



retailer's guide to using the TV energy label

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Note that this document only describes the energy label and ecodesign related information categories that have to be made available to consumers prior to their purchasing decisions. It does not describe the specific technical or minimum performance requirements.

Introduction

Energy labels are a successful tool to help consumers understand the energy usage of household products. They are well recognised and considered to be an effective mechanism in assisting market transformation towards more energy efficient products.

Energy labels are well established and proven to help save energy in product sectors such as large domestic appliances; their use is now being extended to cover further product types.

Since December 2010, all TVs for sale must display an energy label and retailers and manufacturers have obligations regarding the provision of additional energy information to consumers. The purpose of this document is to assist retailers, dealers, and other related stakeholders

in understanding and implementing the requirements for TV products. This document has been created by the CompliantTV project, which is carrying out large scale laboratory testing of TVs, and shop visits to ensure energy label compliance.

The CompliantTV project team welcome your feedback and are open to receiving further information on TV energy labelling and best practice in this area.

Why should retailers display the energy label and other required information?

Retailers should display the energy label because it:

- ✔ is a legal duty, verified by national Market Surveillance Authorities (MSAs)
- ✔ supports the sales of energy efficient models
- ✔ strengthens consumer confidence that they are receiving important product information
- ✔ informs consumers on TV energy consumption and helps lower bills.

Market research shows that consumers are prepared to pay more for a product that is more energy efficient.¹

The energy label helps to facilitate informed purchase decisions.

¹ CLASP, 2013 b, The New European Energy Label – Assessing Consumer Comprehension and Effectiveness as a Market Transformation Tool, lead authors Paul Waide, Rowan Watson, May 2013.

Background to the energy label for TVs

Why are TVs subject to energy labelling?

Energy labels for the first product groups were introduced in the EU in the early 1980s and the list of products covered by respective legislation has been growing ever since.

Due to the high energy saving potential from improving their efficiency, TVs are covered by EU Ecodesign (642/2009) and Energy Labelling (1062/2010) regulations. These have established that:

- *'The electricity used by televisions accounts for a significant share of total household electricity demand in the Union and televisions with equivalent functionality have a wide disparity in terms of energy efficiency. The energy efficiency of televisions can be significantly improved.'*²
- *'Annual electricity consumption related to televisions was estimated to be 60 TWh in 2007 in the Community, corresponding to 24 Mt CO₂ emissions. If no specific measures are taken to limit this consumption, it is predicted that electricity consumption [for televisions] will increase to 132 TWh in 2020.'*³

▸ Therefore, all TVs entering the market from 2009 must meet certain minimum efficiency standards and from 2010 must have their energy label displayed.

▸ The overall combined effect of the energy labelling and ecodesign regulations for TVs is an estimated annual electricity saving of 43 TWh per year by 2020, enough to light 89 million homes for a year – compared to no action being taken.

In principle, most current energy labels implemented across different product categories have the same following features:

- language neutrality (with icons being used instead)
- gradual introduction of the + signs for the most efficient products
- only seven energy classes
- annual energy consumption (not per 24 hours or per cycle)
- requirement for the energy class to be included within advertisements.

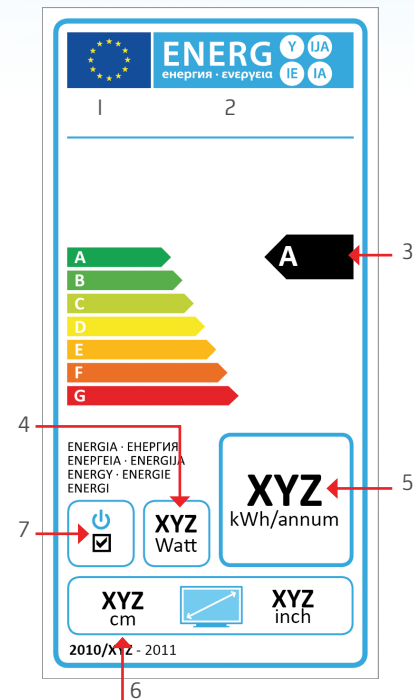
² Commission Deregulated Regulation 1062/2010

³ Commission Regulation 642/2009

What information does the TV energy label contain?

The label includes the following information:

1. Supplier's name or trade mark
2. Supplier's model identifier, usually a alphanumeric code, which distinguishes a specific TV model from other models of the same trade mark or supplier's name
3. The energy efficiency class of the TV - the head of the arrow containing the energy efficiency class of the TV shall be placed at the same height as the head of the arrow of the relevant energy efficiency class
4. On-mode power consumption in watts, rounded to the first integer
5. Annual on-mode energy consumption in kWh, rounded to the first integer
6. Visible screen diagonal in inches and centimetres
7. For TVs with an easily visible switch, which puts the TV in a state where power consumption does not exceed 0.01 watts when operated in the off position, the symbol 7 may be added



Where a model has been granted a 'European Union Ecolabel' under Regulation (EC) No 66/2010, this may be added to the energy label itself.

Icons on the TV energy label that are not easily recognised:



'Hard' switch off button availability (not stand-by)



Power consumption when switched on (not consumption per hour)



Electricity consumption per year (not consumption per hour or day)

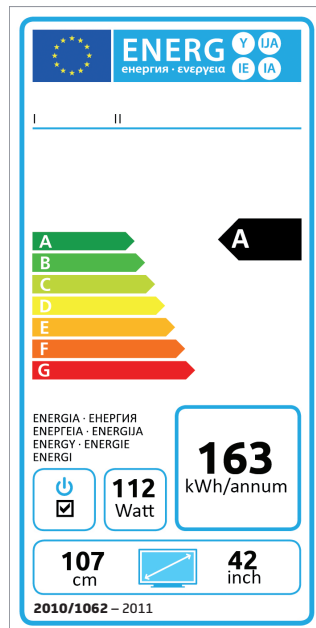


EU Ecolabel - voluntary labelling scheme for best-in-class products (but not compulsory to include on label)

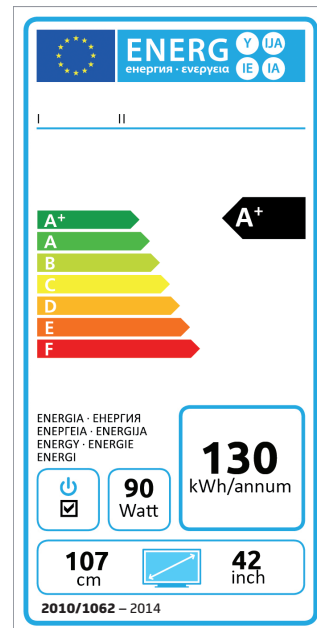
TV energy labels

TV energy labels introduced in 2010 contained an A/G scale of energy classes. In 2014, the scale was changed to A+ / F. From 2017 onwards, it will be A++ / E, and after 2020, A+++ / D, to reflect and respond to the anticipated market development of TVs. Earlier usage of higher energy classes is possible on a voluntary basis.

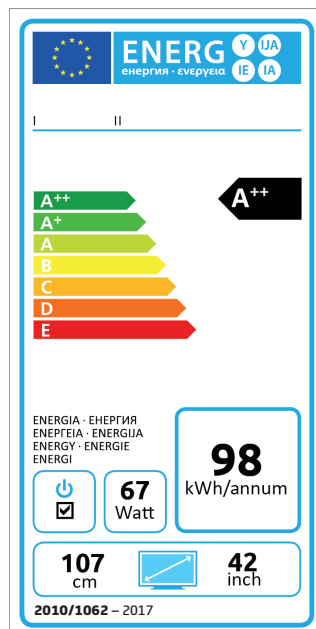
Products entering the market before the specified deadlines may continue to be displayed with the previous format of the energy label and do not need to change the label afterwards. For example, a new TV put on sale in December 2016 does not need to change its label in 2017 when it is already in the supply chain.



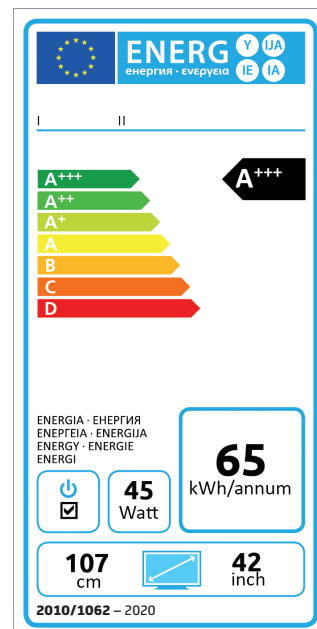
2011



2014



2017



2020

Energy labelling and ecodesign of TVs

Information to be made available to consumers

This brochure summarises the responsibilities under the regulations for manufacturers, importers and retailers. In short:

Suppliers (manufacturers and importers) are responsible for providing energy labels and information to retailers.

Retailers must make this information available to consumers at the point of sale.

There are four routes by which information must be made available to assist a consumer's purchasing decision

Energy label: to be displayed on TVs, in stores and in online sales

Product fiche: to be made available

Advertisements: energy class to be displayed

Free access website: containing further information.

You will find a more detailed explanation of these documents and the information that should be made available in the following sections.

Physical shops

Energy label display on TVs

Suppliers should make sure that each TV is supplied to retailers with a printed label in the required format, featuring the correct required information.

At the point of sale, the label must be displayed on the front of each TV so that the label is clearly visible.

Provision of the product fiche

Suppliers must make sure that a product fiche is available to retailers for each individual TV. The information in the product fiche is required in the following order and must be included in literature provided with the product:

- ✔ supplier's name or trade mark
 - ✔ supplier's model identifier (unique alphanumeric code)
 - ✔ the energy efficiency class of the model
 - ✔ if the TV has been awarded the EU Ecolabel, this can be included
 - ✔ the visible screen diagonal in both centimetres and inches
 - ✔ the on-mode power consumption (in watts)
 - ✔ the annual energy consumption in kWh per year, rounded to the first integer; it must be described as: Energy consumption XYZ kWh per year, based on the power consumption of the TV operating 4 hours per day for 365 days - the actual energy consumption will depend on how the TV is used
 - ✔ the standby and off-mode power consumption (or both)
 - ✔ the screen resolution in physical horizontal and vertical pixel count.
- One fiche may cover several TV models supplied by the same supplier.

Some of this information is included on the energy label, and providing it through this means is perfectly acceptable. However, the above required information beyond that given on the label must also be included in the fiche.

Online shops

New legislation from 1 January 2015

For TVs placed on the market after 1 January 2015, online retailers are required to display the energy label and fiche for all TVs for sale. Suppliers must make this available to retailers (e.g. downloadable from their website).

This is not required for models on the market before 1 January 2015; in this case the regulation specifies a list of information to be provided, in a particular order. However, retailers can switch listings of these products to the new

requirements if this is preferred. This should have the effect of reducing the administrative burden for online retailers and allow for greater consistency in displaying TV energy information.

Energy label and fiche display online

The label and fiche must be shown on the display mechanism in proximity to the price of the product, be clearly visible and legible, and in accordance with the size requirements as specified in the regulation.

This can be through a nested display, in which case it should appear on the first mouse click or roll-over.

Note that articles 3 and 4 of Annex IX of Amended Delegated Regulation 1062/2010 specify the images to be used for accessing the energy label.

Other information requirements

Advertisements

Suppliers and retailers have to ensure that any advertisement for a specific TV model includes the energy efficiency class if the advertisement discloses energy-related or price information.

Furthermore any promotion material concerning a specific TV model, which describes its specific technical parameters, must include the energy efficiency class of that model.

Free access websites – Ecodesign related information

As of August 2010, manufacturers have to provide the following information on free-access websites:

- ✔ The on-mode power consumption data in watts rounded to the first decimal place for power measurements (up to 100 watts) or to the first integer (for power measurements above 100 watts).
- ✔ For each standby and/or off-mode, the power consumption data in watts rounded to the second decimal place.
- ✔ For TVs without a 'forced' menu (those without defined options for the viewing modes) : the ratio of the peak luminance of the as-delivered on-mode setting to the peak luminance of the brightest on-mode condition provided by the TV, expressed in percentage, rounded to the nearest integer.
- ✔ For TVs with a forced menu (those with set options of viewing modes, e.g. 'eco' or 'home'): the ratio of the peak luminance of the home-mode condition and the peak luminance of the brightest on-mode condition provided by the TV, expressed in percentage, rounded to the nearest integer.
- ✔ The mercury content (as X,X mg) and the confirmation of lead content, if the TV contains these substances.

Examples of incorrectly displayed TV energy labels

All TVs must display the energy label at the point of sale, in an appropriately visible manner.

Effective implementation of new legislation can at times be slow. As part of CompliantTV, the project team is working with retailers to assist with this and make them aware of their responsibilities.

Visits to 100 stores across Europe have been carried out to assess the level of in-store energy labelling on TVs. The project has made recommendations on complying with regulations and improving the level of TV energy information available to consumers.

The following section shows examples, seen from this activity, of missing energy labels or those displayed incorrectly. CompliantTV has established four categories of incorrect TV labelling shown below.

Categories of incorrect TV labelling:

Missing	Format	Not visible	Apply
No energy label displayed on the TV at the point of sale.	The label does not fit the colour, size or format requirements (e.g. black and white, incomplete or damaged label, missing information).	The label is present but not clearly visible (e.g. hidden by other labels / price tag or placed at the back of the TV).	The label is not the correct one for the TV (e.g. a label from a different TV is present).

A retailer's guide
to using the TV energy label

Examples of incorrect TV labelling:

Missing energy label
No label seen on the TV



Label not visible
Wrong placement of the label



Boxed models
All models displayed have to display an energy label, including those sold only in boxes



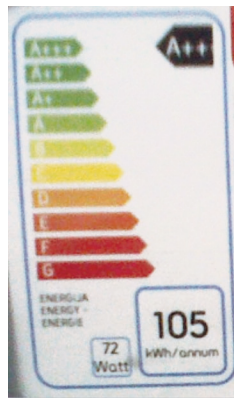
(unless there is a representative, labelled, unboxed display model accompanying the boxed TVs)

Wrong format
Incomplete or damaged label, missing information

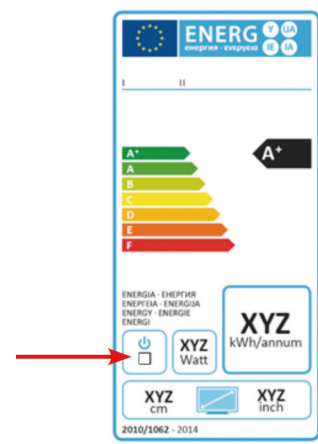


(e.g. model identifier is cut out of the picture)

Modified format
The label format may not be altered

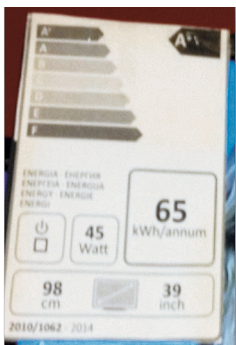


Other label modifications



An example of a modification that does not comply with the regulation. The correct way to show that a TV does not have a manual on/off switch is to remove this box entirely, leaving an empty space

Modified format
A copy made by the retailer



Apply
The model number on the label does not match the model where it is displayed



Advertisements
Missing an energy class declaration



Summary of responsibilities for manufacturers and retailers

- ✔ Since 2012, the Ecodesign minimum energy class allowed on the market is D.
- ✔ Manufacturers must supply retailers with the label and product fiche of the TVs with the product, upon request, or made available for download online.
- ✔ Retailers must display the energy label alongside every TV at the point of sale.
- ✔ Both boxed and unboxed TVs must be labelled.
- ✔ While each unit of boxed TVs must be labelled, multiple units are considered compliant if displayed alongside one representative, labelled unboxed model.
- ✔ The label must be clearly visible on the front of the TV, be in colour and in accordance with the size and format requirements in regulation 1062/2010.
- ✔ Retailers must make the product fiche available to consumers both in-store and online.
- ✔ For TVs placed on the market after 1 January 2015 the energy label and fiche must be displayed in online listings.
- ✔ In online listings, for TVs placed on the market before 1 January 2015, the following information, in the following order, must be included in the listing:
 1. energy efficiency class
 2. on-mode power consumption
 3. annual power consumption
 4. visible display size.
- ✔ However, online retailers may adopt the new requirements and display the energy label for TVs placed on the market before 1 January 2015, rather than the above information.

Who is in charge of verifying the presence of the energy label?

For the purpose of checking conformity with the labelling regulation, each EU member state has nominated a Market Surveillance Authority (MSA), which has formal powers to enforce the regulations.

MSAs are carrying out product testing and both physical and online shop visits to check that the energy label and other required information is available and correctly displayed.

Who are the UK MSAs?

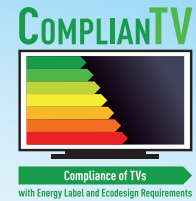
The National Measurement Office (NMO) is the UK MSA for ensuring Ecodesign regulations are followed; this includes checking the claims that TV manufacturers make on the label by carrying out product testing.

Trading Standards are appointed to monitor display of the energy label by retailers in-store.

In some countries several hundred shops are visited a year. CompliantTV is working with MSAs in partners' respective countries to work with the industry and improve adherence to the Energy Labelling and Ecodesign Regulations for TVs.

Register on the project website at www.compliantTV.eu to receive updates, access resources and find out results of product testing and shop visits.

About the ComplianTV project



ComplianTV is a project funded by Intelligent Energy Europe aiming to improve compliance with the TV Ecodesign (642/2009) and Energy Labelling (1062/2010) regulations, make recommendations to future policy, increase energy savings and push the market towards more efficient TVs.

The project brings together ten experienced partners from across Europe including environmental NGOs and consultancies, test houses and a trade association.

ComplianTV's activities include:

- ✔ laboratory tests of 160 TVs over three rounds to check manufacturers' energy label declarations
- ✔ visits to 100 stores to assess the level of energy labelling compliance, consisting of an initial round, communication and recommendations to stores, and a round of follow-up visits to check the effectiveness of the action
- ✔ production of information materials for consumers to assist with purchasing decisions related to TV energy efficiency
- ✔ production of this brochure to assist retailers in knowing their responsibilities under the directives and ensure they comply with regulations
- ✔ assisting MSAs in their market surveillance activities to improve compliance in the industry.

Contact details

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