
F	35	0,1
G	27	0,1

REGULATION (EU) 2023/1669 with regard to energy labelling of smartphones and slate tablets

Distribution of the selected 2 451 models out of a total of 2 451 models

Class	Entries	%
A	445	18,2
B	497	20,3
C	182	7,4
D	305	12,4
E	286	11,7
F	292	11,9
G	444	18,1

Article 7.2 of the Energy Labelling Regulation 2017/1369 requires that “Where Member States provide incentives for a product specified in a delegated act, those incentives shall aim at the **highest two significantly populated classes of energy efficiency**, or at higher classes as laid down in that delegated act”. The same principle has to be applied for public procurement.

More information: [EC Public Buyers Community on EPREL](#) and [EU Directive - 2023/1791 - Annex IV \(a\)](#).



WILL THE DIGITAL PRODUCT PASSPORT (DPP) CARRY ENERGY-LABELLING INFORMATION IN FUTURE, AND DOES IT CHANGE THE OBLIGATIONS?

- Under the current regulatory framework, the DPP and the energy-labelling framework are expected to **coexist**.
- **EPREL targets customers**, helping compare models' performance. **DPP targets single products**, supply chain and lifecycle (not for comparing models): different goals, different targeted users, complementary.
- **EPREL** is expected to remain the dedicated EU database for information required under the **energy-labelling framework**.
- The DPP will provide access to the **broader product information** required under the ESPR and the relevant product-specific delegated acts: installation, use, maintenance, repair or other product-specific information.
- However, the existence of a DPP does not in itself create or remove obligations under the energy labelling legislation.

MORE DETAILS ON EPREL:

Product model registration for suppliers:

➤ <https://www.product-compliance-services.eu/suppliers/general-guidelines-for-suppliers/how-to-register-in-eprel>

EC portal on efficient products:

➤ https://energy-efficient-products.ec.europa.eu/eprel_en

Get energy labels, class arrows and PIS via API:

➤ <https://eprel.ec.europa.eu/screen/requestpublicapikey>

➤ <https://webgate.ec.europa.eu/fpfis/wikis/spaces/EPREL/pages/617317949/EPREL+Public+site+-+API>

GENERAL GUIDELINES FOR SUPPLIERS

➤ EPREL (European Product Registry for energy labelling)

EPREL is a database operated by the European Commission providing information about the energy efficiency and other important specifications of different models of labelled products. Suppliers are obliged to enter product information into EPREL as required by the EU energy labelling framework regulation.

Dealers can use EPREL to download energy labels and PIS, to look up specific information on a product or to generate links to EPREL e.g. for an online shop.

Verification in EPREL



This is a step-by-step guideline for the verification process in EPREL.

Verification of supplier

Digital signature/electronic seal



EPREL



EPREL (European Product Registry for Energy Labelling) is a comprehensive database set up and operated by the European Commission. Its primary purpose is to make information about the energy and environmental performance of all models of products bearing the "energy label" readily available: these include household products, as well as products for the business-to-business market.

This initiative aligns with the requirements of the [Energy Labelling Framework Regulation EU 2017/1369](#).

[EPREL Implementing Act](#)

[View EPREL](#)

Some key points about EPREL



Market surveillance

COMPLIANCE AND ENFORCEMENT



Dealers' responsibilities:

- **Physical shops:** To make sure the energy label is displayed, and the PIS is available if the customers request it
- **Online sales:** To display the energy label/energy arrow and (link to) PIS in the prescribed format and location
- **Advertisement:** To display the energy label/energy arrow and to provide the PIS upon request

HOW TO PREPARE FOR MARKET SURVEILLANCE

Note: EU-level legislation (identical), but Member-State-level surveillance

Market surveillance authorities (MSAs) have several methods for market surveillance:

- Physical inspections: product testing, shop visits, etc.
- Document inspections: technical documentation, advertisements, etc.
- Online inspections: web-shops, etc.
- Inspections at the borders, documents, package design, etc.

MSAs have several methods for enforcement

- Demand additional or missing information (energy label, energy arrow, PIS) or its correction
- Apply fines if information is not correct or missing
- Remove products from the EU market (e.g. in case of severely wrong declarations on the energy label with no supplier remedy action)



About the project / how we can help you

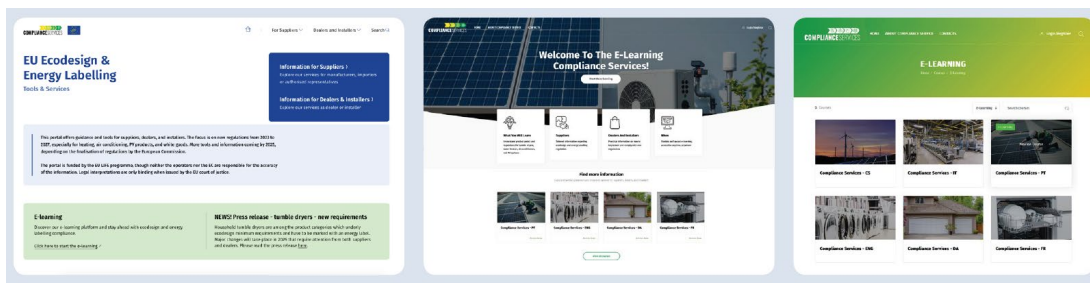
Mrs Elisabeth Dreier – vores bureau, Denmark

CEO

Visit our **web portal**:

www.product-compliance-services.eu

- Guidelines, a whole section for dealers
- A library full of quick guides and other documents
- Webinar presentations
- Help Desk service, FAQs
- E-learning: product policy, tumble dryers, smartphones and tablets, and more
- Sections in: English and Czech, Danish, French, German, Italian, Portuguese



LIBRARY

www.product-compliance-services.eu

► Materials to be downloaded

All tools and materials for the Compliance Services project that can be downloaded and printed are collected here and organised by product group or subject and displayed in alphabetical order.

Energy labelling requirements – applicable to all product categories

PPT: Energy labelling requirements, dealers, webinar, 10/2-2026



Q&A: Energy labelling requirements, dealers, webinar 10/2-2026



QUICK Guide, dealers: Online sales



QUICK guide, dealers: Visual advertisements



QUICK guide, dealers: Physical shops



QUICK Guide, dealers: Minimum sizes of the energy label



Quick Guide: EPREL verification process



Local space heaters

Local space heaters, PPT from webinar 5/11-25



Quick Guide: Local Space Heaters (to be downloaded or printed)



Q&As: Suppliers webinar LSH 5/11-25



Press release, local space heaters november 2025



Smartphones and slate tablets

Quick Guide: Smartphones and Tablets, Dealers



PPT: Smartphones and slate tablets, dealers, webinar, 11/6-25



Q&As: Smartphones and slate tablets, dealers webinar 11/6-25



Quick guide: Smartphones and slate tablets, suppliers



Q&As: Smart phones, slate tablet etc. suppliers webinar 30/9-25



Press release new energy labels tumble dryer, smartphones and slate tablets



PPT: Smartphones etc. suppliers webinar 30/9-25



Quick Guide Smartphones and slate tablets, consumer leaflet



Tumble dryers

PPT: Tumble dryer, suppliers webinar 7/2-2025



PPT: Tumble dryers, dealers webinar 19/2-2025



Q&As: Tumble dryers, suppliers webinar, 7/2-2025



Q&As: Tumble dryer, dealers webinar, 19/2-2025



Suppliers calendar tumble dryer



Dealers calendar tumble dryers



Quick Guide: Tumble dryers for suppliers



Press release, tumble dryers, 2025



QUICK GUIDES FOR DEALERS

- 1 Requirements for physical shops
- 2 Requirements for online sales
- 3 Requirements for advertisements
- 4 Sizes of the energy labels in physical shops

<https://www.product-compliance-services.eu/dealers-and-installers/quick-guides>

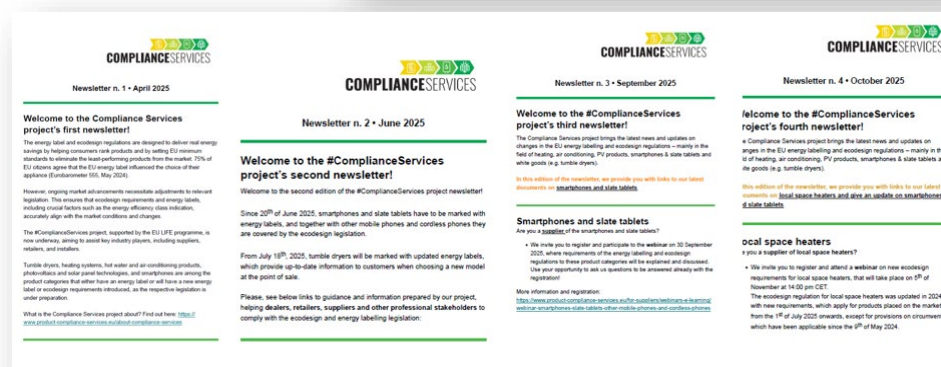
Quick Guide	Dealers	Quick Guide	Dealers
 How to apply energy labels correctly in the shop	<i>As a dealer, it is your responsibility and a legal requirement to place an energy label on the energy-related products displayed in the shop.</i>	 Minimum sizes for energy labelling in the shop	<i>There are requirements stating that the energy label must be visible and legible for customers in your shop. Here you can find an overview of how small the energy labels may be when you place them on products in the shop.</i>
Quick Guide	Dealers	Quick Guide	Dealers & Suppliers
 How to ensure compliance when selling online	<i>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.</i>	 How to ensure compliance in advertisements and promotions	<i>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.</i>

COMPLIANCE SERVICES NEWSLETTER

Please sign up to the project newsletter to obtain future project materials and guidelines, webinar invitations, updates on new energy labelling and ecodesign legislation:

Newsletter

The screenshot shows the top navigation bar with the Compliance Services logo, a home icon, and links for 'For Suppliers', 'Dealers and Installers', and a search bar. Below the navigation bar is a large blue button that says 'Sign up for the project newsletter'. Underneath this is a yellow box titled 'Subscribe to our newsletter!' with the text 'Receive regular occasional updates on the project activities - please fill in your email address:'. There is an input field for the email address. Below the input field is a checkbox with the text 'I agree that the email will be used exclusively to send me the Compliance Services project newsletter and relevant updates about project-related activities and events. Personal data will not be shared with third parties and will be retained only for as long as necessary to fulfil these purposes or until I withdraw my consent. I have the right to request restriction or deletion of my personal data at any time. Contact the project at project@product-compliance-services.eu to request these rights or for any questions. Data Privacy.' To the right of this text is a 'Submit' button.



<https://www.product-compliance-services.eu/sign-up-for-the-project-newsletter>



COMPLIANCE SERVICES HELP DESK

Do you have a question?

Submit your individual question on proper energy label use via our Help Desk:

Help Desk

<https://www.product-compliance-services.eu/help-desk>



Suppliers ▾

Dealers and Installers ▾

Library ▾

► Help Desk

The service desk allows you to submit questions on legislation, legal requirements, or clarifications for product groups. It also supports clarification of stakeholder requests on new regulations with the European Commission. For older regulations, refer to the guidelines and FAQs.

How does it work?

1. Click the start-button
2. Answer the questions on the next pages
3. Type your request, attach relevant files and fill in your data
4. Confirm email



LINKS

Project website

www.product-compliance-services.eu

Help Desk:

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

LinkedIn

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

Newsletter

www.product-compliance-services.eu/sign-up-for-the-project-newsletter

E-learning

elearningcomplianceservices.adene.pt

Email

project@product-compliance-services.eu

WE WILL SHARE WITH YOU PER EMAIL

- Webinar presentation
- Quick Guides for dealers
- Q&As



Compliance Services project is funded by the LIFE programme under contract n. 101120843.

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them



QUESTIONS AND ANSWERS



Please note that all questions and answers from the webinar will be made available in a separate document, distributed to all webinar participants and also online here:

<https://www.product-compliance-services.eu/library/tools-and-materials-available-for-download>



coordinated by

European organisations



AUSTRIAN ENERGY AGENCY



ASSOCIATION OF
THE EUROPEAN HEATING
INDUSTRY



EUROPEAN HEAT PUMP
ASSOCIATION



SOLAR HEAT EUROPE/
EUROPEAN SOLAR THERMAL
INDUSTRY



SOLARPOWER EUROPE



ENVIRONMENTAL
COALITION ON STANDARDS

National organisations



ADEME
Agence de
l'environnement et de
la maîtrise de l'énergie
France



ADENE
Agência para a energia
Portugal



ALTROCONSUMO
EDIZIONI srl
Italy



APED
Associação Portuguesa
de Empresas de
Distribuição
Portugal



ENERGIISTYRELSEN
Danish Energy Agency
Denmark



SEVEN
The Energy
Efficiency Center z.u.
Czechia



VORES BUREAU
Denmark

The Compliance Services project is coordinated by the Austrian Energy Agency.



Compliance Services project is funded by the LIFE programme under contract n. 101120843.

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

The information provided in this document reflect the project's understanding and as such is not legally binding. A binding interpretation of European Union law is the sole competence of the European Court of Justice. Any advice or instruction provided here cannot go beyond or substitute the requirements of the Energy Labelling and Ecodesign Regulations or the individual delegated acts, which are binding in their entirety and directly applicable in all Member States.

WWW.PRODUCT-COMPLIANCE-SERVICES.EU